



Exports of fresh kino (Citrus Fruit) from Pakistan touched high record in 2018-19

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Exports of kino from Pakistan's touched a record high at 283,807 tonnes in the 2018-19 seasons, up 146,237 tonnes compared to shipments of 174,624 tonnes in previous year.

Kino is one of the best varieties of fresh mandarins. It is a rich source of vitamin C having high juice content with special flavour. The soil and climatic conditions in Pakistan have given it a unique flavour which distinguishes it from other comparable mandarins grown in the world. Winter in the plains of Punjab province provides an excellent atmosphere for this fruit and the resulting fruit is sweet and has a very distinct taste.

Pakistan is producing more than 30 types of different fruits of which citrus fruit is leading among all fruit and constitutes about 30% of total fruit production in the country. Above 90% of citrus fruits are produced in Punjab province and distributed through different value chains in domestic as well as in international markets.

Kino is rightly called the king of all the varieties of easy peelers and excels the best varieties of the world. Pakistan is the 12th largest producer of citrus and the largest producer of Kino in the world. Its juice is contest 44% to 47.5% which is the highest for all easy peelers' varieties. The sugar content is 12% -13% and each 100ml of Kino contains 20-25 mg of vitamins-C.

Table 1: Area and Production of Kino

Year	Area (000 Hectres)	Production (000 Tonnes)
2014-15	198.4	2,132.2
2015-16	196.6	2,150.0
2016-17	194.5	2,101.5
2017-18	195.6	1,982.2
2018-19	195.4	1,986.7

Source: Agriculture Statistics of Pakistan.

Production

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 195,000 hectares with production of 1.98 million tonnes annually.

In Pakistan, citrus fruit has been predominantly cultivated in four provinces, namely: Punjab, Khyber Pakhtunkhwa (KPK), Sindh and Baluchistan. Among all four provinces, Punjab is considered to be the hub of citrus production.

Major Kino (Citrus) growing areas in Pakistan are as under:

PUNJAB: Districts of Sargodha, Jhang, Sahiwal, Lahore, Multan, Gujranwala, Sialkot, Mianwali

SINDH: Districts of Sukkur, Nawabshah, Khairpur KHYBER

PAKHTUNKHWA: Peshawar, Mardan, Swat, Hazzara, Nowshera, Swabi

BALUCHISTAN: Sibbi, Makran, Kech
Citrus is divided into different groups Sweet oranges, Mandarine, Grape fruit, Lemon and Lime which are being grown commercially. Area and production of Kino in Pakistan are given in **Table-1**.

The cultivation of citrus fruits has been a preferred economic activity in some parts of the world because it is not labour intensive. Citrus thrives in any season, especially during spring. Brazil, China, the United States, and Mexico are among the world's top citrus producing countries. World top citrus producing countries are given **Table-2**.

Diseases

Like other crops, the citrus is also attacked by a variety of insects, pests and diseases. Some of these insects, pests and diseases not only affect quality and quantity of the produce, but also hurt the plant life. That is why Pakistani citrus orchards have a lower life cycle as compared to other citrus growing countries.

Major damage to the citrus fruit in Pakistan is caused by canker, melanise and scab. Other insects and diseases include leaf miner, peel miner, phyla, lemon butterfly, black fly, white fly, fruit fly, mealy bug, etc.

In addition to this, Pakistani kino is heavily infested with canker and scab diseases, which greatly affect its quality and production. If adequate remedial measures are not taken, the kino production may vanish in a couple of decades.

Export

With the changing consumer preferences towards consumption of fresh and convenience food, the global demand for fresh fruit is increasing. There is a huge demand from both the fresh and processed oranges by the consumer. Food exports are also linked with food tastes, which are deeply cultural in nature. The export of food 'taste' has to precede the

export of the food 'product' itself. Pakistani food products sold abroad are mainly consumed by South Asian communities, and the volume of these exports to a country is directly proportional to the size of the ethnic community there. 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. 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. The export figures for these fruits are increasing every year with leaps and bounds.

