

# Export of Fresh Kino (Citrus fruit) declined 43% in 2017-18

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Citrus fruits have long been valued as part of a nutritious and tasty diet. Citrus is most commonly thought of as a good source of vitamin C. However, like most other whole foods, citrus fruits also contain an impressive list of other essential nutrients, including glycaemic and non-glycaemic carbohydrate (sugars and fibre), potassium, foliate, calcium, thiamine, niacin, vitamin B6, phosphorus, magnesium, copper, riboflavin, pantothenic acid and a variety of phytochemicals. In addition, citrus contains no fat or sodium and, being a plant food, no cholesterol. The average energy value of fresh citrus is very important for consumers concerned about putting on excess body weight.

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:** Pakistan is one of the most blessed countries in the world. Whether it was my encounter with the communities living in the coastal areas

Table 1: Production of Fresh Kino

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
2016-17	2,315,980	3,215	31,250	7,345	2,357,790

Source: Fruit, Vegetables and Commodities of Pakistan.

and creeks or upcountry in the foothills of the Himalayas for me Pakistanis have always been and will remain a nation of builders and they continue to work hard in their everyday lives whether they be the rugged mountainous areas of Balochistan, fertile plains of Punjab or the difficult terrain of Hindukush and Himalayas. It was my first visit to the beautiful orchards of the land near Sargodha – the basket of citrus fruits, which is famous across the world for their deliciousness and nutrition.

Other citrus fruits are also grown in the area like fruiter, Malta, red blood, mussami, mitha (sweet lemon), sanghara

and grape fruit. Early in November fruiter are ready for harvest. In December come mussami and malta. Kino season is for January and February. Since the scribe went to the area on the second last day of January it was peak period of the season. There are nearly 50 Kino grading and vexing factories in the district. Spare land is used for honey bee farms. So you can get the best natural honey from this area as well.

The production and export of Kino is increasing every year and thus it has become very important in the fruit sector. 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. Province-wise Productions of fresh Kino are given in **Table 1**.

**Exports:** In the mainstream market segment, the Pakistani Kino has to compete with seedless mandarin and clementine from Spain, Morocco, Argentina and South Africa. Though smaller in average size and harder to peel, mandarins from competitors are claiming a larger market share because of being seedless. In the European market, Pakistani citrus has an insignificant 0.09% share. As a table fruit, Pakistani Kino's availability in the European market is irregular. Kino is mainly used as a raw material for juice by a few big companies in Europe, but it is not consistently imported as a table fruit.

Export of fresh Kino decreased from 294,359tonnes worth Rs.12.69 billion (US \$121.19 million) in 2016-17 to 174,624tonnes worth Rs.7.58 billion (US \$68.80 million) in 2017-18, thus showing decline of 43%. Exports of fresh Kino for the last six years are given in **Table 2**.

**Table 2: Export of Fresh Kino**

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
2017-18	174,624	68,305	7,519

Source: i) Pakistan Bureau of Statistics.

ii) Trade Development Authority of Pakistan

Major international markets for Pakistani Kino's during 2016-17 were Russia, Indonesia, Afghanistan and UAE.

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 16% and 10% respectively. Country-wise exports of Kino are given in **Table 3**.

### 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.

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. 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 negotiated 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 of export duration, initially 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 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 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.

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

**Quantity: Tonnes  
Value: Rs. Million**

Country	2016-17		2017-18	
	Quantity	Value	Quantity	Value
Afghanistan	80,857	3,236	32,084	1,232
Bangladesh	1,343	54	2,530	107
Georgia	439	19	1,133	55
Indonesia	39,826	1,784	25,591	1,204
Philippines	24,697	1,055	19,248	812
U.A.E	37,434	1,444	20,092	777
Hong Kong	39,826	1,784	95,591	1,204
Iraq	3,630	144	7,112	291
Mauritius	935	51	683	43
Qatar	2,695	95	3,311	122
Russia Federation	65,165	3,273	38,179	1,936
Saudi Arabia	10,981	421	4,849	195
Ukraine	37,437	1,444	2,004	88
Sri Lanka	5,104	187	3,052	113
All others	56,010	2,302	80,835	660
<b>Total</b>	<b>294,359</b>	<b>12,689</b>	<b>174,624</b>	<b>7,519</b>

Source: Trade Development Authority 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. ♦