

DR
Coconut
Industry:
History,
Challenges and
Opportunities



The historical development of DR coconut industry



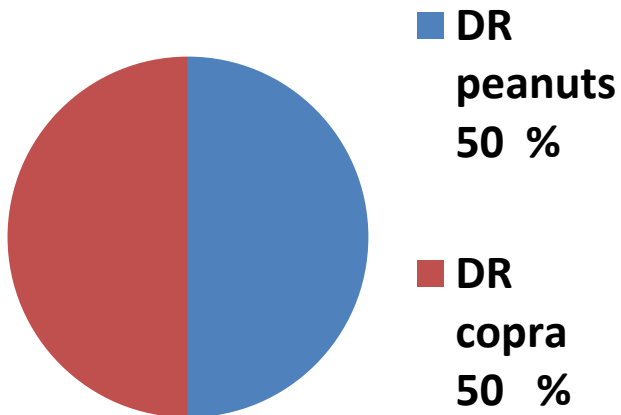


The decision
to shift from
coconut oil
to other
valued added
products

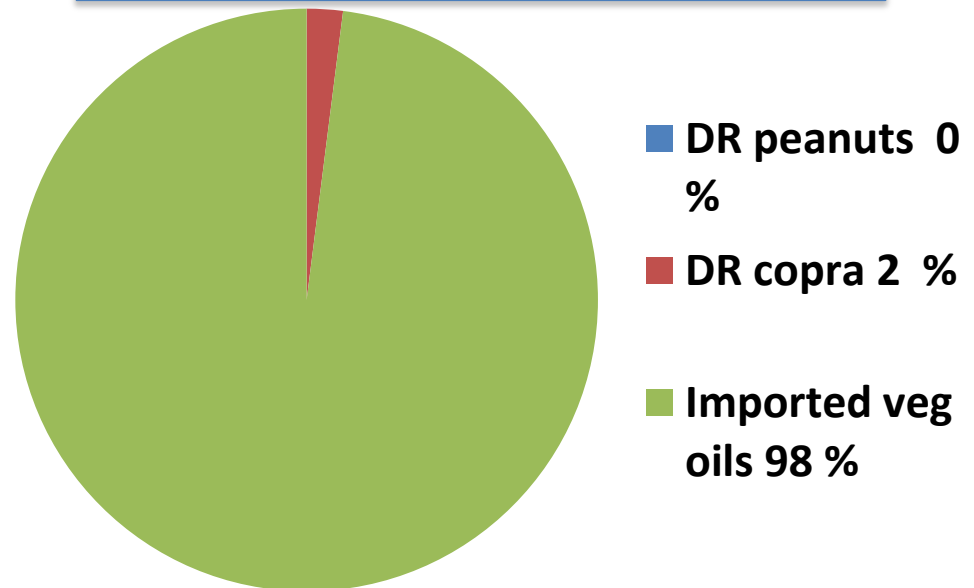


Share of local production of peanut and Copra in the manufacturing of veg oils in DR

