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EXPORT SUPPLY FUNCTION FOR PAKISTANI MANGO: AN EMPIRICAL ESTIMATION

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ABSTRACT

Horticultural crops contribute about 6 percent of country's GDP and 20 percent of national food production. Annual fruit production is about 3.96 million tonnes. The area under fruit orchard in Pakistan is nearly 0.46 million hectares. Mango is one of the most popular tropical fruits in the world, and is the second major fruit crop of Pakistan. Pakistan ranks fifth among mango growing countries of the world and third in its exports. Major demand for Pakistani mango comes from Middle East (88 per cent), and exports to UK accounts for almost 5 per cent of its total exports. Pakistani mangoes have huge demand in the international market due to their rich flavor and taste. At present, both area and mango production show an upward trend. In light of the growing awareness about the importance of exports in the overall economic development of Pakistan, this study been designed to examine whether changes in horticultural commodity export prices, the national product and the foreign exchange rate have important effects on the volume of commodities exported from Pakistan. Reliable estimates of the determinants of export earnings are essential for policy decision to foster the process of economic development. This study uses co-integration and error correction representation to analyze Pakistan's export supply of mango.