

AIC *On Line* ACE AIC Market Briefs: Papaya Puree

Papaya puree is used primarily as an ingredient in juice blends. Importers in the U.S. and Europe have seen a rise in demand for this product over the past few years. However, demand is quite small compared with the larger tropical items such as pineapple, mango, banana, passionfruit, and even guava. India and South America (Brazil, Ecuador, Peru) are the leading suppliers of this product, although importers reported sourcing product from the Philippines and from Central America as well.

Brix

Fruit juice concentrates are measured in brix. The higher the brix, the higher the degree of concentration. Indian companies (Enkay in Bombay being one of the biggest) generally supply a single-strength puree of about 8-10 brix as well as a concentrate of about 21 brix. Clarified papaya juice is rare and expensive, as the fruit is quite difficult to make clear because of its pulpy nature.

Packaging

Papaya puree is packed in drums for sea shipment. It is either aseptically packed or frozen. Aseptic packaging is cheaper to ship, but the frozen product maintains a better quality of flavor and aroma, according to importers.

U.S. Market

U.S. importers contacted by Fintrac reported sourcing papaya puree from India, Guatemala, Ecuador, Brazil and Costa Rica. They said the market was already well-supplied but they are always willing to hear about new suppliers. Red and yellow papaya is sold, with the preferred color depending on the application.

Prices quoted by U.S. Importers of Papaya Puree

source	brix	form	price
Brazil	8	n.s.	\$0.35-\$0.50/lb.
Brazil	25	frozen	\$1.00/lb.
India	8	aseptic	\$0.35-\$0.40/lb.
India	21	aseptic	\$0.50-\$0.55/lb.

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Ecuador	8	frozen	\$0.48/lb.
Costa Rica	25	n.s.	\$0.55/lb.

In general, Indian puree was valued because of its good value. It tends to be inexpensive when compared with product from other countries.

European Market

In Europe, importers said that the market for papaya puree is quite well-supplied. Importers reported receiving supply from India, Sri Lanka, Peru and Brazil. One Swiss importer said that 8-10 brix purees are popular in France, whereas in Northern Europe the 21-25 brix concentrates are preferred. The form of product bought depends on the final use for the product. For many blenders, papaya is used as a stabilizing agent, more of a filler. These blenders tend to use the concentrates because they are cheaper. Fruit juice producers more interested in capturing the true papaya flavor and aroma generally prefer the 8-10 brix purees. Freezing also better captures the flavor of the product than aseptic packaging.

Prices quoted by European Importers of Papaya Puree

Importer	source	brix	form	price
Germany	Brazil	25	frozen	\$1,100/MT
	India	8	aseptic	\$600/MT
Switzerland	Peru	8-10	frozen	\$1,100/MT
	India	21	aseptic	\$1,500/MT
France	India	8	aseptic	\$650/MT
	India	21	aseptic	\$1,250/MT
	Brazil	25	frozen	\$1,500/MT

Importers Contacted

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Europe

Klaus Bocker GMBH

D-21614 Buxtehude

Bahnhofstrasse 26

Germany

tel: 49-4161-4012

fax: 49-4161-3536

HLF Hansa Liquid Fruit GmbH

Rahlstedter Strasse 133

D-22149 Hamburg

Germany

tel: 49-40-675-6970

fax: 49-40-675-69799

Barth Fruit, Ltd

PO Box 14

CH-4123 Allschwil 2

Switzerland

tel: 41-61-481-0622

fax: 41-61-481-3636

Tropinco

Paris, France

tel: 33-1-4502-1801

United States

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PITTRA

888 Seventh Ave.

New York, NY 10019

tel: 908-352-8700

Hartog Foods

20 East 46th St.

New York, NY 10017

tel: 212-687-2000

fax: 212-687-2659

Daystar-Robinson

1979 Marcus Avenue, Suite 234

Lake Success, NY 11042

tel: 516-328-3900

fax: 516-358-0508

Tupman-Thurlow

40 Tower Lane

Avon, Connecticut 06001

tel: 203-677-8933

fax: 860-678-0601

International Trade Import

3321 Rte 1, Suite 209

Lawrenceville, NJ 08648

tel: 609-987-0550

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Camerican

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Teaneck, NJ 07666

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