

EXPORT OF KINNOW FRUIT AND QUALITY ASSURANCE SYSTEM

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...r, taste and aroma. Citrus fruits out rank all other fruits grown in Pakistan. Among citrus, Kinnow enjoys a share of 75-80 %. In the year 2001-2002 the total production of citrus fruits was 1905.3 thousand tones, had a share of 1410 thousand tones by Kinnow fruit. Pakistan is exporting just 4% of the total production of kinnow fruit to Far East, Gulf and other countries. This fruit still has the great potential (up to 39%) to be exported, but requires sanitary and phyto sanitary (SPS) measures to be strictly followed. For this purpose there is a dire need of quality assurance system to be applied at growers, packers and traders levels. These steps would not only help boosting the export potential but also would help to uplift the economic status of these stakeholders and ultimately Pakistan.

Key words: Kinnow fruit export, Quality Assurance System, Citriculture, sanitary and phyto sanitary measures

Introduction

Kinnow/mandarin is the dominant fruit in our citrus industry and one of the major fruits being exported by Pakistan. According to Agriculture Statistics, Government of Pakistan ⁽¹⁾, the total production of citrus fruits was 1905.3 thousands tones, with 1410 thousand tones of production shared by Kinnow during 2002.

Due to its delicious taste and appealing flavour Pakistani kinnow is one of the most demanded fruit in the offshore market comprising of Far East, Gulf and other countries. Pakistan has exported 82.7 thousand tones (Table-I) of the kinnow to these countries during 2000-2001 with the world market share of 3.28% (2). However, yet there is a

great potential up to 30% of exporting this most relished fruit to the world market including European Union and other countries (Table-2).

For the purpose to fill this gap, all the stakeholders such as growers, dealers, exporters and involved government agencies must come forward; join heads together and make relentless and incremental efforts in this regard.

Present Status of Export:

Currently, Pakistan is exporting kinnow as one of the leading fruits. Tables 3 and 4 indicate the quantity and present status of offshore markets of this important fruit. These tables showed that the demand for the kinnow fruit is increasing every year and there are

certain countries especially of Middle East, where the demand is rising day by day. So, undoubtedly, still there is a vast room and potential opportunities of earning foreign exchange.

Challenges

In respect to the export of horticultural produce, volume, variety and quality are the three highly important elements. With regard to volume and variety, Pakistan is rich with, whereas, in case of quality, which is the mainstay of export, we are far behind to other competitive nations.

In the current situation and WTO scenario, from Jan. 2005, under the Agreement of Technical Barriers to Trade (TBT), Sanitary and Phytosanitary (SPS) measures have to be, strictly applied by all the, countries at their grower's, packers, manufacture and exporter's ends in order to export all the agricultural and other food products. The primary aim of these measures is to help conforming to the mandatory standards of the importing countries in order to protect the human, animal, plant life and the environment and avoiding the transfer of animal' and plant born diseases that may be brought in by imported agricultural products. .

The different challenges (3) which are being faced by stakeholders of our country are as under:

- High annual wastage (35-40%) of fruits and vegetables
- The low processing level of food industries (1-2%)
- Yield per unit of horticultural commodities far below the world standards
- Lack of Quality Management System, to meet the requirements of offshore markets.

- Limited resources or input facilities to the growers.
- High rate of electricity for small and medium entrepreneurs
- Improper availability of metallic roads in the rural areas.
- Unreachable facility of cold storage for the growers.

So, the Agreement on Technical Barriers to Trade (TBT) is made to provide smooth conduction of international trade. The code of good practice for the preparation, adoption and application of standards, an integral part of TBT, therefore help urges the exporting countries to comply with national SPS regulations and maintain the quality of exporting products.

Opportunities

Along with the presently available opportunities, WTO's liberal and open market would also add some vital chances⁽⁴⁾ for enhancing the export of citrus fruits. In order to up scale the national economy, standard of living and to cope with WTO implications, there are different opportunities available in both micro and macro environments, which are given below and required to be harvested.

- Opportunity to encash the most delicious and internationally demanding varieties of fruits and vegetables of our country through export.
- Chance of liberal and open marketing opportunity under WTO implications.
- Opportunity to incorporate "Quality Culture" in processing units.
- Opportunity to harvest the benefits from the world growing trend of consuming citrus fruits based drinks.

