

CLUSTER PROFILE

Mango Cluster, Multan



Turn Potential into Profit

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1 Description of Cluster

1.1 Cluster Brief

Mango (*Mangifera Indica* L Family *Anacardiaceae*) is the second major fruit crop in Pakistan. During 2005 – 06 it was grown on an area of 157 thousand hectares with production 1,754 thousand tonnes. Pakistan's export of mango during this period was 98 thousand tonnes amounting US \$ 32 million¹. Pakistan is the 5th largest mango producing country of the world and approximately produces 5.86% of world's mangoes.

Multan is the most important city of Southern Punjab. It is well known as agricultural city of Punjab where varieties of crops, fruits and vegetables are cultivated on large number of area. Multan is the main producer of mangoes in Punjab and is famous as Mango City of Pakistan. The quality of mango produced is often highly appreciated by virtue of its taste, color and size. Multan is producing export quality mango and large number of quantity are being exported to all over the world every year. Multan has 30% cultivated area of Punjab with 2,255,939 mango trees. Most famous mango varieties are Anwar Rataul, Chaunsa, Dusehri, Langra etc.

1.2 History and Background

The mango is native to southern Asia, especially Burma and eastern India. The major varieties of mangoes in Pakistan are from UP India. The soil & the climatic conditions of Pakistan favor the production of the quality Mangoes. The size, shape, color & taste of Pakistani Mangoes have its own name in the Mango Kingdom.

The most popular & successful cultivation areas of Pakistan for mangoes are Multan, Shujabad, & Interior Sindh. Mangoes of this area are exported all over the world. Mangos basically require a frost-free climate which is normal climate of Pakistan. The temperate range of Mango producing areas of Pakistan is about 40° C to 45°C, which is the ideal condition for the growth of Mango. The mango must have warm, dry weather to set fruit. In southern Punjab the best locations are the Multan, Shjuabad, along side with Chenab River bed.

1.3 Defining the Products

There are 450 known varieties in Pakistan. Multan is the main producer of mangoes in Punjab and is famous as Mango City of Pakistan. The quality of mango produced is often highly appreciated by virtue of its taste, color and size. A number of varieties are cultivated in Multan. The most famous varieties of mangos produced in Multan are:

- **Anwar Rataul:** It has originated as a chance seedling in "Shohra-e-Afaq" garden in Rataul. Now it has become popular in mango growing areas of Southern

¹ Crop Reporting Services of Provinces MINFAL

Punjab because of its high flavor and quality. Fruit quality is very good and keeps well in storage. Ripening season is June (Mid-Season).

- **Dusehri:** It derives its name from village between Lucknow and Malihabad where it was originated as a superior chance seedling. The variety is good to very best, with mid season in July.
- **Langra:** It has originated as a superior chance seedling near Benares. Fruit quality is very good with season starting from 1st to 3rd week of July.
- **Sindhri:** It is a leading variety of Sindh. Flavor is pleasantly aromatic with sweet taste. Variety is heavy yielder with early season.
- **Chaunsa:** It is originated as choicest seedling in a village Chausa in Malihabad, Tehsil of Lucknow. It is also known as “Kajri” or “Khajri”. There is resemblance between the foliage of Fajri and this variety but there are marked difference in fruit shape and quality. Fruit quality is medium to good, and its ripening season is in August (late).
- **Fajri:** It has originated as superior chance seedling in Bihar and Gor. Fruit quality is good to very good with bearing in late season August.

1.4 Geographical Location

The Southern Punjab is the most famous area for Mango growing in Pakistan. Total cultivated area in District Multan is 75,783 Acre with 2,255,939 Plants. The varieties cultivated in this area are very famous in all respect (Taste, Quality & Color). Areas include:

- Tehsil Multan: Nawab-Pur, Qadir-Pur Rawan & Sheer Shah
- Tehsil Shujabad: Shah Pur
- Jalal Pur Peerwala: Jahan Pur & Ghazi Pur

Statistics Of Mango Orchards - Multan

Name Of Tehsil	Mango Cultivated Area	Mango Varieties							
		Langra	Sindhri	Anwar Rataul	Dusehri	Malda	Chaunsa	Fajri	Others
Multan	60,598 (79.96%)	3978	2013.5	4939.5	8900	2730	32847	1800	3390
Shujabad	8,699 (11.48%)	382	781	824	811	170	3481	121	2129
Jala pur Pirwala	6,484.5 (8.56%)	335.5	956.5	216	485.5	80.5	2322	16.5	2074
Grand Total	75,783.5 (29.24%)	4695.5 (6.20%)	3751 (4.95%)	5979.5 (7.89%)	10196.5 (13.45%)	2980.5 (3.93%)	38650 (51%)	1937.5 (2.56%)	7593 (10.02%)
No. of Plants	2,255,939	135,155	108,904	168,879	289,986	80,499	118,0543	54,658	23,7315

