

Mango, the world's most popular fruit

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ing of fruits Mango is one of the most popular and best-loved fruits and one of the most important fruit crop in the world as well as in Pakistan. It is a delicious fruit being grown in more than 100 countries of the world. Today, the annual estimated world over production of mango is over 50 million tonnes. Hundreds of varieties of mangoes are known to exist in Pakistan. The most popular commercial varieties all different in colors and sizes, and each with a distinct flavor and taste include Anwar Retol, Dasehri, Langra, Chaunsa, Sindhri, Saharni, Alphonso, Pairi, Fazli and Neelam. The king of fruits grown in Punjab and Sindh provinces of Pakistan are available in abundance from May to September.

Pakistan come as the 4th country with high Mango production in the world as it produce 1,450 thousands tonnes of Mango every year which accounts for 4% of the world's total pro-

duction of Mango , Pakistan produce large variety of Mangoes that are monoembryonic with seeds that differ from one to the other .

Production

Mango is a tropical fruit that grows on extremely large trees that reach over 100 feet in height and 12 feet in diameter. The fruit itself is considered a stone fruit due to its single pit. Mangoes can come in a variety of colors, including orange, red, green, and yellow. This fruit is native to India, Bangladesh, and Pakistan and related to sumac and poison ivy. Its importance to humans dates back to around 2000 BC when it was domesticated in India. After domestication, the Mango was introduced to East Asia between 500 and 400 BC. By the 15th century, it had made its way to the Philippines, followed by Africa and Brazil in the 16th century. Akbar, a Mughal emperor, planted over 100,000

Table 1: Area and Production of Mango

Year	Area (000 Hectares)	Production (000 Tonnes)
2012-13	175	1680
2013-14	175	1,658
2014-15	171	1,717
2015-16	170	1,336
2016-17	170	1,338
2017-18	170	1,330

Source: Ministry of National Food Security and Research Government of Pakistan.

Mango trees in a place now known as Lakhi Bagh in India. Today, Mango trees can be found in a number of tropical climates.

Mango has been cultivated for centuries. Today, it is an important crop in tropical regions throughout South America, Hawaii, Central America, Asia, the Caribbean, and Africa. Mango farmers often practice grafting in order to ensure fruit production. Grafting is also faster than planting a seed.

In Pakistan main Mango growing districts in the Punjab province are Multan, Bahawalpur, Muzzaffargarh and Rahim Yar Khan. In the province of Sindh, it is mainly grown in Mirpur Khas, Hyderabad, Thatta and Tando Allah Yar, whereas in Khyber Pakhtunkhwa (KPK) it

Table 2: Exports of Mango from Pakistan

Year	Quantity (Tonnes)	Value	
		(Rs. Million)	US \$ (000)
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
2017-18	39,876	5,293	48,091

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

is grown in D.I Khan, Peshawar and Mardan. Punjab and Sindh provinces account for 67% and 30% of the country's production, respectively, while Khyber Pakhtunkhwa (KPK) contributes the rest.

Mangoes form a regular part of the diet of people in areas where the fruit is easily grown; it may be eaten ripe or green. Mango Production Hundreds of varieties of Mangoes are known to exist in Pakistan. The most popular commercial varieties - all different in colours and sizes, and each with a distinct flavour and taste – include Anwar Retol, Dasehri, Langra, Chaunsa, Sindhri, Saharni, Alphonso, Pairi, Fazli and Neelam. The king of fruits grown in Punjab and Sindh provinces of Pakistan are available in abundance from May to September. In Pakistan, total area under Mango cultivation is 170 thousands hectares with the production of 1.33 million tonnes in 2017-18 being the second major fruit crop of Pakistan produces 8% of world's Mango and mainly

