

Pakistan aiming to fetch over US\$ 70 million with Mangoes exports

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The quantity Pakistani Mangoes exports of 125,620 tonnes to different countries in the world have contributed US\$ 105.301 million foreign exchange to national accounts during two years. During year 2015-16, Pakistan exported 64,111 tonnes Mangoes worth US\$ 48.386 million while year 2016-17 witnessed export of 61,509 tonnes and amount was US\$ 56.915 million.

It is a belief that most of the countries require Vapour Heat treatment and irradiation before export.

Different countries have their own requirements for processing and treatment, but the most commonly used method in vogue is hot water treatment. The government has taken steps to improve quality of Mangoes and these included that Standard Operation Procedures (SOPs) have been provided to Mangoes growers while 313 Mango Orchards were registered according to SOPs for Mangoes export to United States, Australia, Korea, European Union (EU) member countries and other sensitive countries after technical audit for quality.

Pakistani Mangoes growers are hoping to take a slice out of India's export market due to tough new European regulations. The sweet yellow fruit is a contentious matter regionally; with both countries proclaiming it a national treasure and fighting over whose specimens are superior.

Mango is the fourth largest fruit crop of Pakistan. At present it is grown on an area of 172 thousand hectares with a production of 1.89 million tonnes. Production of Mangoes during the year 2016-17 crossed 1.90 million tonnes after

remaining below this mark for last two years. The area under Mangoes crop has increased but the rise in production is comparatively slow. The main Mangoes growing districts in the Punjab province are Multan, Bahawalpur, Muzaffargarh and Rahim Yar Khan. In the province of Sindh it is mainly grown in Mirpur Khas, Hyderabad and Thatta. In the province of KPK it is grown in D.I Khan, Peshawar and Mardan.

Punjab produces about 67% of the Mangoes in Pakistan. However, severe climatic conditions have let to 50% Mangoes being affected. The extent of damage can only be ascertained once Mangoes become available in the market. The climate of Sindh gets warmer about one month earlier than that of Punjab, which has given the province the privilege to grow early varieties of Mangoes.

Exports: Overall export of Mangoes has witnessed a steady growth. In 2014-15, Mangoes exports were 65,312 tonnes valued at Rs 4.627 billion rising to 61,509 tonnes valued at Rs 6.959 billion in 2016-17. Export of Mangoes from Pakistan is given in **Table 1**.

Pakistan exports Mangoes to around 50 countries in the world. The top four Mangoes importing countries are United Arab Emirates, U.K, Saudi Arabia and Oman with import valued at US\$4.527 million. Pakistan mainly exports Mangoes to United Arab Emirates, U.K, Saudi Arabia, Oman, Germany, Romania, Canada, Qatar and Norway.

Table 1: Export of Mangoes from Pakistan

Year	Quantity Tonnes	Value	
		(Rs. Million)	US \$ (000)
2012-13	103,487	4,706	48,646
2013-14	86,001	4,977	46,370
2014-15	65,312	4,627	45,677
2015-16	64,111	5,044	48,386
2016-17	61,509	5,959	56,915

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

However, this time around, there would be special focus on exports to China, US, and South Korea. UAE is the largest importer with market share of about 40% while UK and Saudi Arabia are second and third largest importers with shares of 19% and 11% respectively. Exporters would try to enhance Mangoes exports to European countries. Country-wise exports of Mangoes are given in **Table 2**.

Last year Pakistan has got an opportunity to supply the 2239 tonnes worth of Rs31 million Mangoes to the US market. For the first time Indian Mangoes exporters have also entered South Korean markets but their feedback suggests that importers have issues with Indian quality and packaging. The most important reason of Pakistani Mangoes popularity is its sweet taste and a beautiful golden colour. These Mangoes have a lavish size with a sweet taste, but its sugar taste is not horribly sweet. Unlike the other Mangoes which have large sugar counterparts, Pakistani Mangoes have a normal sweet taste which helps more than one Mango at a time.

Availability of more hot water treatment plants in the country has a major

role in rising export to the valued markets, especially European markets.

Approximately 1% of Mangoes production is utilized for processing for juice, nectars, preserves, fruit leather, dried fruit slices, frozen pulp, and as flavouring for baked goods, ice cream, yoghurt, etc.

