

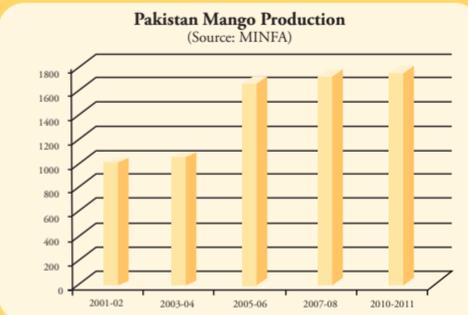
Mango Exporting Countries	Mango Importing Countries
Mexico	UAE
Brazil	Saudia Arabia
Pakistan	United Kingdom
India	United States
Philippines	Malaysia
Ecuador	Netherland
Peru	France
South Africa	Germany
Thailand	Japan

During the last three years, Pakistan has successfully obtained market access to US, Jordan, Mauritius, and South Korea. Preparations for market access to Australia - another important export destination - are already under process. The first ever shipment of mango to Seoul has started during the current season and with this land mark achievement, Pakistani mango exporters have got the market access to the

third most highly valued market after United States and EU. Though Seoul also imports mangoes from the Philippines, Thailand, and Vietnam among others, the unique taste and quality of Pakistani fruits were enough to compete and earn a sizable share in this market.

Progressive Mango Growers (Group) as PMO (Product Market Organization)

Progressive Mango Growers (Group) is a grower's owned organization providing services in processing, packaging and marketing of fresh mangoes. This organization comprising of growers themselves has a farm staff committed to staying ahead of the technology curve by continuously testing, proving and adding new capabilities combined with an experience of more than 100 years in the business with Global GAP certifications.



Mango Exports:

Pakistan exports about 0.127 million tons of mango, valuing around US\$ 40 million, mainly to the Middle East and the UK. Less than 5 percent of the crop is used for processing as mango pulp. Efforts are now underway to enhance the mango export web by including the South and South East Asian regions in addition to China and Central European countries. Currently 9 Mango Farms of Punjab are Global Gap Certified providing them the opportunity to sell their products to food safety conscious food chains and high-end markets all around the world. The number of such farms is increasing rapidly as more & more growers are now complying with the quality standards in their cultivating, harvesting and marketing practices.

Facilities:

The Progressive Mango Growers have a dual facility for processing Mangoes in Punjab especially in the city of Multan. It includes sorting lanes, hot water treatment plants, fungicide applicators, dryers and grading by weight machines to process Mangoes. Additionally by the presence of on farm blast chillers and cold storage we can meet the requirements of Cool Chain from the production area on ward.

Processing System Available



- Global-GAP at Farm Level
- International Featured Standards (IFS – Food) at production system
- Production hall for transit storage and safe transfer
- Processing units along with lime wash 0.5%, sizing, grading & packing
- Safe GAP (Good Agricultural Practices) production system
- On ground quality inspection system
- Quality Management System (QMS)
- Use of integrated crop management techniques (ICM)
- Efficient traceability system for tracking of product from farm to fork and backward

Varieties in Punjab

 <p>Langra</p> <ul style="list-style-type: none"> • Flowers in Feb - March • Fruit ripens in July 1st Week • Fiber: Scanty • Alternate bearing • Yield / plant: 175 Kg • Fruit is ovate round 	 <p>Sindhri</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in 2nd week of July • Fiber: Scanty • Yield / plant: 260 Kg • Fruit is oblongish • Color of peel is golden yellow. 	 <p>Anwar Rataul</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in July 1st Week • Fiber: Scanty • Yield / plant: 70 Kg • Fruit is ovate round • Color of peel is maize yellow
 <p>Dusehri</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in July 1st Week • Fiber: Very Scanty • Regular in bearing • Yield / plant: 160 Kg • Fruit is oblongish • Color of peel is Yellow 	 <p>Chaunsa Sammar Bahist</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in mid July • Fiber: Scanty • Yield / plant: 200 Kg • Fruit is oblongish ovate. • Color of peel is capusine yellow 	 <p>Sensation</p> <ul style="list-style-type: none"> • Flowers in March • Fruit ripens in Mid August • Regular bearing • Yield / plant: 50 Kg • Fruit is oblongish
 <p>Black Chaunsa</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in End August. • Fiber: Abundant. • TSS: 25-27 % • Regular in bearing. • Yield / plant: 240 Kg • Fruit is oblongish • Color of peel is sea green. • Av. Weight/fruit is 310g 	 <p>Fajri</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in August 1st Week • Fiber: Abundant • Yield / plant: 175 Kg • Fruit is oblongish • Color of peel is sea green 	 <p>Malda</p> <ul style="list-style-type: none"> • Flowers in Feb-March • Fruit ripens in End June • Fiber: Scanty • Regular in bearing • Yield / plant: 125 Kg • Fruit is oblongish ovate. • Color of peel is green with yellow spots
 <p>Aalishan</p> <ul style="list-style-type: none"> • Flowers in March • Fruit ripens in Mid July • Fiber: Very scanty • TSS: 22-24 % • Regular bearing • Yield / plant: Under study • Fruit is ovate round • Av. Weight/fruit is 288g. 	 <p>Rohaan</p> <ul style="list-style-type: none"> • Flowers in March • Fruit ripens in end July • Fiber: Very scanty • TSS: 24-25 % • Regular bearing • Yield / plant: Under study • Fruit is ovate oblong • Av. Weight/fruit is 310g. 	 <p>Hasaan</p> <ul style="list-style-type: none"> • Flowers in March • Fruit ripens in end July • Fiber: Scanty • TSS: 24-25 % • Regular bearing • Yield / plant: Under study • Fruit is oblongish ovate • Av. Weight/fruit is 510g.

