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Short Communication**COMMERCIAL POTENTIAL OF VALUE ADDED MANGO PRODUCTS**

*Ehsan Elahi Bajwa, Muhammad Mushtaq Ahmad, Babar Ehsan Bajwa, Naeem Zafar Perwaiz
and Abdul Ghafoor*

Food Technology Section, Ayub Agricultural Research Institute, Faisalabad.

ABSTRACT

Mango (*Mangifera indica*) is one of the most choicest, delicious and trendy fruits. It has remarkable potential marketability as fresh form in domestic and especially offshore outlets. There are 18 known processing industries along with dozens of unfamiliar small entrepreneurs in Pakistan. These industries are manufacturing many mango products such as juices, squashes, jams, jellies, pickles and ice cream. However, offshore market requires some innovative mango products: slices, instant powder, papars etc., in addition to already available value added range.

Key words: Mango, potential marketability, processing industries, entrepreneurs, innovative mango products

INTRODUCTION

The mango (*Mangifera indica*) is one of the oldest cultivated and the choicest fruit in the world. It is believed to be originated from the Indian sub-continent, most probably in Assam of the Indo-Burmese area almost 4000 years back (Subramanyam *et al.*, 1975; Tjiptono *et al.*, 1984).

As a most wanted and trendy fruit, the production of mango is enhancing every year in Pakistan. In 1996-97, the area and annual production was 90424 hectares with 914492 tones, respectively, which got on increasing and reached to 102793 hectares and 103458 tones in 2002-03, respectively. Pakistani mango also stands potentially in the world market due to its particular taste and flavor. The exporting ratio is increasing every year, with 58844 tones, worth 1030.22 million rupees, in 2002-2003 (MINFAL, 2004). The main market of Pakistani mango is UK and Middle East.

In our country, the main mango varieties have the harvesting season from May to September. This potential and abundantly available (second to citrus fruits) horticultural commodity faces approximately Rs. 3 million (including 2 millions in Punjab) national loss annually. This unbearable loss is due to poor postharvest management practices, less processing level, lack of quality management system, to meet the requirements of offshore markets and other ailments. Although, there are 18 main mango processing industries producing various products by applying different processing methods. However, there are some revolutionary steps which are required to manage this horticulture crop, to increase processing level, enhance the use of mango-based products, integrated supply chain (from farm to fork) and promotion and branding of mango and its products in international market.

In order to have strategic and effectively designed system for this purpose, we need to have the following recommending steps, such as:

- Strong and committed organizational leadership.
- Developing defined company structure, methods of operation and pre- and post harvest procedures to match with international requirements of sanitary and phyto-sanitary measures.
- Strategic planning to adopt quality management system such as ISO-9001-2000 and HACCP and ultimate creation of quality culture and environment for export.
- Adoption of right varieties of mango.
- Selection of disease free seeds/buds/plants.
- Proper harvesting of fruit at the appropriate maturity stage.
- Technical and behavioral training of the staff for their role in the system.
- Strict compliance to the procedures and quality standards must be ensured.
- Integrated supply chain (from farm to fork) for handling, processing, packing, marketing and export of mango produce/products.

These brain-based steps then would help harvest the following golden opportunities and permanent development of the growers, processors, traders and other stakeholders and also ultimate strengthening of country's economy. These opportunities are:

- To cash by providing properly managed, choicest and internationally demanded mango varieties through providing further export.
- To harvest open market opportunities available under WTO scenario.
- Opportunity to adopt quality assurance tools and to create "Quality Culture" in processing units.
- Chances of opening of income generation avenues from gross root level.
- Ultimate reduction in post harvest losses, un-employment and poverty.

CONCLUSION

Being one of the most desired fruit in national and international trade, mango fruit could contribute a lot in the economic development of the stake holders. However, there is need of revolutionary steps both from the government and growers levels to manage the required post harvest practices. Similarly there is a dire need to develop the market of quality conventional and new value added mango products by motivating the people to use them more frequently.

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