

# 'MANGO VALUE CHAIN DEVELOPMENT- A CASE STUDY OF PAKISTAN MANGO INDUSTRY'

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## ABSTRACT

Mango is the second most important fruit grown and exported from Pakistan. Local industry has set export target of 150,000 tonnes for 2021. Over the last 15 years, mango industry has gone through a transition from traditional farming to farm direct export. Significant contributors to this change include international donor funded projects (ACIAR, USAID, and EU/UNIDO). Much of the foundation research work and protocol development for clean nursery, pest and disease management postharvest handling, fruit ripening, storage, and export markets research was done during Australia funded projects, with value chain demonstrations. USAID co-invested in much needed on-farm infrastructure development (processing and pre-cooling facilities) and capacity building in good agricultural practices required for high end export markets. Research based protocols helped realize commercial viability of Sindhri mangoes export by sea to EU, with overall postharvest life of 35+ days. Based on these foundations, EU/UNIDO project developed, and commercially tested unified code of practices based on critical control points (CCPs) approach, to implement best practices in chain. Given the challenges of linking small to medium growers with modern markets, a new model of 4+1 was introduced, where four small to medium growers joined one large grower (grower-processor n supplier), for exporting mangoes with one brand, to the supermarkets. The CCPs based trainings were organized at the demo blocks of grower's cluster, where observer growers (adjoining farmers) were also invited, to help disseminate technology and expand future supplier's base. For market linkages, growers' trainings and exposure visits were arranged. Importers were also invited to see the farm practices at cluster growers to help build confidence in quality production and processing. For consecutive seasons, technically supervised consignments were exported to different markets with outturn feedback collected from importers and improvements made. Such developments also encouraged corporate sector to invest in VHT and IQF facilities to access high end markets and develop value added products. More recently, a trend on high density mangoes orchards is underway, expected to completely transform the tree architecture, for better control of mango quality. Online mango marketing experienced a big boost during Covid-19, and it is on the rise. More recently, under university-industry linkages, a trend on high density mangoes orchards is underway, expected to completely transform the tree architecture, for better control of mango quality. To expand export markets, a diplomatic drive with government patronage successfully organized mango exhibition in many countries. This case study provides process and practical learnings for improving mango industries in developing countries.

Keywords: mango, Pakistan, linkages