

从国内外甜樱桃生产现状看国内甜樱桃产业存在的问题及发展对策

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摘要: 近年来随着我国市场经济的发展, 进口甜樱桃数量逐年增加, 2015年进口量已达到9.2万t。国外先进的贮藏保鲜技术使进入国内的甜樱桃仍保持良好品质, 同时按统一标准分级包装销售。虽然价格较高, 仍受到消费者追捧。进口甜樱桃大量涌入国内市场, 势必会影响我国甜樱桃产业的发展, 尤其对我国甜樱桃产后处理技术、冷链运输、包装以及品牌建设与推广宣传等方面提出了更高的要求。因此笔者通过对近年来国际、国内大樱桃生产现状、进出口情况、采后处理技术水平进行比较分析, 指出我国甜樱桃在采后商品化处理以及营销上与世界先进甜樱桃生产国的差距, 主要包括采收时间过早、采后处理技术落后、果品流通体系不完善以及缺乏品牌意识和协会引导机制等, 并针对我国甜樱桃产业存在的问题提出了应对策略, 包括适时采收、加强采后处理措施、强化品牌意识、加大政府政策扶持力度、完善果品流通体系。

关键词: 甜樱桃; 进口现状; 产业问题; 发展对策

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The domestic industry problems from the sweet cherry import situation and its development countermeasure for the future

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Abstract: Sweet cherry (*Prunus avium* L.) is one of the most popular temperate fruit, which commercially cultivated in more than 40 countries worldwide. Except in Chile, New Zealand and Australia, they are usually harvested from June to mid-July for their optimal taste and appearance. It was one of the most widely appreciated fruit for its taste, sweetness, colour and myriad of nutrients. Mostly consumed as fresh fruit, it is also dried, pickled, and processed into jam, marmalade, and fruit juice or canned. The price of sweet cherry is high than other fruits, the main reason that it play an important role in the disease prevention and maintenance of healthy life. The health benefits are linked to strong antioxidant activities, aid the weight loss, neuroprotective effects, and protect cancer preventive properties, pain from inflammation and arthritis and protection against neurodegenerative disease. The world's total sweet cherry production was estimated as 2 185 881 tons. A rapid increase in cherry production is due to high consumer demands, leading to their increase in cultivation in China. It was estimated producing about 52 480 tons of sweet cherry in 2012, China had become the world's largest producer of sweet cherry. At the same time, the quantity of imported sweet cherry had increased year by year with the development of market economy in China in recent years. The import quantum of sweet cherry reached 65 000 tons in 2014. The imported sweet cherries were mostly from Chile, United States, New Zealand, Australia and Canada. It still keep

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nice quality after a long-distance transport, which thanks to its good preserve freshness technique, coupled with graded and packed with the unified standard. While the higher prices of imported sweet cherry, it still popular by the majority of native consumers. A lot of imported sweet cherry poured into the domestic market will seriously influence the development of domestic industry of sweet cherry. Especially post-harvest handling technology, cold chain transport, packaging technology, brand building and promotion of our country sweet cherry were relatively backward state. So put forward the higher request on postharvest field of our sweet cherry. An optimization of harvesting, handing, storage and distribution condition is most important and critical factor for practical purposes. The developments in packaging technique (modified atmosphere packaging) have positive relevance to extend the shelf life of sweet cherry. This paper comparative analysis the development situation, import and export situation, postharvest processing technology, packed and sold of sweet cherry at home and abroad. The great different between domestic sweet cherry postharvest handing technology and advanced level abroad was pointed out. The main problems with domestic sweet cherry in postharvest field as follows: ①The unseemly time of harvesting time. In order to increase economic benefit, many growers make the sweet cherry come in earlier and at a better price. This behavior led to low weight, lighter colors and flavor of fruit, cannot achieve the original quality and flavor. ②The lagging behind in postharvest processing technology. Lack of of postharvest precooling. A series of grading, screening, packaging, and transportation were done at room temperature, which shortening period of cold storage and shelf life, seriously reducing the economic benefits. ③The incompleteness of fruit circulation system. The characteristic of Chinese farmers is household management, which determines its sales rely mainly on wholesale and sightseeing and picking in production area, lack of the building of large-scale wholesale market of agricultural products. ④Lack of brand awareness. Ignoring brand building and maintenance, the single recognized brands were fewer of sweet cherry, more attention to construction on regional brand. ⑤Lack of guiding mechanism of associations. The industry of domestic sweet cherry cannot do unified standardization harvest, postharvest handing and packing, as well as lack of the specification of production listing period and price mechanism. Some suggestions were put forward: ① Timely harvest, the fruits that harvested in proper time could reflect the best flavor and quality. The determination of harvesting time based on the color and soluble solids of sweet cherry. ②Strengthening postharvest processing measures. Attaching great importance to the commercialization of postharvest handling, strengthening the measures of postharvest precooling, automatic grading, standardized pack and entire cold chain transport, as well as using the palletized forklift to transferred fruit to reduce the mechanical damage. In addition, the sweet cherry that storage and long-distance transport should employ the modified atmosphere packaging (MAP) technique coupled with preservative agents. ③ Attaching importance to brand building. Under the circumstance of the coexistence of opportunity and challenge, enterprises and cooperative should build famous brands and enhance brand consciousness, enhance the competitiveness of sweet cherry industry. ④ Enlarging government and policy assistance, government should encourage growers establish the professional co-operatives and association, supported the corporate champion, advocate reasonable rural land circulation to take the road of centralization and large scale. ⑤Improving the fruit circulation system, the large scale wholesale market should be bred, growers should vigorously develop tourism and build the sightseeing picking garden of ecological agriculture, as well as enrich sales channels of sweet cherry with the help of the platform of network.

Key words: Sweet cherry; Import situation; Industry problems; Development countermeasure