- Availability of income generation avenues at small level.
- Opportunity to reduce post harvest losses.
- Opportunity to reduce the unemployment and poverty.
- Price would be stabilized due to more demand.

Strategies for Effective Linkages

In order to meet the SPS measures and WTO liberal market's challenges, quality products at the competitive price would only be the mainstay and focus of the global market. So in this regard quality assurance system is the only solution to meet with.

Quality can be defined as "the degree of excellence of a product or service. In the context of horticultural exports, quality generally meant that the produce is of an acceptable level to the importer at the time of import and conformed to any existing legislative requirements as regards plant health and produce quality.

Now days; being of suitable quality to meet country requirements are no longer sufficient. The impact of food safety legislation and the pursuit of Due Diligence Defense (3D)" have become the most important approach. Now the exporters have to show that fresh produce has been handled correctly throughout its life and is both safe and wholesome.

Quality is no longer simply the responsibility of a quality control unit, during processing but it is the totality which involves both pre and post harvest techniques to be monitored. Now it is applied considerably at all stages from pre harvest through the process of acceptable table fruit. As the main impact of quality assurance system is to add reliability and make the product error free, therefore, to become the "Best

Fit", there is a need of managing total quality through applying ISO 9001-2000 and HACCP (Hazard Analysis and Critical, Control Points) systems. These systems are highly cogent, comprehensive and are considered as the international passport for offshore market.

Suggestions

The following points are the gist of both of these quality assurance systems.

1. Developing defined company structure and methods of operation.
2. Strategic planning to create quality culture and environment for export.
3. Developing pre and post harvest procedures and regulations.
4. Adoption of right varieties of horticultural commodities.
5. Selection of disease free seed/stock.
6. Cultivation including labor and chemical inputs such as the fertilizers and pesticides and maintaining the records.
7. Harvesting of fruit in technical way and at the correct stage of maturity.
8. Integrated chain of produce handling, processing, packing and export.

The above-mentioned approaches of these systems could only be achieved if

1. All staff including owners is committed to the total Quality Management.
2. Problems are solved comprehensively.
3. Written system is developed to keep the records of all stages in pre and post harvest practicalities.
4. All the staff is trained for their role in the system.

5. Full compliance with the procedures and standards of the system is ensured.
6. And the system is reviewed audited regularly.

Conclusion:

Since Kinnow is the important horticulture produce playing a major role in the export of citrus fruits of our country. Therefore, in the endeavors of extracting more benefits out of this potential crop in the most demanded environment, there is a need to pay great attention on the quality management system to make our self "Best Fit" in the competitive environment.

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Table I: Leading Exporters of mandarins (2000-2001)

| Sr.No. | Countries | Exports Qty- | | Exports - Val | |
|--------|--------------|------------------|---------------|------------------|--------|
| | | (Mt) | %Share | (1000\$) | A.U.P. |
| | World | 2,521,350 | 100.00 | 1,435,165 | 569 |
| 1 | Spain | 1,320,188 | 52.36 | 662 | 662 |
| 2 | China | 190,404 | 7.55 | 240 | 240 |
| 3 | Morocco | 159,325 | 6.32 | 576 | 576 |
| 4 | Turkey | 141,475 | 5.61 | 351 | 351 |
| 5 | Pakistan | 82,750 | 3.28 | 163 | 163 |
| 6 | Italy | 82,186 | 3.26 | 422 | 422 |
| 7 | Netherlands | 64,313 | 2.55 | 598 | 598 |
| 8 | South Africa | 62,962 | 2.50 | 426 | 426 |
| 9 | Iran | 47,414 | 1.88 | 101 | 101 |
| 10 | USA | 40,034 | 1.59 | 908 | 908 |
| 11 | France | 34,562 | 1.37 | 670 | 670 |
| 12 | Greece, | 32,745 | 1.30 | 344 | 344 |
| 13 | Uruguay | 27,600 | 1.09 | 615 | 615 |
| 14 | Australia | 26,784 | 1.06 | 793 | 793 |
| 15 | Belgium | 25,118 | 1.00 | 18,561 | 739 |

