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Pakistan nears record mango exports

A number of factors have combined to produce a strong season for Pakistan's mango industry



The Pakistani mango industry expects to export more than 120,000 tonnes of mangoes for the 2019 season, surpassing a recently set record, according to local news sources.

Waheed Ahmed, former chairman of All Pakistan Fruit and Vegetable Exporters, Importers and Merchants Association, told The Express Tribune, increased production, a depreciated rupee and strong marketing all contributed to the increase.

"Pakistan made record-high exports of around 120,000 tonnes of mangoes some five to six years ago," Ahmed said.

"This year, we are anticipating exports close to 130,000 tonnes."

Ahmed said Pakistan had exported 115,000 tonnes since the start of the season in May, but with the export season culminating at the end of October, there was sufficient time to pass the record.

A key driver to the rise in exports this season has been an increase in production from 1.3m tonnes to 1.5m tonnes. This, combined with a depreciation of the rupee, to "play a leading role" in the record export volume, said Ahmed.

Two other major factors contributing to the industry's export success this season was its increasing standards and a number of marketing campaigns.

"Pakistan adopted world standards for mango plantation and cultivation after Europe banned Indian mango in 2014," Ahmed told The Express Tribune.

"Adoption of the standards not only helped Pakistan successfully avert the ban from European and other countries but also helped in higher production and exports in the following years."

Ahmed explained mango exporters had worked in collaboration with Trade Development Authority of Pakistan and Pakistani embassies in the export

countries to aggressively marketed the fruit across 25 markets including Asia Europe, and the US.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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