

Pakistan to export 100,000 tonnes of Mangoes this season

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Sindh government was trying to introduce different varieties of locally produced Mango in international market for enhancing export of the horticultural produce of the country. Due to their appetising aroma and lavish taste Mangoes of Mirpurkhas hold a unique status not only within Pakistan but in different countries of the world including Europe and the American continent. According to Sindh Chief Minister, Syed Qaim Ali Shah Mirpurkhas produces new varieties of the sweet and sour fruit, known as the king of fruits, every year.

Pakistan has exported around 2,200 tonnes of Mangoes, fetching US\$ 1.1 million in five days, since the start of export season on May 20. Mango was being exported to Saudi Arabia, the United Arab Emirates (UAE), Iran, Afghanistan, CIS countries and Oman, among others. Fruit was being exported for about US\$ 500 per tonne this season compared to US\$ 250 last year, due to the government ban on using wooden boxes for fruit and vegetable exports.

Last year Pakistan exported around 86,001 tonnes of Mango for revenue of US\$ 48.37 million over India's 56,000 tonnes for US\$ 44.6 million in spite of the fact that the EU had banned the Indian mango due to fruit fly.

Pakistani Mango is recognized as one of the best of its kind in the world market. With a production of 1.8 million tonnes per year, Pakistan is among the leading Mango producers and is considered the original and natural habitat of Mangoes. Punjab has the major share of Mango production with 67% whereas Sindh produces 24% and KPK produces 1% of the fruit.

Table 1: Area, Under Mango (Hectares)

Province	2010-11	2011-12	2012-13	2013-14
Punjab	111,961	111,432	109,141	110,350
Sindh	59,215	60,055	60,467	63,890
KPK	342	344	350	348
Baluchistan	535	553	552	554
Total	176,659	172,384	175,089	175,142

Source: Ministry of National Food Security and Research, Government of Pakistan, Islamabad

Table 2: Production of Mango (Tonnes)

Province	2010-11	2011-12	2012-13	2013-14
Punjab	1,503,212	1,304,223	1,280,211	1,370,150
Sindh	381,269	391,781	396,137	398,580
KPK	2,902	22,922	2,964	2,950
Baluchistan	1,066	1,084	1,076	1,083
Total	1,888,449	1,700,010	1,680,388	1,772,763

Source: Ministry of National Food Security and Research, Government of Pakistan, Islamabad

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. There are a number of varieties of this fruit including Sindhri, Langra, Dusehri, Anwar Rataul, GulabKhas, Sunera, Chaunsa, Black Chaunsa, White Chaunsa, Began Phali, Fajri etc. All of these diverse varieties have distinctive colours, aromas and tastes.

Mangoes have been produced in Pakistan for well over two thousand years and the country is now the 4th largest producer in the world behind India, China, Mexico and Thailand. 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 Mango.

It has been observed that in the past few years the production of quality Mangoes is on the decrease. Pakistan was expected to produce around 1.8 million tonnes of Mangoes this year. The crop faced huge losses due to abnormal weather events and changing weather patterns in upper Punjab.

According to a report, Mangoes production has faced an overall reduction of 35% with 15% in Sindh and 40%, 50% and 60% in Rahim Yar Khan, Muzaffargarh and Multan respectively. Experts cite long winter season and abnormal rains in February and March as major reasons for the loss in production.



Although Pakistan is among the top countries to produce quality Mangoes, only 4% to 5% of total production is exported. Last year Pakistan exported 86,001 tonnes of Mangoes worth US\$ 48 million and this year the government is expecting to export 100,000 tonnes, which is 16% higher than the previous year and revenue of US\$ 60 million is expected from this export. This increased revenue is expected because some measures have been taken to enhance the quality of the fruit and it has resulted in gaining good price.

Subsequently, a new trend of growing late varieties in Punjab has received a wide popularity which has extended the market period and added to the exportable surplus. The Pakistan high prices are paid for undamaged, good quality fruit. Due to better export prospects, the area under cultivation has

increased over the few years from 172,384 hectares in 2011-12 to about 175,142 hectares in 2013-14. However, the average yield of around 11,043 kgs per hectare is much lower than in countries such as China, Mexico and India, where improved plant protection measures are used. Figures concerning the area and production of Mango are given in **Table 1 and Table-2**.

World Production: More than 90 countries in the world grow Mangoes. Global production of the Mango has doubled in the past thirty years. Asia, where the Mango is native, is the largest Mango producer, representing 77% of global production, followed by the Americas with 13% and Africa with 10%. On the Asian continent, India and Pakistan where the Mango is considered the king of fruits, ranks first among world's Mango producing countries accounting for about 50% of the world's Mango production, followed by China, and Thailand. In America, Mexico and Brazil are the largest producers of Mangos. The main African Mango producing country is Nigeria followed by Egypt. World top 10 Mango producing countries are given in **Table-3**.