Mango processing technology: Different countries have their own requirements for processing and treatment, but the most commonly used method in vogue is hot water treatment (HWT), radiation and vapour treatment. The government provided SOPs to fruit and vegetable exporters and got established 34 Hot Water Treatment (HWT), three (3) Vapour Heat Treatment (VHT) and one Irradiation facilities and accorded registration for exportation of fresh Mangoes free from pest and disease to sensitive countries after technical audit. The sources said the government has got established 34 ripening chambers for ripening of Mangoes and banned use of Calcium Carbide as mango-

Table 2: Country-wise Export of Mango (Major Countries)

Quantity: Tonnes
Value: Rs. Million

Country	2016-17		2015-16	
	Quantity	Value	Quantity	Value
U.A.E	31,212	2363	36,196	2,078
U.K	8,689	1117	8,241	1,146
Oman	4,646	398	7,124	393
Germany	1,017	129	626	91
Saudi Arabia	4,815	649	4,897	540
Romania	1,634	183	1,239	145
Turkey	365	47	4	1
Hong Kong	393	47	139	16
Bangladesh	931	97	679	55
Belgium	258	38	194	23
Canada	939	117	1,210	106
Ireland	109	13	116	10
Kazakhstan	971	112	--	--
Malaysia	479	60	317	42
Norway	984	138	682	98
Qatar	1,634	183	1,739	145
Sweden	348	50	295	44
Switzerland	263	33	163	24
Japan	433	46	256	38
All others	1,389	139	6	49
Total	61,509	5,959	64,111	5,044

Source: Pakistan Bureau of Statistics.

ripened being detrimental to health.

Recent investment of a billion rupees in Mangoes processing technology has also been crucial in helping exporters to diversify export destinations. Most recent example is import of a Mango processing plant worth Rs. 200 million which has raised the number of such plants to three, owned by just one single company. Part of the estimated Rs. 1 billion investments in technology has been made by food companies involved in production of branded Mango juices. These companies not only sell one-litter juice packets in the local market but also export them mainly to Afghanistan and the Middle Eastern countries.

Future Prospects: The Agriculture Sector Linkages Programme (ASLP) has already been conducted for improvement of Mango production and value chain in Pakistan at following location Punjab (Multan, Muzaffargarh and Rahim Yar Khan) and in Sindh (Hyderabad, Tando Allahyar, Matiari, Mirpur Khas) with focus on enhancement



of export of Mangoes to Japan had been on top agenda of Ministry of Commerce and Textile. As a result of promotional events organized in Japan, the export of Mangoes to Japan is on rise since 2014-2015. Export of Mangoes to Japan increased from 256 tonnes worth Rs. 38 million in 2015-16 to 433 worth Rs. 46 million in 2016-17, thus showing an increase of 21% in terms of value.

There had been tremendous increase in export of Mangoes to Japan. This year, Pakistan can easily penetrate deeper into the EU market where demand for Indian Mangoes is on the decline following growing complaints about India's famous Alphonso variety there. The Punjab government's 17-member MRDB will provide one-window support to Mangoes growers in orchard management and disease fighting and will also help them explore and exploit new markets.

References

1. Pakistan Bureau of Statistics
2. Trade Development Authority of Pakistan
3. Agricultural Statistics, of Pakistan
4. Pakistan Horticulture Development and Export company
5. Various Press releases on Pakistani Mangoes. ♦

Health Benefits of Mangoes

1. **Prevents Cancer:** Research has shown antioxidant compounds in mango fruit have been found to protect against colon, breast, leukemia and prostate cancers.
2. **Lowers Cholesterol:** The high levels of fiber, pectin and vitamin C help to lower serum cholesterol levels, specifically Low-Density Lipoprotein (the bad stuff)
3. **Clears the Skin:** Can be used both internally and externally for the skin. Mangos clear clogged pores and eliminate pimples.
4. **Eye Health:** One cup of sliced mangoes supplies 25% of the needed daily value of vitamin A, which promotes good eyesight and prevents night blindness and dry eyes.
5. **Alkalizes the Whole Body:** The tartaric acid, malic acid, and a trace of citric acid found in the fruit help to maintain the alkali reserve of the body.
6. **Helps in Diabetes:** Mango leaves help normalize insulin levels in the blood. The traditional home remedy involves boiling leaves in water, soaking through the night and then consuming the filtered decoction in the morning. Mango fruit also have a relatively low glycemic index (41-60) so moderate quantities will not spike your sugar levels.
7. **Improves Digestion:** Papayas are not the only fruit that contain enzymes for breaking down protein. There are several fruits, including mangoes, which have this healthful quality. The fiber in mangos also helps digestion and elimination.
8. **Remedy for Heat Stroke:** Juicing the fruit from green mango and mixing with water and a sweetener helps to cool down the body and prevent harm to the body. From an ayurvedic viewpoint, the reason people often get diuretic and exhausted when visiting equatorial climates is because the strong "sun energy" is burning up your body, particularly the muscles. The kidneys then become overloaded with the toxins from this process.
9. **Boosts Immune System:** The generous amounts of vitamin-C and vitamin A in mangoes, plus 25 different kinds of carotenoids keep your immune system healthy and strong.