

**GLOBAL FOOD CHAINS AND ENVIRONMENT: A CASE STUDY OF CANNED PINEAPPLE INDUSTRY
IN THAILAND**

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ABSTRACT

Thailand is the main producer of canned pineapple on the world market. This study analyses processes of environmental improvements of Thai medium and large-sized pineapple canning factories in a global market. The most significant factor compelling these industries to improve its production process in term of environmental performance and food safety, is the pressure from canned pineapple importing countries, particularly the EU and the USA. International demand requests high food safety guarantees. Other factors, such as business' own responsibility, environmental authorities, pressures from local communities around production sites, and environmental NGOs often play a more indirect and a less dominant role in environmental restructuring of the Thai canned pineapple production. The governmental and the pineapple farmers have demonstrated their readiness to adapt to the emerging environmental and food safety challenges in the global market.