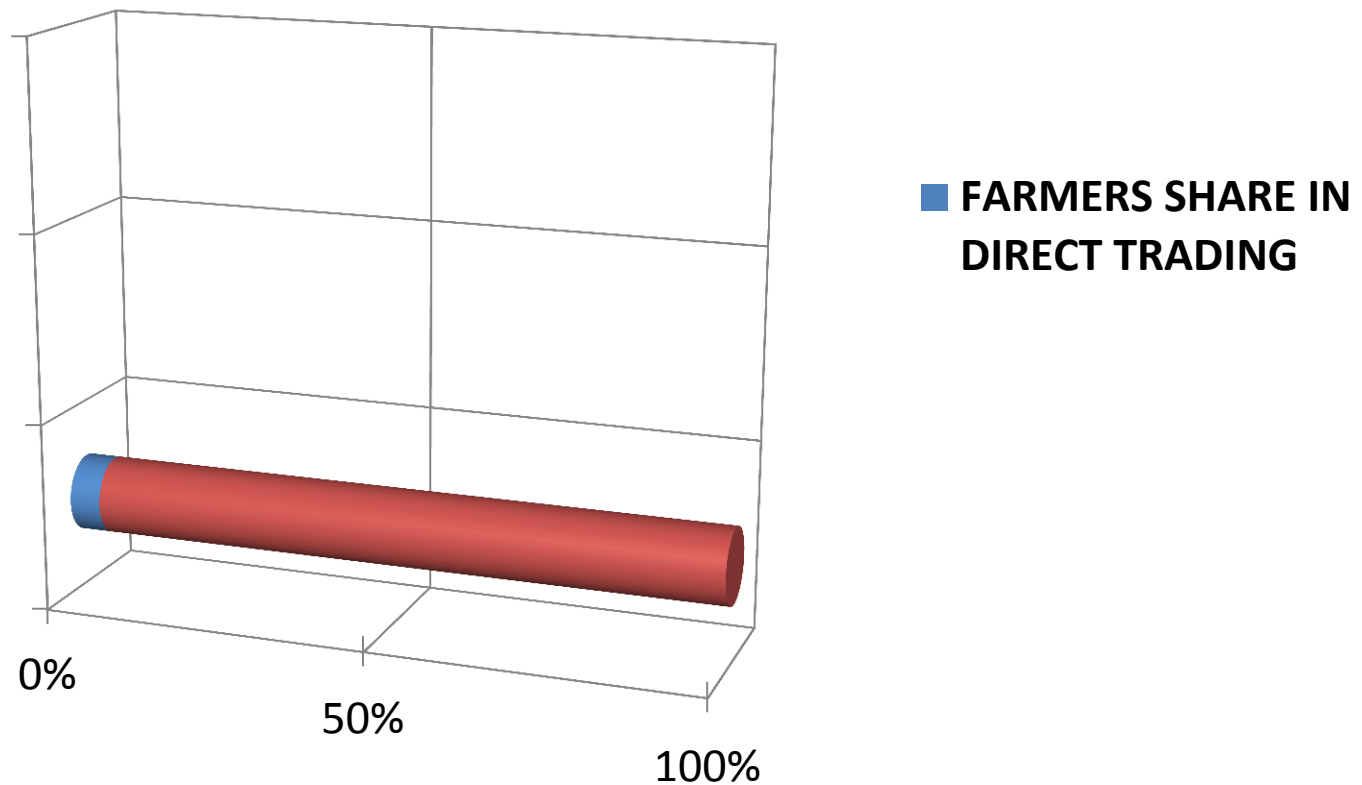
1960 no imports of
veg oils



1990s actual imports of 300 usd
mm in veg oils



How the marketing chain in DR coconut trade works



| Current scope of larger industrial production

- Coconut milk
- Coconut cream
- Frozen coconut
- Coconut fiber-based products.