Mango Value Chain

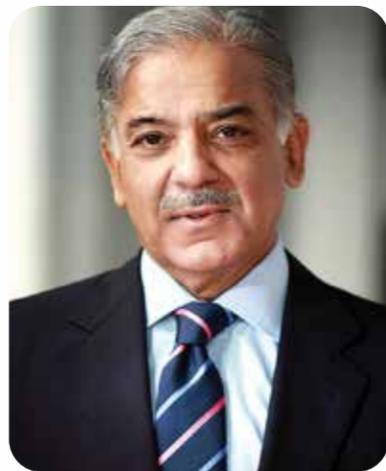


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Message from the Chief Minister of Punjab, Muhammad Shehbaz Sharif.

Punjab is blessed with four seasons and well irrigated fertile land that nurtures some of the world's finest quality food and vegetable items. The Punjab province has about 29% of the total reported, 57% of the total cultivated and 69% of the total cropped area of Pakistan. Pakistani Mango tops the list of the most sought after fruits from South Asia. Punjab contributes 80% to the total mango production of the country with more than 100 varieties with a difference in harvest times and taste, satisfying the taste buds of the fruit aficionados around the world.

With our vision to make Punjab a world leader in food production and our efforts to put Punjab on the world's investment map, Punjab participated in the prestigious International Green Week in Berlin, Germany last year with 22 fully traceable agricultural items opening the doors of European Markets to Punjab. Punjab Government has also been taking various initiatives in the past for the development of livestock, dairy and agricultural sector, including in the emerging sectors of horticulture, floriculture, drip irrigation, tunnel farming, and supply chain projects.

In line with my vision of a food surplus Punjab where farmers are able to sell their produce around the world, Punjab Board of Investment and Trade and Punjab's Agricultural department are jointly organizing the first ever Punjab Mango Festival on July 15, 2012. Growers and exporters from around Punjab, especially from the Rahim Yar Khan region, will participate in this event. The event will open the doors of high-end markets of the world for our growers and exporters. I wish the organizers and all the participants well, and hope that in future such events will be held around the world.

History of Mango

Native to southern Asia, mango has been cultivated, praised and even revered in its homeland since Ancient times. Many Southeast Asian kings and nobles had their own mango grooves; with private cultivars being sources of great pride and social standing, hence began the custom of sending gifts of the choicest mangos. Buddhist monks are believed to have taken the mango on voyages to Malaya and Eastern Asia in the 4th and 5th Centuries B.C. The Persians are said to have carried it to East Africa about the 10th Century A.D. It was commonly grown in the East India before the earliest visits of the Portuguese who apparently introduced it to West Africa early in the 16th Century and also into Brazil. After becoming established in Brazil, the mango was carried to the West Indies, being first planted in Barbados about 1742 and later in the Dominican Republic. It reached Jamaica about 1782 and, early in the 19th Century, reached Mexico from the Philippines and the West Indies. In some countries Mango tree plays a sacred role, being a symbol of love and is believed to be granting wishes.

Mango in Punjab

Pakistan produces a wide range of fruits. Among all the fruits grown, mango is second major stone fruit of Pakistan. Pakistan is blessed with vast agricultural resources on account of fertile land, well irrigated plains and extreme hot weather best suited for production of this fruit. Annual production of mangoes is the highest, after citrus fruits. Mango produced in Pakistan is of high quality, with good aroma, excellent appearance, special taste and flavor along with sufficient quantity of fiber content thus enjoying a prominent position in the international market.

