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By Matthew Jones

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Pakistani mangoes tracking for strong season



Export volumes up on corresponding period of last season, with experts predicting sales to top 100,000 tonne mark

Pakistani trade authorities are forecasting a sharp rise in the country's mango export volumes over the 2016 season, with shipments already tracking ahead of last year, according to local media outlets.

Citing figures from the Pakistan Fruit and Vegetable Exporters, Importers and Merchant Association (PFVA), the Express Tribune reported 28,000 tonnes of mangoes had been exported over the first 30 days of the current season, up 16 per cent on the 24,000 tonnes sent over the initial 30 days of the 2015 campaign.

There has been a particular surge in demand from European markets. Shipments to continental European nations have topped 2,700 tonnes over the first 30 days of 2016, up 93 per cent on the 1,400 tonnes exported over the corresponding period of last season.

More than 2,000 tonnes were exported to the UK in the last 30 days, compared to 900 tonnes during the same period of 2015.

"This export season coincided with Ramadan, which could be the primary reason behind the jump in exports," PFVA chairman Waheed Ahmed told the Express Tribune.

Meanwhile, SM Munir, chief executive of the Trade Development Authority of Pakistan (TDAP), has forecast overall mango exports to reach 120,000 tonnes this year, according to Radio Pakistan. The performance would significantly better the 84,000 tonnes exported last year.

Speaking at a meeting in Islamabad earlier this week, Munir said winning access to the Australian, Libyan and South Korean markets would provide additional sales avenues for exporters.

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