Although World production is constantly increasing, international trade in Mangoes represents only 3% of the volumes produced. Being delicate and easily perishable makes selling Mangoes difficult. Attacks of Mango fly larvae are also becoming a major problem.

Trade in Mangoes centres around three regional areas: Asia, which trades mainly with the Middle East; Africa,

which exports to the European market; and Latin America, which supplies the American and European markets. The two major import markets are the United States and Europe. These markets are competitive, dynamic and demanding in terms of sanitary and phytosanitary regulations. The highest levels of consumption are in Asia, followed by Latin America, Africa and Australia. In Asia, unripe Mangoes are especially popular, whilst in the West ripe Mangoes are mainly eaten.

Exports: Overall export of Mango has witnessed a steady growth. In 2007-08, Mango exports were 68,879 tonnes valued at US\$ 22.28 million rising to 86,001 tonnes valued at US \$ 48.37 million in 2013-14. The most important reason of Pakistani Mangoes popularity is its sweet taste and a beautiful golden color. 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. Export of Mangoes from Pakistan are given in **Table 4**.

Pakistan mainly exports Mango to Afghanistan, Oman, Qatar, Saudi Arabia, UAE and Germany. UAE is the largest importer with market share of about 34% while Oman and Saudi Arabia are second and third largest importers with shares of 8% and 7% respectively. Country-wise export of Mango are given in **Table 5**.

Currently, Mexican and other South American mango varieties are widely imported in the United States, along with

Table 3: World top 10 Mango Producing Countries

Rank	Country	Production (Tonnes)
1	India	16,337,400
2	China	4,351,593
3	Thailand	2,550,600
4	Pakistan	1,784,300
5	Mexico	1,632,650
6	Indonesia	1,313,540
7	Brazil	1,188,910
8	Banladesh	1,047,850
9	Nigeria	850,000
10	Philippines	82,357

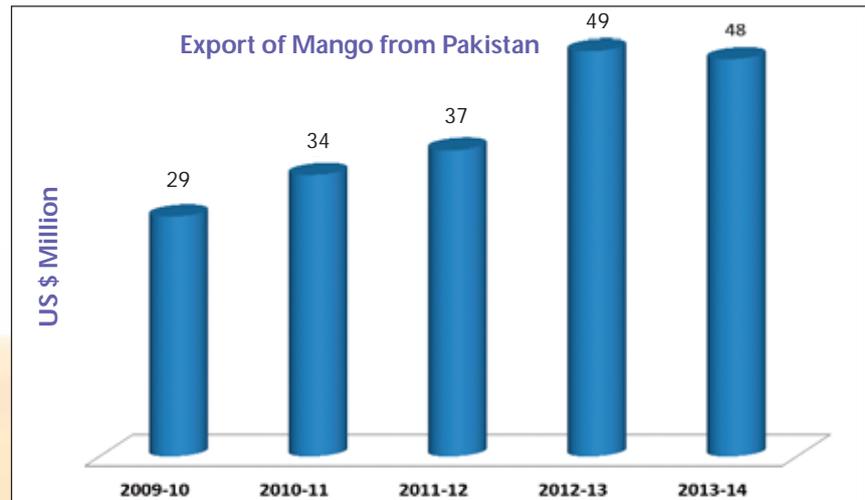
Source: Faostat Database (FAO), United Nations.

Exclusive on Mango

Indian and Australian mangoes. Last year Pakistan has got an opportunity to supply the country's Mango to the US market.

Challenges: 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.

Availability of more hot water treatment plants in the country has a major role in rising export to the valued markets, especially European markets. A senior official from Agro Food Division, Trade Development Authority said that the number of hot water treatment plants has increased to 29 in 2015 from 3 last year and they have established a number of hot water treatment facilities for mangoes to ensure pest-free export. These plants have the capacity to treat 2,000 tonnes to 2,500 tonnes of Mangoes per day.



Due to unnecessary regulations by European markets the Mango exporters' were of the view that it was not only the country that was suffering because of the wrong policy decision about the Mango export. They said that it was golden opportunity for the Pakistani Mango exporters to capture European market as

the Indian Mango had already been banned in Europe for having Fruit fly in it. They feared that Pakistan would not be able to get back US\$ 800 million market in case any third country enters into that market. The Mango exporters also severely criticized the condition of third party inspection of Mango saying that the inspection has been

awarded to those who have no knowledge of this business.

The third party inspection charges were also exorbitantly high and are immensely adding to the cost of doing business. The importing countries including UK have no objection to Pakistani Mangoes contrary to the restriction being imposed by the authorities in Pakistan. International trade restrictions on Iran have also adversely affected Pakistan's Mango exports, as many Pakistani banks have stopped offering their services for Iran. It is important to note that Iran was previously importing 4,417 tonnes of Mangoes from Pakistan during the year 2010-11 a significant market loss of US\$ 212 million to local exporters. During the year 2012-13 Pakistan exported 2,405 tonnes of Mango valued at Rs 116.2 million to Iran. However, during the year 2013-14 Pakistan has not exported Mango to Iran.