1.5 Core Cluster Actors

1.5 Table: Multan Mango Cluster²

Total Area Grown	Total cultivated area for Mango in District Multan is 75,783 Acre with 2,255,939 mango trees.
Total Production	Approximately 401,762 Tonnes (2007-08) (Which is 25% of total production in Pakistan and 30% of production in Punjab). In the last year the production has decreased by 2.8%.
Employment Generation	Around 60% – 65% of the Multan district population is directly or indirectly employed during the Mango Season
Total Number of Growers In Multan	3,188 Growers
Total Growers	The mango growers mainly belong to the rural areas of Multan District. 70% of population lives in rural area and almost 99% households of the rural area are belongs to farmers community. As mango is the main fruit cash crop of the area so they all involve in mango growing. The majority of the farmers are small land holders who are not directly involve in commercial production of mangoes. There are sizeable numbers of farmers who are organized and grow mango fruit solely for commercial basis. There are 280 registered mango growers in Multan.
Trade Association	Mango Growers Association (MGA), Multan

2 Analysis of Business Operation

2.3 Current Market Analysis

All of the mango growers belonged to the farming families. They are well aware of the growing techniques but lacks in how to market their product. The mangos from Multan have huge demand across the country as well as in international market. But due to lack of business skills, un-adequate storage and preserving facilities farmers are not able to gain appropriate profit of their products. Approximately 95% of the farmers in Multan sell their orchards to middle-men/agent, who market the product locally as well as export. Only 5% farmers in Multan sell their product directly in local market as well as export mangoes. There are approximately 10 – 15 people in Multan who are involve in the export of mangoes. They export mangoes from Multan to Middle East, Far East, Saudi Arabia, Europe, Central Asia, USA and etc.

² Crop Reporting Services of Provinces MINFAL and MGA
Mango Cluster, Multan

The production of mangoes in Multan has often not been accompanied by better post-harvest management and by appropriate modernization of the processing techniques. The traditional fruit dehydration methods are being used; the fruits are dehydrated by exposing them to strong sunshine and hot wind. These poor post harvest management causes huge losses to local growers. According to Agriculture Department, 30% of fruits are wasted due to these negligence and lack of processing facilities.

In Pakistan imports of fruits are more than the exports. The major share in import items are in the form of fruit juices, pulp and canned items. Pakistan is an agricultural country and we have very good quality of fruits available but our juice industry has not been properly flourished due to lack of pulp extracting and fruit processing facilities in the country. In Multan there were 3 fruit juice factories, but due to non availability of fruit pulps in the region two of them have been closed currently only one unit is operational, which is capitalizing on conventional fruit pulp extraction facility.

Potential Area of Investment

The availability of abundant Mango fruit crop and cheap labor in Multan provides an ample opportunity to invest in following potential projects:

Table: Potential Projects

(Values Rs. Million)

Sr. No.	Description of Project	Project Cost	Capital Cost	Working Capital	Land	HR	Capacity	IRR %	Payback (Years)
1	Fresh Fruits Processing Unit (Mango)	12.20	10.77	1.43	4.5 Kanal	44	840 Metric Tons per Day	31%	4.79
2	Fruit Juice Processing	128.31	108.35	19.96	1 Acre	33	120,000 Packs of 250 ml per Day	21%	4.9
3	Fruit Pulp and Tomato Paste	155.71	131.44	24.27	3 Acres	34	5-10 Tons per Hour	55%	2.34
4	Compartmentalized Cold Storage	13.38	12.78	0.60	8 Kanal	11	53,760 Cubic Feet	33%	4.78
5	Corrugated Packages	5.97	4.43	1.54	2.5 Kanal	39	5000 Box per Shift per Day	34%	5
6	Freight Carriage Company	30	28	2	Office	11	620 Trips per Year with 8 Trucks	20%	7.37

3 Institutional Setup

3.1 Entrepreneurs Associations

- Mango Grower Association Pakistan.
- Multan Chamber of Commerce and Industry (MCCI)

3.2 Government/Semi Government Support Institutions

- EDO Agriculture (Multan)
- Mango Research Station
- Pakistan Horticulture Development and Export Board
- Zari Taraqati Bank
- Bahauddin Zakriya University Multan
- Ayub Agriculture Research Institute Faisalabad
- University of Agriculture Faisalabad
- Nuclear Institute for Agriculture and Biology,
- Pakistan Agriculture Research Council/National Agriculture Research Centre,
- Agribusiness Support Fund
- Small and Medium Enterprise Development Authority (SMEDA)

4 SWOT Analysis

Strength

- Agriculture Land
- Environment Suitability
- Unique Varieties with Superior Food Quality
- Research and Development Facilities
- In Land Transportation Facility
- Cheap Labor Availability
- Banks/FI Support

Weakness

- Lack of Processing, Packaging & Cold Storage Facilities
- Non-availability of Export Transportation Facility
- No Use of Technology
- Uneducated Growers

Opportunities

- Huge World Demand for fresh and processed mango products
- High Local demand of Packed Juices products

Threats

- Increasing Indian World Market Share in fresh and processing Foods
- Strict food safety compliance/Certification
- Environmental Threats (Frost)