



All Pakistan Fruit & Vegetable Exporters,
Importers and Merchants Association

PAKISTAN HORTICULTURE INDUSTRY POTENTIAL FOR POLAND

Presented by: **Waheed Ahmed**
Patron In-Chief

- Established in Year: **1986**
- Total Members from all provinces: **200**
- Head Office: **Karachi**
- Zonal Office: **Lahore & Sargodha (Bhalwal)**



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Achievements:

- Safeguard the national Mango export to EU in **2014-15**
- Ban Avoided on Pakistani Fruits and Vegetables **Exports to EU**
- Setting “Start of Export Date”

May 20th for Mango & 1st December for Kinnow



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Achievements:

- Exploration of new markets Russia, Australia, South Korea, Japan, USA, Turkey
- Policy on Horticulture Coined the “Horticulture Vision 2030”
- Recognition of high achievers National awards to encourage growers, processors, & exporters.
- Awareness campaigns Trainings / seminars / workshops for growers & exporters.



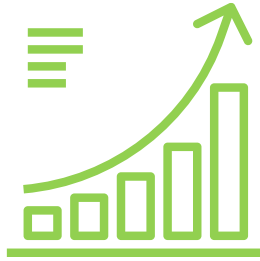
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Achievements:

- Offering the premium price (50%) to farmer for value product
- Ban on Wooden Crates for International Markets
- Collaboration with Academia, DAP, DPP, CABI, USAID-AMD through MoUs
- Access of export market of Russia for all potato exporters
- 12.5% Increase in Fruits and Vegetable export year on year basis in 2019-20.
- Pakistan export increased first time over \$730 M even Pakistan faced Covid 19 scenario which became blessing in disguise.



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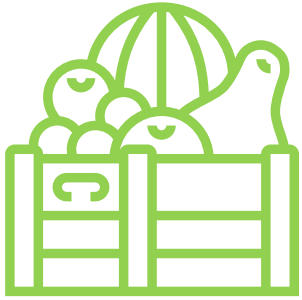


PHENOMENAL GROWTH OF SECTOR

Units	2014	2020
Hot Water Treatment	2	40
Ethylene chambers	10	45
Vapor Heat Treatment	1	2
Upgraded Pack Houses	10	80
State of the Art Vegetable Pack Houses	-	10



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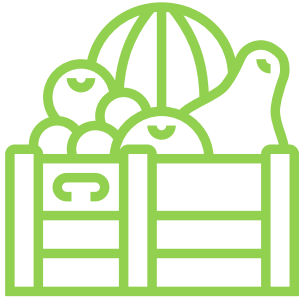
World Exports Fruits & Vegetables (2019-20)

World Exports **200 Billion \$**

Average Growth in World Export **4.1%**

Pakistan's Exports **730.562 Million \$**
(2019-20)

Pakistan's Share to World Export **0.65%**



World Exports Fruits & Vegetables (2019-20)

