

Thai Bananas to generate 1.07 Bn Baht as demand soars in Japan

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Thailand's government forecast fresh bananas and goods to Japan will generate up to 1.07 billion baht this year due to the popular demand in the Eastern Asian country.

Anucha Burapachaisri, Government Spokesperson stated that demands for bananas in Japan have been rising since the fruit is tasty and healthy and can be used as ingredients for desserts. He said that Japan's weather is not suitable for banana cultivation, causing low yields that could not meet the country's demand. As a result, the country imports more than 1 million tonnes of bananas per year.

According to the spokesperson, Caretaker Prime Minister General Prayut Chan-o-cha made clear his satisfaction with Thai bananas and their products being popular in other countries. The Prime Minister expressed confidence in the quality of Thai fruit being recognised by many countries and urged officials to provide full assistance in expanding these opportunities for the Thai people.

The spokesperson stated that Thailand can use privileges under the Japan-Thailand Economic Partnership Agreement, one of which exempts Thailand from tariffs on 8,000 tonnes of bananas, which expands opportunities for Thai farmers and businesses. He assures that the government is prepared to market Thai fruits in order to meet international demand, as well as boost the potential of fruit exporters and farmers in the country.