Coconut processors

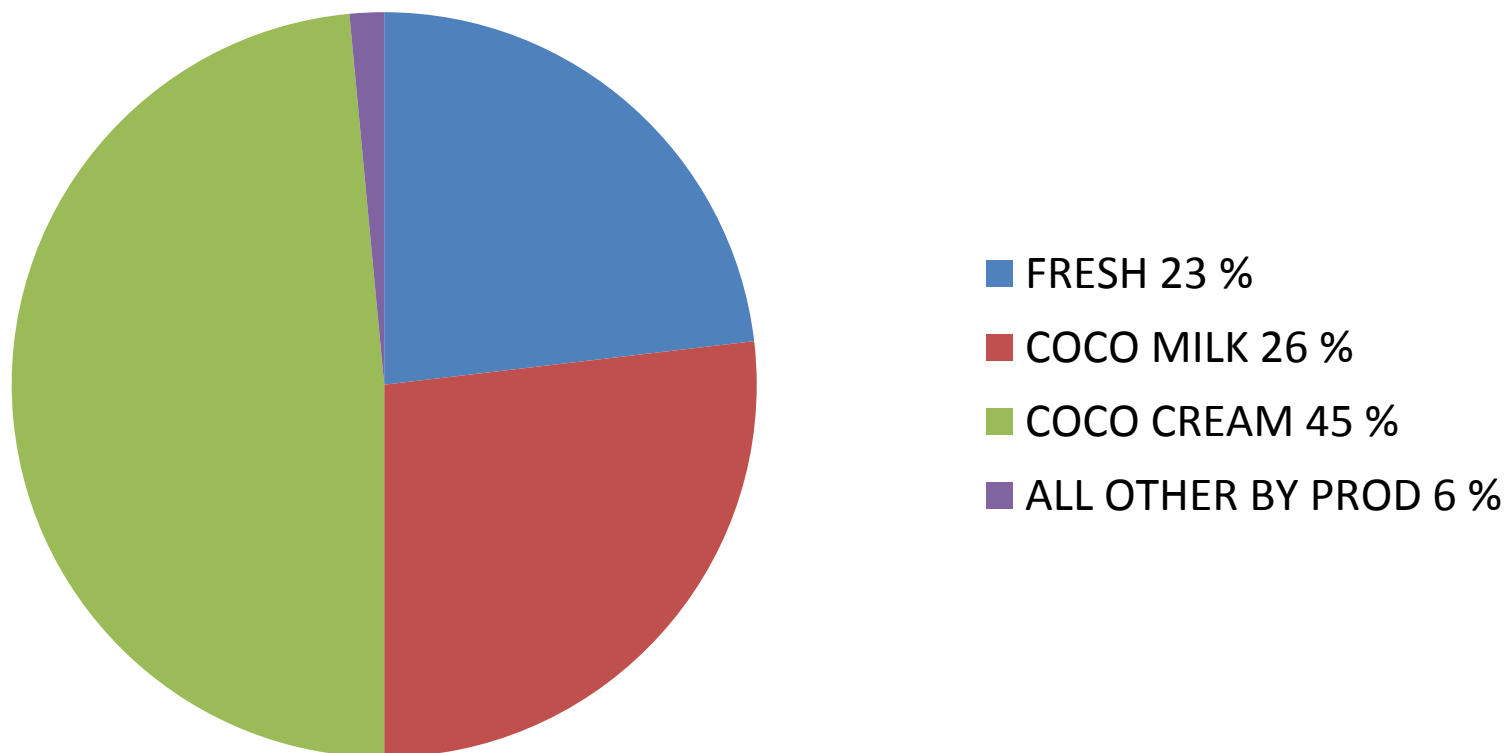
with most value added coconut products in DR

PROCESSOR	COCONUT CREAM	COCONUT MILK	FROZEN COCONUT MEAT	FROZEN SHREDDED COCONUT	PIÑA COLADA
GOYA	X	X	X		
LA FAMOSA	X	X			X
CARIBEX	X	X			
JAJA	X	X			X
TROPIJUGOS				X	