Table 4: Export of Mango from Pakistan

Year	Quantity (Tonnes)	Value	
		(Rs. Million)	US \$ (000)
2007-08	68,879	1,744	22,280
2008-09	73,437	2,307	29,491
2009-10	84,921	2,522	29,382
2010-11	89,552	2,889	33,797
2011-12	85,119	3,272	36,623
2012-13	103,487	4,706	48,646
2013-14	86,001	4,977	48,370
2014-15 (July -Feb)	54,490	3,127	30,957

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



Recently a delegation of Iranian Quarantine Department visited to review the prospects of hot water treatment plants. Around 29 hot water treatment plants are operational this year as compared to last year's three. Exporters are hopeful that Mango shipments would cross the export target of 100,000 tonnes fetching US\$ 60 million compared to 86,001 tonnes (US\$ 48 million) last year.

Now Pakistan's Mango exports to the European Union (EU) markets are started from May after the Directorate of Plant Protection (DPP) 'temporarily' waived the requirement of getting the MRL (maximum residual level) tests of the (exporting) orchards done prior to shipment of their consignments.

DPP Director General Mubarak Ahmed informed the exporters that they can start shipping their consignments to the EU countries without the MRL tests, but he clarified that only those consignments would be allowed to be shipped that have been procured from the registered orchards. The DPP has so far registered 40-50 orchards in Sindh, where the harvest starts in May. The Mango farms in Punjab will be registered after the harvest starts from June.

He further said they have registered only those farms where the quantity of the chemicals sprayed was within the limits prescribed by the tough EU food safety regulations. If any orchard fails to clear the MRL test, it would be immediately stopped from exporting because the breach of the food safety standards of importing countries could jeopardize the entire Mango exports from Pakistan.

Last year, the EU had placed ban on Mango imports from India after consignments from there were found to be con-

Table 5: Country-wise Export of Mango (Major Countries)						
Country	2011-12		2012-13		2013-14	
	Quantity	Value	Quantity	Value	Quantity	Value
	Quantity: 000 Kg Value: Rs. 000					
Afghanistan	6,067	237,955	9,502	378,676	357	14,220
Bahrin	1,397	55,386	1,626	73,942	2,000	90,475
Belgium	1,440	69,009	1,248	65,174	313	45,676
Germany	1,701	91,757	1,632	142,884	1,220	191,368
Iran	5,995	202,797	2,405	116,244	--	--
kuwait	144	405	555	28,436	384	21,285
Malysia	481	25,097	447	36,471	627	70,698
Netherlands	779	40,959	424	49,487	250	40,656
Oman	5,618	161,563	1,268	402,052	10,086	391,867
Qatar	1,802	83,671	1,923	127,188	1,473	110,836
Saudi Arabia	10,460	438,186	8,275	415,070	4,319	36,770
U.A.E	32,806	1,037,897	45,330	1,544,575	43,602	1,682,534
All others	16,429	827,231	28,852	3,161,810	21,370	2,280,290
Total	85,119	3,271,913	103,487	4,706,385	86,001	4,976,675

Source: Pakistan Bureau of Statistics, Government of Pakistan

taminated by fruit fly. The ban on India's sweet yellow fruit had greatly helped Pakistan boost its exports to Europe.

In the absence of this VHT plant, Japanese market will remain closed for Pakistani Mangoes. The Japanese government has already approved the quality of Pakistani Mangoes, but Pakistan is missing that huge market due to the absence of VHT facilities. According to experts, Pakistan can easily export Mangoes worth US\$ 4-5 million annually if VHT plants are installed to meet the laid down requirements. Pakistan will face a strict competition from India, one of the world's largest Mango exporters, in tapping the European market. This comes after the EU lifted the ban on Indian Mangoes in January this year.

The European Union (EU) was threatening to impose ban on the export of fruits and vegetables, including Mango and citrus, due to safety reasons from Pakistan. The leading countries like America, Australia, Japan, Korea and even those in Middle East were reluctant to accept Pakistani Mango and the country was going to evolve a new strategy to stay in international market.

Phytosanitary is a process to ensure that a shipment is free from pests and plant diseases after which the authorities of an exporting country issue a formal document known as phytosanitary inspection certificate/ the major threats to Pakistan's Mango export were the pest quarantine concerns including fruit fly, mealy bug, scales and bark beetle associated MSDS.

References

1. Pakistan Bureau of Statistics, Government of Pakistan.
2. Trade Development Authority of Pakistan.
3. Ministry of National Food Security and Research, Government of Pakistan, Islamabad
4. Faostat Database (FAO), United Nations. ♦