Source: MIS. Directorate of Agriculture (Economics and Marketing), Punjab, Lahore

Table-2 Leading Importers of mandarin (2000-2001)

| SR.NO | COUNTRIE | EXPORT QTY | | EXPORT- VAL | |
|-------|--------------------|------------------|---------------|------------------|------------|
| | | (Mt) | % Share | (1000\$) | A.U.P |
| 1 | Germany | 400,385 | 17.38 | 245,329 | 613 |
| 2 | France | 294,362 | 12.78 | 210,441 | 715 |
| 3 | United Kingdom | 215,019 | 9.33 | 148,363 | 690 |
| 4 | Poland | 153,237 | 6.65 | 59,473 | 388 |
| 5 | Russian Federation | 113,503 | 4.93 | 33,196 | 292 |
| 6 | USA | 96,296 | 4.18 | 152,669 | 1585 |
| 7 | Canada | 94,205 | 4.09 | 88,366 | 938 |
| 8 | Netherlands | 91,326 | 3.96 | 52,989 | 580 |
| 9 | Belgium | 71,295 | 3.09 | 47,778 | 670 |
| 10 | Italy | 67,197 | 2.92 | 42,577 | 634 |
| 11 | Indonesia | 59,730 | 2.59 | 30,744 | 515 |
| 12 | Saudi Arabia | 53,000 | 2.30 | 28,000 | 528 |
| 13 | Malaysia | 45,763 | 1.99 | 11,299 | 247 |
| 14 | Czech Republic | 45,679 | 1.98 | 20,715 | 453 |
| 15 | Sweden | 43,567 | 1.89 | 31,164 | 715 |
| | World | 2,303,907 | 100.00 | 1,485,645 | 645 |

Source: MIS. Directorate of Agriculture (Economics and Marketing), Punjab, Lahore

Table: 3 Export of Kinnow fruit from Pakistan

| YEAR | QUANTITY (METRIC TONE) | VALUE (RS. IN MILLION) |
|---------|------------------------|------------------------|
| 1996-97 | 86774 | 533.48 |
| 1997-98 | 58593 | 310.05 |
| 1998-99 | 51269 | 453.91 |
| 1999-00 | 82750 | 720.57 |
| 2000-01 | 97028 | 950.35 |
| 2001-02 | 100587 | 1014.72 |

Source: MIS. Directorate of Agriculture (Economics and Marketing), Punjab, Lahore

Table 4: Major markets for Pakistani Kinnow (%)

| # | Country | 2001-02 | 2000-01 | 1999-2000 | 1998-99 | 1997-98 |
|------------------------|-----------------|--------------|--------------|--------------|--------------|--------------|
| | Total Countries | 49 | 41 | 47 | 31 | 49 |
| 1 | Indonesia | 24.9 | 29.5 | 22.5 | 11.3 | 11.4 |
| 2 | Dubai | 21.2 | 22.8 | 27.8 | 42.0 | 45.8 |
| 3 | Philippines | 13.8 | 13.6 | 16.0 | 13.0 | 2.3 |
| 4 | Sri lank | 8.1 | 7.5 | 11.6 | 5.5 | 10.9 |
| 5 | Singapore | 6.5 | 5.8 | 4.1 | 10.2 | 9.4 |
| 6 | Afghanistan | 5.3 | 7.2 | 4.7 | 0.3 | 2.8 |
| 7 | Saudi Arabia | 4.8 | 4.0 | 4.1 | 10.2 | 9.4 |
| 8 | Malaysia | 4.3 | 3.8 | 1.8 | 1.8 | 0.5 |
| 9 | Turkmenistan | 1.6 | 0.1 | 0.0 | 0.0 | 0.0 |
| 10 | Hong Kong | 1.4 | 1.3 | 2.0 | 0.9 | 1.3 |
| Sub total | | 91.8 | 95.7 | 94.7 | 92.4 | 89.9 |
| Other Countries | | 8.2 | 4.3 | 5.3 | 7.6 | 10.1 |
| Grand Total | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: MIS. Directorate of Agriculture (Economics and Marketing), Punjab, Lahore