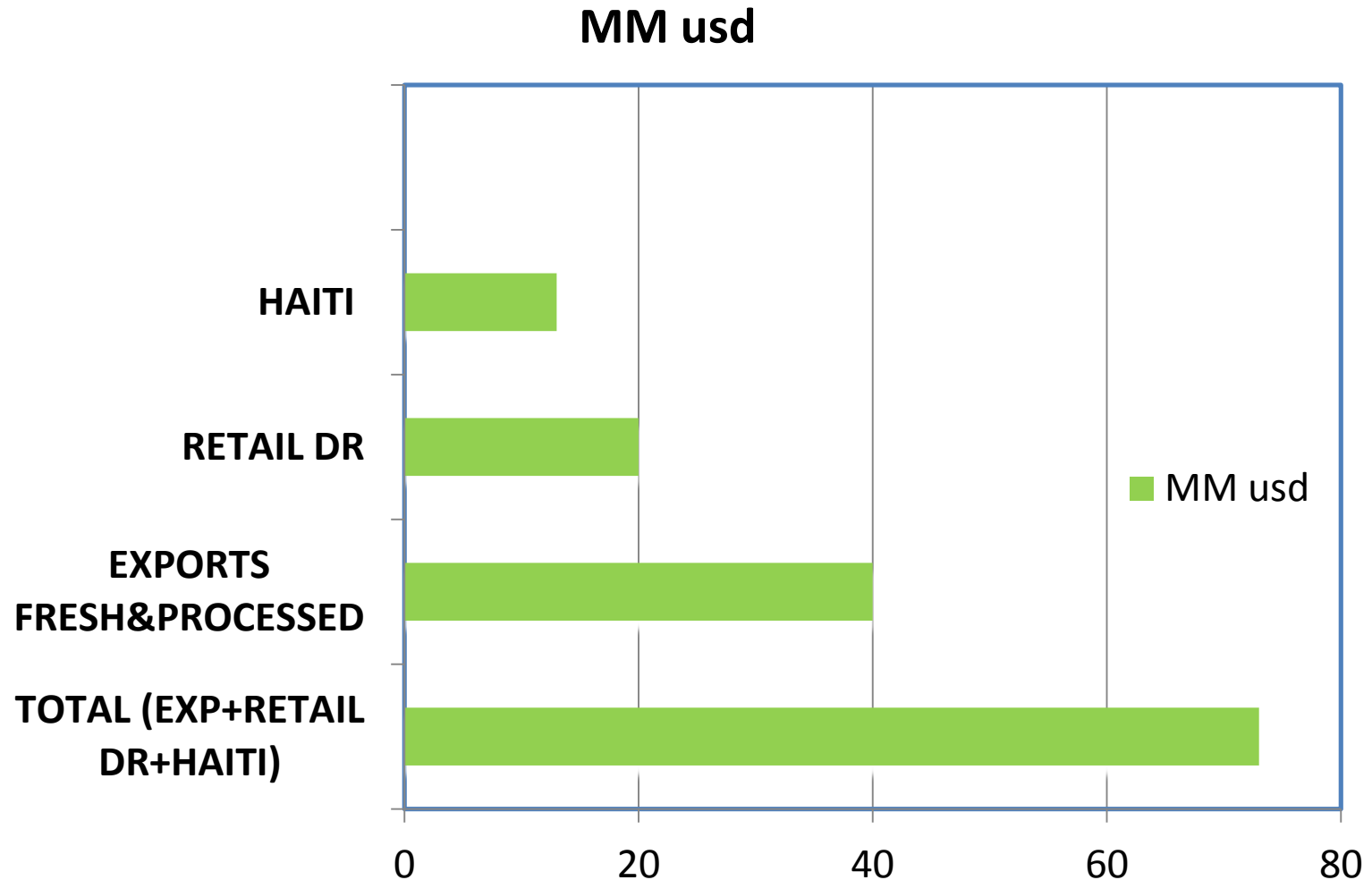
EXPORTS OF COCONUTS FROM DR FRESH AND PROCESSED 2012

PRODUCT	TOTAL JAN - DEC in USD	%
FRESH COCONUT	9,323,459.87	23.10%
COCONUT CREAM	19,553,719.74	48.46%
GWC	1,848.75	0.00%
COCONUT OIL	166,096.78	0.41%
COCONUT MILK	10,870,052.09	26.94%
GWC	3,109.07	0.01%
FROZEN SHREDDED COCONUT	384,789.29	0.95%
COCO DESSERTS	50,598.50	0.13%
TOTAL USD	40,353,674.09	100.00%

