

# Export of Kino: Need to explore new markets

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At present Pakistan is exporting only 10% of its total Kino production which can be increased thrice the existing export volume provided farmers adopt scientific methods from growth to post harvest stages. The export figures for these fruits are increasing every year with leaps and bounds. During the year 2015-16 Kino exported from Pakistan was 372,160 tonnes worth Rs.17.78 billion (US \$70.58 million). Major international markets for Pakistani Kino's during 2015-16 were Afghanistan, Azerbaijan, Indonesia, Mauritius, Oman and Philippines.

Three crucial months September, October and November went almost dry, saving the fruit from many pests that normally come with moisture in the air. Officials have quantified a 20% quality improvement in the standing crop. The absence of pests has reversed the ratio of A-Grade and B-Grade fruits in orchards. This year, 60% of the produce is A-Grade (exportable) quality at the start of the season, but the ratio is expected to improve as the entire crop races towards maturity. With fixed cost of labour and improved crop quality remaining the same, the farmers and exporters might see a rise in profits.

Currently, in Pakistan citrus fruits are grown on an area of 206,569 hectares with production of 2.36 million tonnes in 2015-16. Citrus is divided into different groups

Sweet oranges, Mandarin, Grape fruit, Lemon and Lime which are being grown commercially. Citrus fruit is grown in all four provinces of Pakistan but Punjab produces over 98% of the crop because of its greater population, favourable growing conditions and adequate water.

Pakistan produced Kino 80% more than other Citrus fruit and application of modern techniques at all stages of growth and during the post-harvest phase could not only add value to the fruit to attract premium price but also increase export volume to fetch much needed foreign exchange to the country. Citrus cultivars are grown in varying quantities in countries with tropical or sub-tropical climate. Citrus stands first in area and production among the world's tree fruits. In Pakistan also, citrus fruits are the most important fruit crops grown on the area of 206,569 hectares with production of 2.5 million tonnes. Citrus fruit is grown in all four provinces of Pakistan but Punjab produces over 98% of the crop because of its greater population, favourable growing conditions and adequate water. Citrus is divided into different groups Sweet oranges, Mandarin, Grape fruit, Lemon and Lime which are

**Export of Kino Fresh and Oranges**  
Value: US\$ 000

Country	Kino Fresh	Oranges	Total
2013-14	152,257	1,026	153,283
2014-15	171,827	130	171,957
2015-16	170,581	486	171,067

Source: Trade Development Authority of Pakistan

being grown commercially. But officials of the Pakistan Horticulture Development and Export Company (PHDEC) think that the quantity is not less, and maturity is taking time due to weather which has delayed colouring and harvesting of the fruit.

Even if this less quantity argument is accepted, it could not, in any way, impact the export figures the exports range between 12-13% of the total production.

The Afghan buyers, who normally swarm the Punjab's know market by this time, are missing so far. Farmers feel that new trade and visa processes have caused a delay and the government should rethink its policy priorities for the Afghan market which is almost a natural extension of the domestic market. Pakistan does not have as much low quality (smaller fruit) as the Afghans purchase. Pakistan itself has a huge market for that kind of fruit. So, the farmers are avoiding the Afghan buyers as they can sell this

fruit on cash in the domestic market. This may hurt export to Afghanistan.

The new trade process only demands registration of each vehicle crossing the Pakistani border against the earlier requisite of quantity-based permits, regardless of the transportation mode. This issue of short supply of small sized fruit may also hurt the Russian sale. The Russians, along with some Central Asian states, absorb almost 25% of our kinow exports all in small size. How exporters meet their orders from Russia would largely decide the final export figure.

An export to Iran remains a grey area. Owing to banking problems and hindering cash transfers between both the countries, Dubai serves as conduit for most of the exports doubling the duty charges and rendering the export process commercially unattractive.

Moreover, Iran insists on barter of apple for Kino. On top of it all, the Iranian domestic Kino lasts till January, leaving only a small period of February for Pakistan as the season runs out by the end of that month. Iran, together with Afghanistan, used to consume over 20,000 tonnes or over 60% of the export.

Currently, orange varieties in the EU are already categorised into 'table oranges' and 'juicy oranges'. A similar distinction can be made between table mandarins and juicy mandarins. In the ethnic market segment, the availability of Kino needs to be increased. Currently, supplies are intermittent, and a regular demand-supply pattern is not established. Pakistan's Trade Offices in European countries can help overcome this problem by coordinating with importers to stagger their shipments during the entire season. The process after going through various develop-

<b>Country-wise Exports of Kino (Fresh)</b>				
<b>Quantity: Tonnes</b>				
<b>Value: Rs. 000</b>				
Country	2015-16		2014-15	
	Quantity	Value	Quantity	Value
Afghanistan	144,151	5,798,413	151,820	6,049,537
Azerbaijan	370	18,248	--	--
Indonesia	21,195	1,125,333	19,253	872,842
kuwait	5,695	251,426	9,049	341,640
Mauritius	1,179	66,546	1,134	58,012
Oman	4,715	208,989	6,264	199,997
Philippines	16,811	88,0945	12,292	52,029
Qatar	2,394	112,813	1,592	62,617
Russia	98,141	5,843,293	96,366	5,656,217
Saudi Arabia	11,437	504,171	9,278	321,727
Turkey	6,265	260,687	5,645	197,634
U.A.E	46,797	2,015,552	57,984	19,774
Bangladesh	1,796	81,813	1,912	66,589
All others	11,214	613,617	20,721	3,487,341
<b>Total</b>	<b>372,160</b>	<b>17,781,846</b>	<b>393,310</b>	<b>17,385,956</b>

**Source: Trade Development Authority of Pakistan**

ments and modifications ultimately culminated in producing a seedless mandarin type. These seedless mandarin varieties are being multiplied for further distribution among the farmers and expressed the hope that production would start from 2011. The production of seedless 'Kino' varieties, the country's exports would be multiplied and it would attract the European markets. Once

the seedless variety starts bringing fruits, it will help generate precious and much needed foreign exchange for the country, as it will attract the attention of western markets where people otherwise don't prefer Kino's due to seeds. At present, the 'Kino' exports of the country are mainly consumed by Pakistani immigrants living abroad and the seedless variety would make it famous among the locals there also. 'Kino' is a major export item among citrus types; however, its export share in the world market is as low. Therefore keeping these factors in mind, Pakistani policy makers should advise their relevant institutions to explore new markets.

<b>Production of Citrus Fruits</b>					
Year	Punjab	Sindh	KPK	Baluchistan	Total
2010-11	1,912,039	30,900	32,295	6,957	1,982,191
2011-12	2,076,831	30,943	32,587	6,979	2,147,340
2012-13	1,930,082	31,394	33,289	6,920	2,001,685
2013-14	2,097,734	30,883	31,631	7,471	2,167,719
2014-15	2,328,090	29,688	30,871	6,921	2,395,570
2015-16	2,315,895	3,125	31,259	7,350	2,357,629

**Source: Fruit, Vegetables and Commodities of Pakistan.**

### References

1. Pakistan Bureau of Statistics.
2. Trade Development Authority of Pakistan
3. Ministry of Commerce, Government of Pakistan.
4. Fruit, Vegetables and Commodities of Pakistan. ♦