

Pakistan can enhance Kino export through scientific methods

By Prof. Dr. Noor Ahmed Memon.

Pakistani citrus fruit commonly Kino as Kino is one of the best in the entire region, this orange family fruit is unique in size, shape, taste, and skin. Kino has soft skin than a normal orange which can be easily peeled off with hands in seconds; unlike normal orange the shape of Kino has a resemblance of small-sized pumpkin which has more width than its height and in taste, it is sweet and little sour.

Production: 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 subtropical climate. Citrus stands first in area and production among the world's

Year	Quantity Tonnes	Value	
		US\$ 000	Rs. Million
2012-13	34,239	15,630	14,563
2013-14	35,372	15,225	15,665
2014-15	39,309	17,182	17,386
2015-16	372,160	17,058	17,782
2016-17	294,359	121,192	12,689

Source: i) Pakistan Bureau of Statistics.
ii) Trade Development Authority of Pakistan

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.

Exports: The export figures for these fruits are increasing every year with leaps and bounds. During the year 2016-17 Kino exported from Pakistan was 294,359 tonnes worth Rs.12.69 billion (US \$121.19 million). Major international markets for Pakistani Kino's during 2016-17 were Russia, Indonesia, Afghanistan and UAE. Export of Kino from Pakistan are given in **Table 1**.

Pakistan mainly exports Kino to Afghanistan, Indonesia, Russia and UAE. Russia is the largest importer with market share of about 26% while Afghanistan and UAE are second and third largest importers with shares of 25% and 11% respectively. Country-wise export of Kino is given in **Table 2**.

Future Prospects

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 developments 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 2017. 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.

The country is exporting only 9%-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.

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.

Pakistani Know is loved in various international markets; export to Indonesia

Table 1:Country-wise Exports of Kino (Fresh)

Quantity: Tonnes
Value: Rs. Million

Country	2016-17		2015-16	
	Quantity	Value	Quantity	Value
Afghanistan	80,857	3,236	144,151	5,798
Indonesia	39,826	1,784	21,195	1,125
Russia	65,165	3,273	98,141	5,843
U.A.E	37,434	1,444	46,797	2,015
Oman	4,548	172	4,715	209
kuwait	2,874	118	5,695	251
Philippines	24,697	1,055	16,812	881
Saudi Arabia	10,981	421	11,437	504
Sir Lanka	5,104	187	6,265	261
U.S.A	5,705	266	5,305	304
Maldives	935	51	1,179	66
All others	16,233	682	10,468	525
Total	294,359	12,689	372,160	17,782

Source: Trade Development Authority of Pakistan

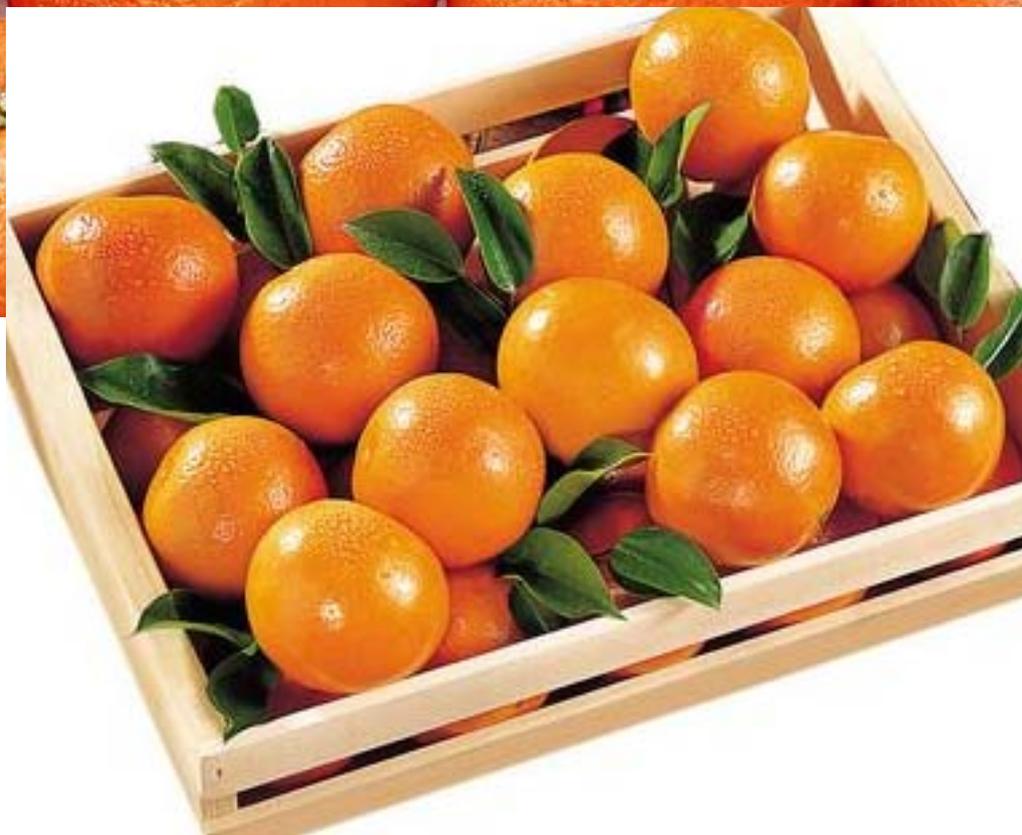
has been increased by 58% and reaches \$1.78 million during the fiscal year of 2016-17. The exports at the same point were \$1.12 million in the previous year.

Due to the re-negotiation of Preferential Trade Agreement (FTA) with Indonesia, this increase has been witnessed. According to the Ministry of Commerce official, the increase of Know export is evident due to effective policies of the government. Pakistan has negoti-

ated 20 tariff lines with Indonesia in which they agreed to give concession on major exports including Textile, Rice, Citrus, Mangoes, and Ethanol.

The official, Ministry of Commerce said the negotiation was a major success for Pakistan along with the citrus export, he said mangoes would also see an increase in volume reaching 10 million tonnes in a year. Another achievement was the extension it export duration, ini-





tially Indonesia only allowed two months for exporting Citrus and Mangoes which has now been extended to the whole year before signing the PTA.

Pakistan is also looking forward to signing similar PTAs with South East Asian countries including Indonesia, Philippines, Vietnam, and Japan in the Pacific region to increase the bilateral trade between the countries.

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. 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.

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. ◆

Production of Citrus Fruits

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.