ANALYSIS OF REASON OF INDONESIAN FOOD PRODUCT EXPORT REFUSAL BY THE UNITED STATES AND EUROPE DURING THE YEARS 2002-2010

M. Angga Saputra and Purwiyatno Hariyadi
Department of Food Science and Technology, Faculty of Agricultural Technology, Bogor Agricultural University, IPB Darmaga, PO BOX 220, Bogor, West Java, Indonesia
Phone: +62 85695531418, E-mail: saput.angga@yahoo.co.id

ABSTRACT

Many detention and refusal case of food-product in foreign countries was occurring on each year. Indonesia as one of the country which exporting food-product to the overseas, often having detention and refusal case of food-product in United States and Europe. During the years of 2002-2010, Indonesia had experienced a case of rejection of food products in United States about 2608 cases and in Europe about 35 cases. Fishery products are a product with the highest number of rejection; it is about 1300 cases in United States and about 12 cases in Europe. The development in the case of rejection for food products that occurs every year during the years 2002-2010 showed a fluctuating growth. Based on the pareto chart, it is determined that the main problem of food products rejection cases that occurred in the US and Europe on fishery products is filthy and mercury. There are 2 factors that caused these problems based on the Ishikawa diagram. Those factors are the environments and humans.

Keywords: food-product, refusal case