

Perspective of citrus industry of Yilan area

Iou-Zen Chen, Su-Feng Roan

Abstract

This paper reviewed citrus industry, and proposed the perspective of E-Land county. E-Land county had been an important ‘Tangan’ tangor production and export area, especially seedless ‘Tangan’ tangor. It had had 4179 Ha citrus in 1974, and exported 4959 Ton seedless ‘Tangan’ tangor. After seedless ‘Tangan’ tangor decreased, plantation area decreased shapely to less than 1400 Ha. In 2008, the rank, which according to plantation area, were ‘Wendan’ pumelo, kumquat, ‘Tangan’ tangor, ‘Lu’ sweet orange and ‘Murcott’ tangor. Actually, E-land county has some superior factor for develop citrus industry, which include location, good growing environment, qualified farmer, suitable marketing channel, but it has no good development program, business and brand concept. Citrus industry should be return to 1960s to 1970s, if we rectified the shortcomings.

Key word: Taiwan provincial fruit marketing cooperative, Tangan tangor, Kumquat, Wendan pumelo, murcott tangor