

lack of guaranteed commercial outlets. It should not be forgotten that the Vietnamese government encouraged pineapple growing in order to cultivate areas with acid sulphate soils and also for use in a barter policy with the USSR. The collapse of the eastern bloc shortly after the launching of Vietnam's new agricultural policy led to a decrease in production because of a shortage of markets. The modernisation of old factories and the opening up towards a market policy could re-stimulate production. In any case, one of the Vietnamese government's wishes today is to dynamise pineapple growing in the traditional production areas and also in the rest of the country.

Pineapple growing in the Mekong delta faces numerous constraints (complex soil conditions, mediocre production and marketing, etc.). However, the potential is great because of the climate and above all because of farmers' great capacity for adaptation to new techniques as soon as an outlet is assured. The re-launching of production through the emergence of local development operations targeting both the upstream and downstream parts of the sector is essential (agro-industrial projects, teaching, research, etc.) because of its economic importance in the region ●

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## Banana production in Madeira

**Tourist destination *par excellence*, Madeira, a Portuguese island off the Moroccan coast, is nevertheless agricultural and the main crop grown is banana.**

Bananas are grown practically everywhere in the island above an elevation of 300 metres and above all on the south coast. Growers traditionally water their fields using the basin method with water from irrigation canals fed by various springs upstream. Most growers are dependent on this irrigation water, which is rationed during the dry summer months. Most of the bananas grown have always been the 'Petite naine' cultivar in the Cavendish group, but a

**MADEIRA — CALCULATION OF COMPENSATORY AID FOR LOSS OF INCOME WITHIN THE FRAMEWORK OF THE CMOB**

Source EU	Bananas marketed			Compensatory aid	
	Volume tonnes	Value 000 Euros (*)	Unit value Euros/kg (*)	Euros/kg (**)	Total paid 000 Euros
1994	25 866	6 751	0.261	0.2482	6 420
1995	34 401	9 116	0.265	0.2718	9 350
1996	24 203	5 491	0.2269	0.3283	7 946
1997	27 890	8 041	0.2883	0.2763	7 706
1998	30 436	10 219	0.3358	0.2761	8 403

(\*) Value ex-packing station.

(\*\*) Aid paid to producers including supplementary aid paid because average income from Madeiran production is significantly lower than the average Community income.

project for reconversion to 'Grande naine' and an Israeli-bred variety called 'Gal', which is more productive under the island's soil and climate conditions, is in progress.

Banana is the island's main crop and it plays a leading socioeconomic role. Bananas are grown on 1 500 hectares and nearly 10 000 farms are involved, growing the fruits on an average area of 0.15 ha. The crop provides employment for nearly 21 percent of the working population, that is to say 17 500 jobs, of which 15 000 are directly linked to the production sector.

Average production currently totals some 40 000 tonnes and yields vary from 20 to 40 tonnes per hectare. This represents 20 percent of the gross agricultural product and 4 percent of the island's total income. Peak sales, totalling an average of 50 percent of production, are from July to October. Only 15 percent of production is consumed locally. The rest is shipped to Europe (Portugal). Banana exports form a third of the island's total exports and are worth Esc4.8 thousand million, i.e. Euro24 million, half of which goes to the growers. As a European production zone, Madeira benefits from the growers' income support measures defined in the common market organisation of bananas (CMOB). By virtue of this, growers receive compensatory aid for loss of income (see table).

In addition to their production activity, the growers contribute to maintaining the typical 'banana landscape' that enhances tourism, the island's main economic activity ●

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