COCONUT EXPORTS FROM DR FRESH AND PROCESSED EXCLUDING HAITI

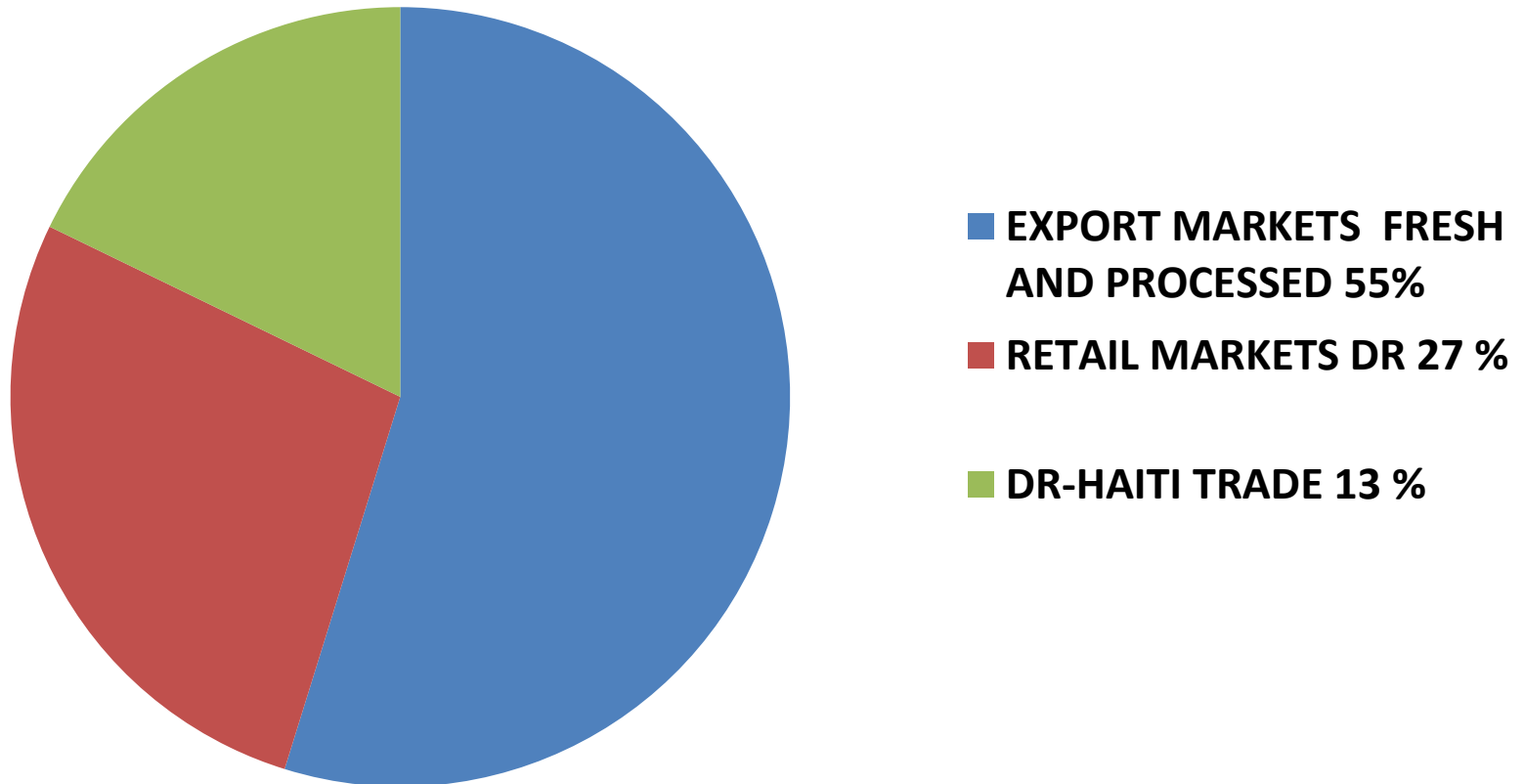


Breakdown of the coconut business: *exports, DR retail and Haitian market*



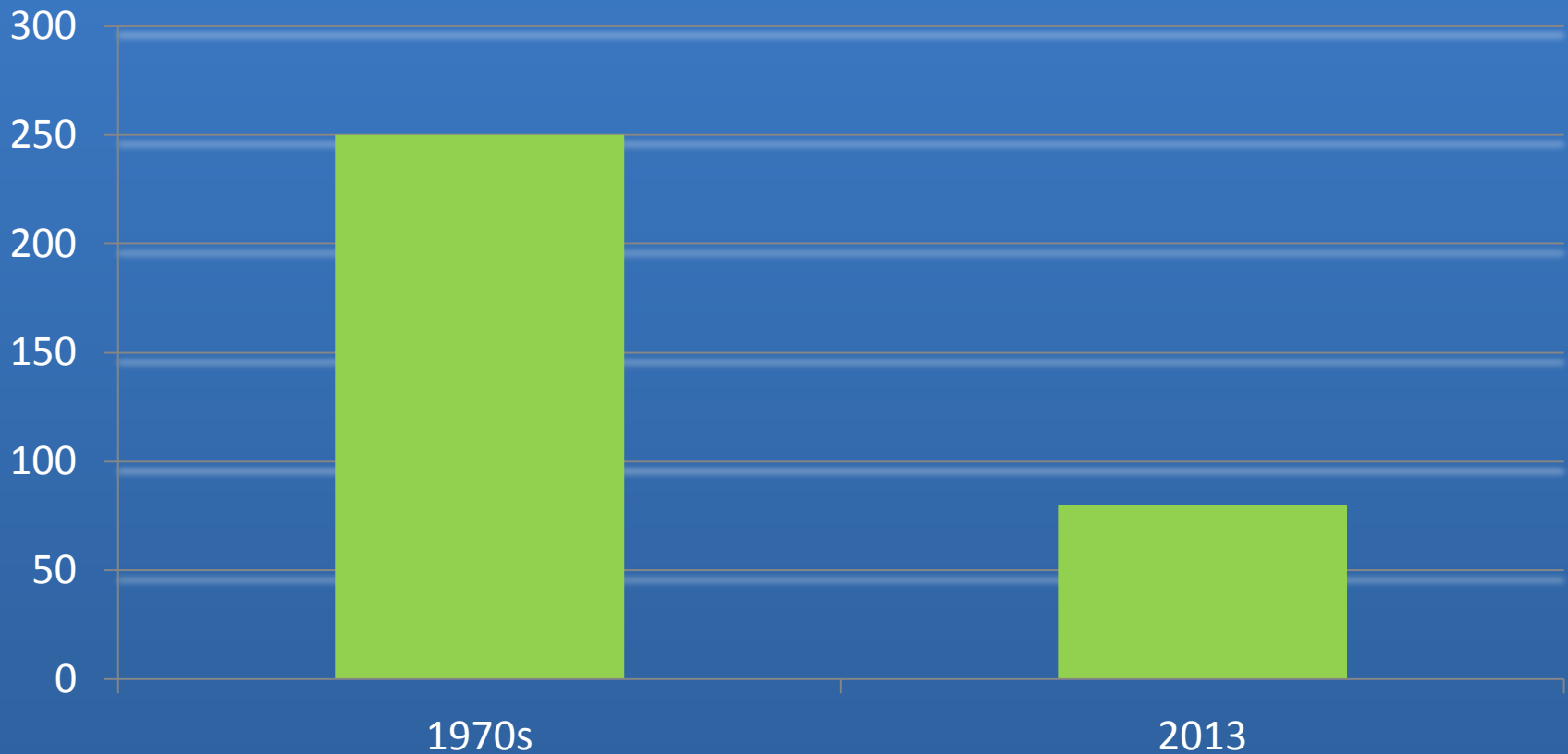
Coconut trade in DR

TOTAL TRADE 73 MM usd aprox



Change in local production in DR 1970-2013

MM units



The positive features of the Coconut Industry

- A long tradition of growing and processing
- Logistical advantages to reach the main markets
- The soils and microclimate.
- Large acreages under coconuts
- A strong and processing sector
- An entrepreneurial interest in resuscitating the industry

Challenges

- Aged palms
- Inability to replant due to of lack of adequate financing and intercropping
- Pest and diseases
- No marketing support to small scale producers
- Need to develop small scale value added business
- Hurricane and tourism developers damage to plantations

Thoughts on the future of the coconut industry in the DR

Product	National Mkt	Regional Mkt	Extra regional Mkt
Organic coconut			X
Dessicated coconut	X	X	X
Virgin oil	X	X	X
Margerine	X	X	X
Cake of coconut	X		
Coconut cream	X	X	X
Coconut milk	X	X	X
Frozen coconut	X	X	X
Coconut beverages	X	X	X
Soap	X	X	
Crude coconut oil	X	X	
GWC	X	X	X

