



By Fruitnet.com Staff

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## ***Exporters appeal for investment***

The Pakistan government is urged to focus funding in certain areas

**P**akistan's fruit exporters have lobbied the government on how it should spend its money to boost the country's produce exports, ahead of the Finance Minister's annual budget announcement.

In a letter to the Federal Finance Ministry, fruit and vegetable exporters

said government efforts should focus on the introduction of improved varieties, such as seedless mandarins; improving product quality (through the management of fruit flies – especially in mango, guava and citrus, and the management of kinnow rind blemishes); improved orchard management practices (technology

and training); and improved post-harvest handling (cold chain and value-added products technology and training). For this purpose, necessary funds should be provided in the budget, they said.