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

Quantity: Tonnes
Value: Rs. Million

Country	2016-17		2017-18	
	Quantity	Value	Quantity	Value
U.A.E	31,212	2,363	13,350	1,569
U.K	8,689	1,117	6,810	1,071
Oman	4,646	398	906	138
Germany	1,017	129	984	143
Saudi Arabia	4,815	649	2,192	310
China	12	3	16	2
Turkey	365	47	80	225
Hong Kong	393	47	194	29
Bangladesh	931	97	242	26
Belgium	258	38	85	12
Canada	939	117	610	98
Ireland	109	13	96	13
Kazakhstan	971	112	1,674	236
Malaysia	479	60	240	28
Norway	984	138	906	138
Qatar	1,634	183	1,775	233
Sweden	348	50	275	43
Switzerland	263	33	150	23
Japan	433	46	206	41
All others	1,389	139	9,084	915
Total	61,509	5,959	39,875	5,293

Source: Pakistan Bureau of Statistics.

exports to Middle East, Germany, Japan, Italy and UK making its valuable contribution as an important foreign currency earning fruit crop.

Pakistani Mango is recognized as one of the best of its kind in the world market. Pakistan is now the 4th largest producer in the world behind India, China, and Thailand. It has been observed that in the past few years the production of quality Mangoes is on the decrease.

Pakistani Mangoes are high in fibre, low in calories and contain a small amount of carbohydrates, calcium, iron, potassium and a little protein. They are rich in vitamins A, B and C and also contain other antioxidant vitamins. Nature has blessed Pakistan with agro-climatic conditions which permit quality production of Mango. Per hectare average yield of Pakistan is 11.20 tonnes per hectare which is on the low side as compared to the other major Mango producing countries of the world e.g. China and Brazil. Most of the countries cultivate varieties



like Haden, Tommy Atkins, Kent and Keitt. While most important commercial cultivars of Pakistan are Dashehari, Anwar Ratul, Langra, Chaunsa, Sindhri, Maldha, Fajri. More than half of Mango area (107 thousand hectares) lies in Punjab followed by Sindh (63 thousand hectares) with minor acreage in Baluchistan (0.6 thousand hectares) and KPT (0.3 thousand hectares). Districts which are important regarding cultivation of Mango in Pakistan are Bahawalpur, Dera Ismail Khan, Hyderabad, Multan, Khanewal Sahiwal, Muzaffar Garh, Sadiqabad, Rahim Yar Khan, Vehari and Thatta.

Approximately 1% of Mango 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. Area under Mango and production are given in **Table-1**.

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.

Exports

The Pakistani Mango would be part of an essential menu for millions of Muslim fasting globally while its export during the holy month of Ramzan would be an added advantage for the export. According to the Patron-in-Chief of PFVA & Vice President FPCCI, Waheed Ahmed, the production of Mango is expected to be less than 35% due to bad effect of the acute shortage of water and global warming. The CPEC route would also be utilized first time to export Mango to China. Due to 50% reduction in production of Mango than last year, the export target was restricted to 81,000 tonnes only.

Overall exports of Mango has witnessed a steady decline. In 2016-17, Mango exports were 61,509 tonnes valued at US\$ 56.15 million which decreased to 39,876 tonnes valued at US \$ 48.09 million in 2017- 18. Exports trend of Mangoes from Pakistan are given in **Table-2**.

The country has so far exported 39,876 tonnes of Mango valued US \$48 million in 2017-18 to UAE, Saudi Arabia, Oman, UK and Germany. UAE is the largest importer with market while UK and Saudi Arabia are second and third largest importers. Country-wise exports of Mango from Pakistan are given in **Table-3**.

Pakistani Mangoes have successfully entered in many new markets including

Japan, USA, Singapore and Korea-Republic. Due to improper infrastructure, lack of marketing (traditional marketing practices) and poor advertising strategies and increasing SPS concerns of importing countries, Pakistani Mango has failed to tap any significant share of these potential markets. Pakistan can raise its Mango export by addressing Mango trade problems related to health and hygiene standards, postharvest losses and capacity building of stakeholders on SPS and quality standards, training on quality management and creating awareness of packing, packaging and labeling requirements of high end markets, adaption of modern refrigeration methodologies and development of proper infrastructure. Tough export procedures and formalities (regulations, charges and other restrictions) are hindering the Mango export. The lack of direct flight services, shortage of air cargo space and inadequate cargo handling limit the export of highly valued fruit despite its high demand.

References

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4. Pakistan Horticulture Development and Export company.
5. Various Press releases on Pakistani Mangoes. ♦