

EXPORT POTENTIAL OF PAKISTANI MANGOES



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Problem areas

❖ **POST HARVEST LOSSES - 25 to 40%**

- Lack of Picking Skills
- Low Level of Awareness
- Traditional Transportation & Road Conditions
- Lack of Insulated Transport



Problem areas

❖ POST HARVEST LOSSES - Contd.

- Lack of Processing
- Inappropriate Packing
- Inappropriate Handling



Problem areas

❖ POST HARVEST LOSSES - Contd.

- Need for Controlled Environment
- Non-removal of Field Heat





Problem areas

❖ POST HARVEST LOSSES - Contd.

- Unhygienic Conditions





Problem areas

❖ RELIANCE ON AIR SHIPMENTS

- Perishability
- Limited Shelf Life
- Capacity to process
- Order Size

❖ LIMITED AIRLIFTING CAPACITY

❖ FREIGHT Rs. 85/K.g vs. 10/K.g.

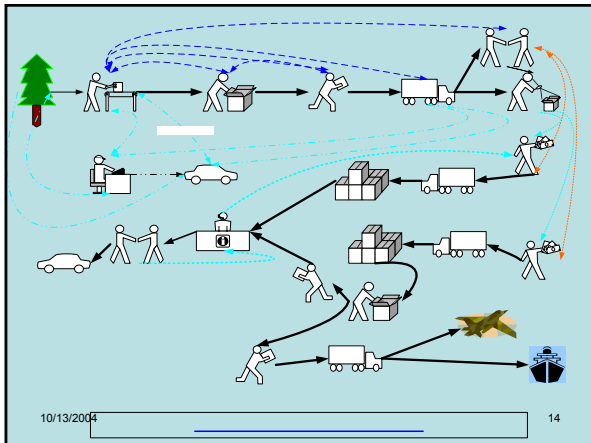
Problem areas

❖ MARKET FAILURE

- Complexities of supply chain
- Information Assymetry

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Problem areas

❖ MARKET FAILURE (Contd.)

- Role of "arhtee"
- Role of "thekedar"
- Nature of product
- Cartel like situation

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thekedar

Packaging

Feedback

Loading

Transportation

Sampling

Filtered Information

Informator

Gatekeeper

Informator

Consumer Feedback

Informator

arhtee

Information + Filtered Consumer Feedback

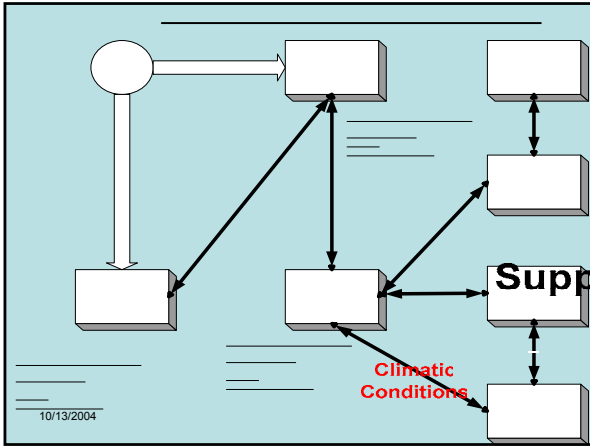
Informator

Informator

Informator

Informator

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Supply Chain of Fruits and Vegetables

thekedar

Domestic
Consumer

Information Dependency:

Domestic Market Retailer *Arhtee*
Exports: Exporter *Arhtee*
International Markets *Arhtee*

Domestic
Retailer

arhtee

Exporter

Information Dependency:

Domestic Market Consumer,
Retailer

Exports: None
International Markets: None

Intern'l
Markets

Problem areas

❖ Throw-away prices

- Pak. FOB 32
- Indian FOB 41
- World Average FOB 87

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Exports: Exporter *Arhtee, Thekedar*
International Markets: Exporter *Arhtee, Thekedar*

Vision

Export of Mangoes: \$200 million within 5 years

- Use of Modern Post Harvest Techniques:
 - ✓ Improvement of shelf life
 - ✓ Reduction in the losses
 - ✓ Pre Harvest Measures
- Increase in Productivity and Production
- Value Addition - Processing
- High End & Niche Marketing – Organic Production
- Shipment by Reefers
- Correcting Market Failure
- Training of Economic Agents

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THE END

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QUESTIONS ??????

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