“ Pakistan produces over 150 varieties of mango: among these Chaunsa and Sindhri have great potential for finding buyers in international markets. Chaunsa is the sweetest and most prized mango exported.”

Pakistan is the fourth largest mango producer in the world. Mango is mostly grown in Punjab and Sindh province.. Mango orchards are cultivated on 0.16 million hectares and its total production is 1.75 million ton. There are over 150 distinct varieties of the Pakistani mango. Punjab holds 67% of the total area and produces 80% of Pakistan's mango. Yield, which averages 10.7 ton/ha and varies from 10-20 ton/ha, places Pakistan 13th in the world. The total production of Mangoes in Punjab during 2011-12 was 1.304 mil tons.

AREA PRODUCTION AND AVERAGE YIELD OF MANGO IN PUNJAB

Year	Pakistan		Punjab		Export	
	Area (M. Acres)	Production (M. tons)	Area (M. Acres)	Production (M. tons)	Quantity (M. tons)	Value (Rs. Million)
2005-06	0.387	1.754	0.259	1.392	0.105	1941.19
2006-07	0.407	1.719	0.277	1.357	0.062	1204.36
2007-08	0.411	1.754	0.277	1.373	0.069	1743.85
2008-09	0.421	1.728	0.277	1.324	0.073	2307.04
2009-10	0.429	1.845	0.277	1.456	0.085	2522.40
2010-11	0.420	1.888	0.277	1.503	0.127	3768.76
2011-12	0.421(P)	1.699 (P)	0.275	1.304	0.130	3857.78

Natural Goodness & Medicinal Importance

Pakistani mangoes are rich in Vitamin A, C and D and other antioxidants. Besides, mangoes carry more carotenoids than most other fruits which help reduce the risk of cancer and heart disease. Pakistani mangoes are rich in fiber and contain carbohydrates, calcium, iron, potassium and protein. Being high in iron content, mangoes are beneficial for people suffering from anemia.

All parts of the mango have medicinal uses. Unripe mangoes have oxalic, citric, malic, tartaric and succinic acids which give it a sour taste. Ripe mangoes, however, are full of sugar- they are antiscorbutic, diuretic, laxative, invigorating, fattening and astringent. They tone up heart muscle, stimulate appetite and improve skin complexion. Eating ripe mangoes in a season provides enough Vitamin A to last a whole year. Mango kernel or seed contains over 8% protein besides other vitamins and minerals. Dried mangoes and mango tree bark are astringent and useful in treating many ailments.

Value Addition

Surplus ripe mangoes are peeled, sliced and canned in syrup, or made into jam, marmalade, jelly or nectar. The pulpy juice extracted from fibrous types is used for making mango halwa. A dehydrated mango custard powder has also been developed, especially for use in baby foods.

Green mangoes are peeled sliced, parboiled, combined with sugar, salt, various spices and cooked, sometimes with raisins or other fruits, to make chutney. They may be sun dried and used for pickles. Thin slices of green mango are sometimes seasoned with turmeric, dried, powdered, and used to impart an acidic flavor to chutneys, vegetables and soup. Green and ripe mangoes are also used for relish.

The rarely known Mango Oil is also a unique bi-product of mangoes. Extracted from the stone of the fruit, Mango Oil is in semi solid form at room temperature but melts on contact with human skin. It is used for baby creams, sun care balms, hair and other moisturizing products.

Export Potential

Mango (*Mangifera indica* L.) is often called the king of fruits grown in 100 countries across the globe. It is a tropical fruit liked by all due to its delicious flavors and excellent nutritional properties. Today, the annual estimated world production of mangoes is over 25million tons. In Pakistan, the total area under fruit cultivation is 853.4 thousand hectares with production amounting to 7178.8 thousand tons. Of this, the area under mango cultivation is 167.5 thousand hectares with production totaling 1,732 thousand tons.

Pakistan produces over 1.75 million tons of mangoes out of which 127 thousand tons are exported (Source: PHDEC). Currently, only around 5 per cent of the total mango produce is processed into value added items like pulp for use in drinks and ice cream, canned mangoes and dried mangoes.

Pakistan exported mangoes worth USD 29 million to the Middle East, Far East and EU in 2009. Malaysia, China and Hong Kong are other valuable trading partners. Currently, Mexico leads global mango trade with 30.20% of total trade share, followed by Brazil (16.08%), Pakistan (7.38%), India (6.45%) and Philippines (5.62%).