

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Indonesia

Post: Jakarta

California Raisin Exporter Hears through the Trade Leads Grapevine

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

WHAT, WHERE, AND WHEN

In July 2012, a shipment of California Raisins was exported to a major Indonesian food ingredient importer as a direct result of the Trade Leads System (TLS). The California raisins were shipped in a 20” and were valued at roughly \$50,000. Most of the raisins will be used by bakers in the Indonesian food service industry.

General Information:

HOW

The importer contacted FAS Jakarta office to obtain a list of U.S. California raisin exporters. FAS Jakarta uploaded the request in the TLS during the second week of February 2012. The sale was generated as of mid-June 2012.

WHY

FAS Jakarta’s 2010 Bakery Ingredient Product Report noted that over the past five years the number of upscale bakeries has increased dramatically. The increase in this sector correlates directly with strong mall and department store developments in the larger cities throughout Indonesia. The main bakery sector growth factors include new product innovations, broader marketing efforts, improved management and distribution (delivery order) systems, better equipment, and newer retail outlets. Bakeries in West Java continue to expand their businesses into manufacturing both sweet and savory snacks.

The demand for bakery products will more likely increase along with urbanization, higher incomes and continued exposure to western products. Bakery products with low-fat, less sugar, natural cheese, more fiber, whole wheat, multi-grains, healthy dried fruits and nuts, and fortified with vitamins/minerals will continue to gain in popularity. Post expects that this segment is estimated to increase up to five percent annually over the next few years.

The U.S. raisin export to Indonesia was \$3.4 million in 2011.

The importer is convinced that they will continue to import the California raisins, along with other U.S. food ingredient products from the United States.

U.S. Raisin Export to Indonesia (\$ thousands)

| Products | 2007 | 2008 | 2009 | 2010 | 2011 |
|--------------|------|-------|-------|-------|-------|
| U.S. Raisins | 670 | 1,033 | 1,793 | 1,961 | 3,399 |