Table 2: World's Top Citrus Producing Countries

Country	Production (Tonnes)
Brazil	20,682,309
China	19,617,100
United States	10,017,000
Mexico	6,851,000
India	6,286,000
Spain	5,703,600
Iran	3,739,000
Italy	3,579,782
Nigeria	3,325,000
Turkey	3,102,414
Pakistan	1,995,000

Source: World Atlas.com

Export of fresh kino from Pakistan increased from 175 million tonne worth Rs. 7.52 billion s during the year 2017-18 to 284 million tonnes worth Rs.13.71 billion in 2018-19, thus showing an increase of 82% in terms of value. Exports of kino from Pakistan are given in **Table-3**.

Kino exporters of the country have been advised to accelerate their fruit exports to Malaysia with sizable percentage of Chinese origin population fast preparing for their New Year festival celebrated on February 5.

Traditionally Chinese present Kino to each other during the New Year season as

Table 3: Export of Fresh Kino From Pakistan

Year	Quantity (Tonnes)	Value (US\$ 000)	Value (Rs. Million)
2015-16	393,310	170,581	17,386
2016-17	372,160	171,627	17,782
2017-18	174,624	68,305	7,519
2018-19	283,807	110,614	13,709

Source: Agriculture Statistics of Pakistan.



a holy fruit and it is right time to market Kino popular among the Chinese, constituting almost 40% of the total population of Malaysia, said senior horticulturist and fruit exporter.

Major international markets for Pakistani Kino's during 2018-19 were Afghanistan, Russian Federation, Saudi Arabia, UAE, Indonesia, Philippines' and Kuwait. Country-wise exports of fresh Kino from Pakistan are given **Table-4**.

Problems

The problems associated with Kino export include low produce quality, lack of storage facilities, non-availability of quality packing, poor transportation facilities, high freight charges, weak role of export promoting agencies and inconsistent government policies.

Water shortage is major challenge as canal water is getting scarce and underground water is mostly salty. Citrus requires water in February, May, June, November and December. From November through February, canal water is not available due to their closure for annual cleaning. In May and June, most of the available water goes to the paddy crop.



Increasing cost of inputs including the labour, coupled with a short harvest period, also affects the production and trade. The quality of exportable harvest is affected by unskilled labour, improper post-harvest handling, inadequate cold chains and poor transportation facilities.

At present country is facing many challenges internationally. "European Union and other developed countries of the world are erecting barriers for agro exports from Pakistan. America, Australia, Japan, Korea and even few central Asian countries are not importing Pakistani kino anymore and those who are importing are not paying attractive exchange.

Citrus canker and citrus graining, which are detrimental to exports and European Union, Australia and America banned the export from countries where these diseases in citrus fruit are reported. The disadvantage of seeds can also be offset by positioning Kino as a 'juicy mandarin,' instead of a 'table fruit' in the mainstream European market. Citrus press filters seeds at the squeezing stage and thus the consumer is spared the annoyance of spitting the pits at the consumption point. 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 Co-chairman of All Pakistan Fruit & Vegetable Exporters, Importers and Merchants Association (PFVA) has claimed that, after withdrawal of ban on Pakistani Kino by Russia, 49 thousands of Kino worth Rs.3.20 million have been exported to Russia.

Table 4: Country-wise Exports of Fresh Kino (Major Countries)

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

Country	2018-19		2017-18	
	Quantity	Value	Quantity	Value
Afghanistan	283,807	13,709	174,624	7,518
Bahrin	16,877	1,081	25,591	1,204
Indonesia	12,795	692	7,112	291
kuwait	797	41	2,428	87
Philippines	19,132	1154	19,248	8,113
Russain Federation	48,776	3198	31,879	1,936
Saudi Arabia	5,569	337	4,849	194
Uruguay	1,606	86	7,529	107
U.A.E	17,857	929	20,092	777
U.K	10,867	317	2,780	60
Belgium	2,869	153	3,052	113
Oman	3,470	183	5,600	219
Uzbekistan	13,980	495	199	5
All others	154,595	8,666	130,359	13,105
Total	283,807	13,709	174,624	7,519

Source: Pakistan Bureau of Statistics

References

1. Agriculture Statistics of Pakistan.
2. Pakistan Bureau of Statistics.
3. Trade Development Authority of Pakistan.
4. WorldAtlas.com.
5. Various news papers. ♦