

For fresh fruit and vegetable marketing and distribution in Asia



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Fukushima peaches gain popularity

A concerted marketing effort has proven successful with consumers across Indonesia

Indonesian importer, Laris Manis Utama (LMU), has teamed up with Japanese fresh fruit and vegetable wholesaler, Showa Boeki, in an effort to increase consumption of peaches grown in Japan's Fukushima Prefecture.

Promotional campaigns during 2018 were effective in introducing consumers to the fruit and encouraged the two companies to further develop the market.

During August to September of 2019, in-store activations were held in 29 stores across Indonesia.

A key focus of the in-store activations was to educate consumers on the health benefits of the fruit.

In an interview with Asiafruit in September 2019, LMU's vice director, Hendry Sim, said healthy living is a top priority for Indonesian consumers.

"Indonesians want to eat better and healthier, and fruits are one of the foods that can contribute to good health," explained Sim.

Although consumer sentiment for the Fukushima Peach is showing positive signs of growth, the reality is peach imports into Indonesia remain low.



In 2018, 202 tonnes of peaches were imported into Indonesia, the majority sourced from Australia (71 tonnes) and the US (61 tonnes).

Apart from Indonesia, the Fukushima peach is also exported to Thailand and Malaysia.