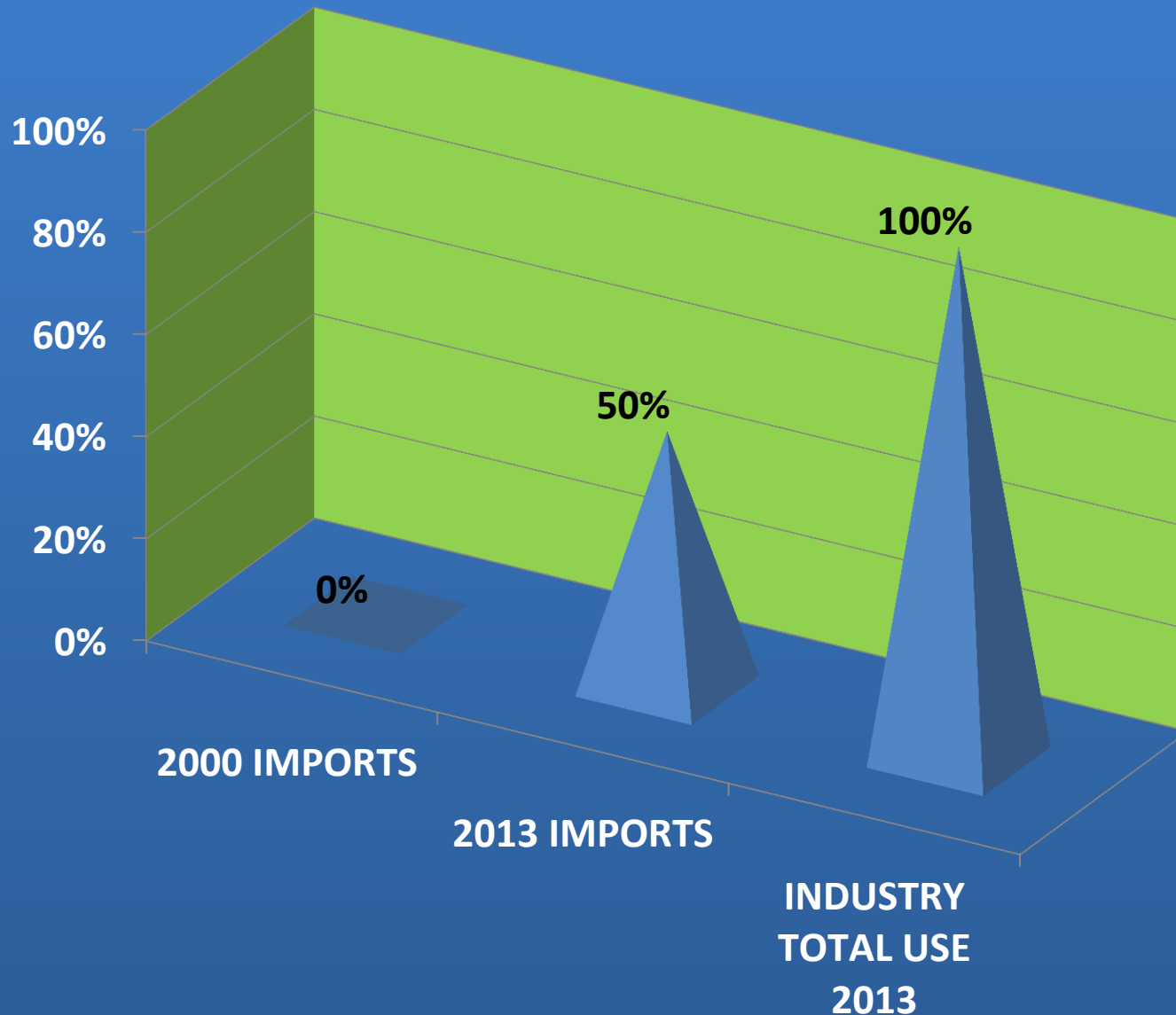
GCW



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IMPORTED FEEDSTOCK OF FRESH AND PROCESSED COCONUTS VERSUS TOTAL USE OF INDUSTRY IN DR



Gracias

DR exports of coconuts fresh and processed 2012 (SOURCE DR CUSTOMS)