649.407 Million \$
(2018-19)

730.562 Million \$
(2019-20)

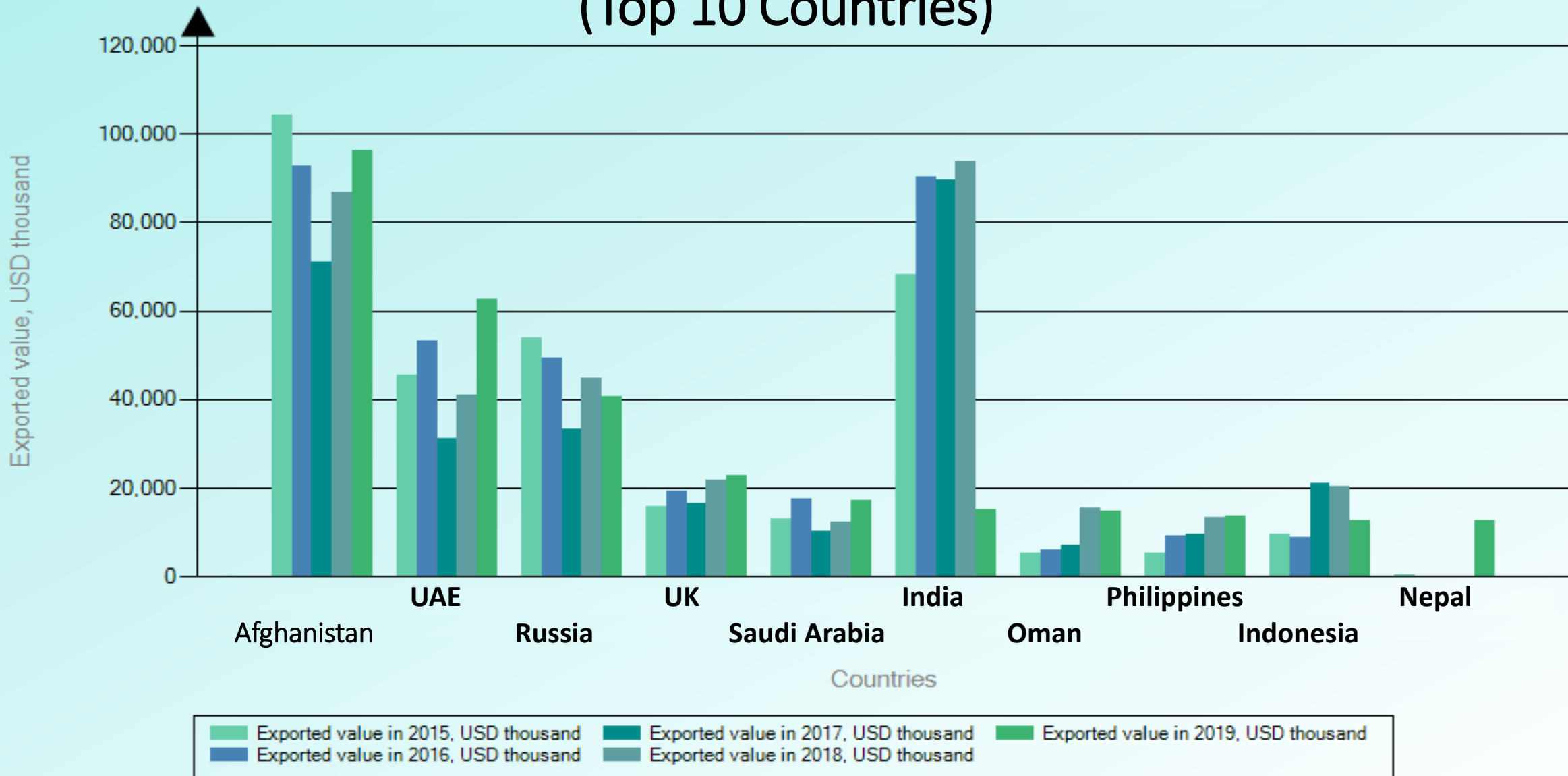
Increase in Pakistan's Exports by Value 2019-20

12.5% YoY basis

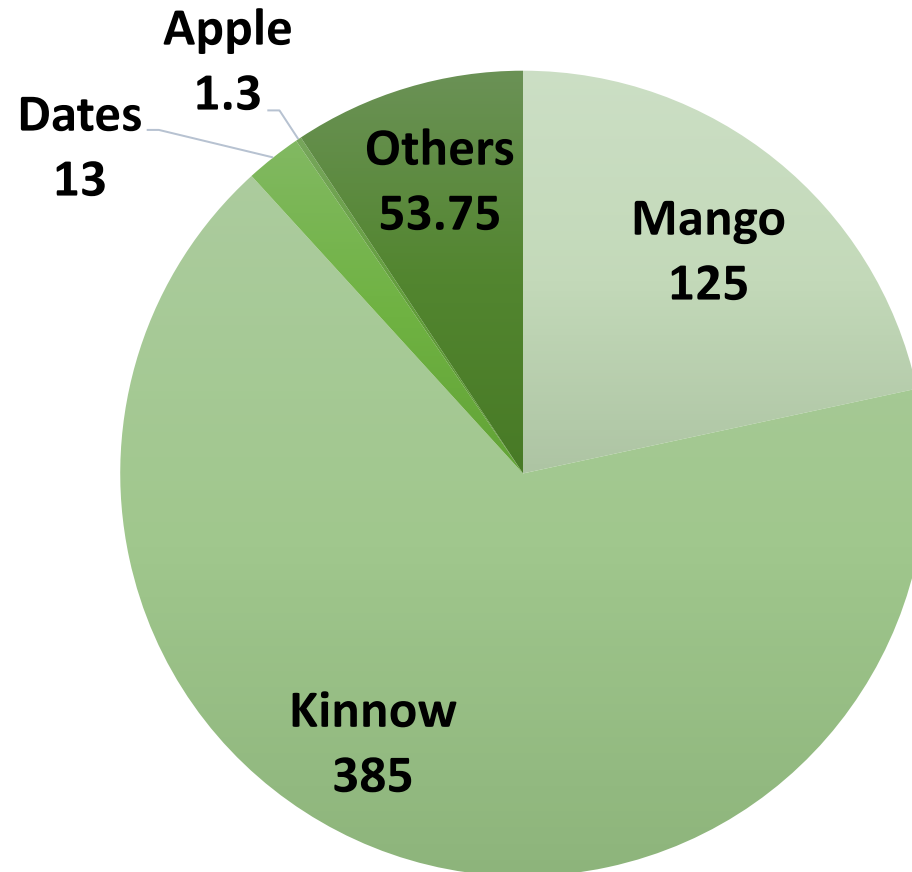


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Fresh Fruits Exports from Pakistan (Top 10 Countries)

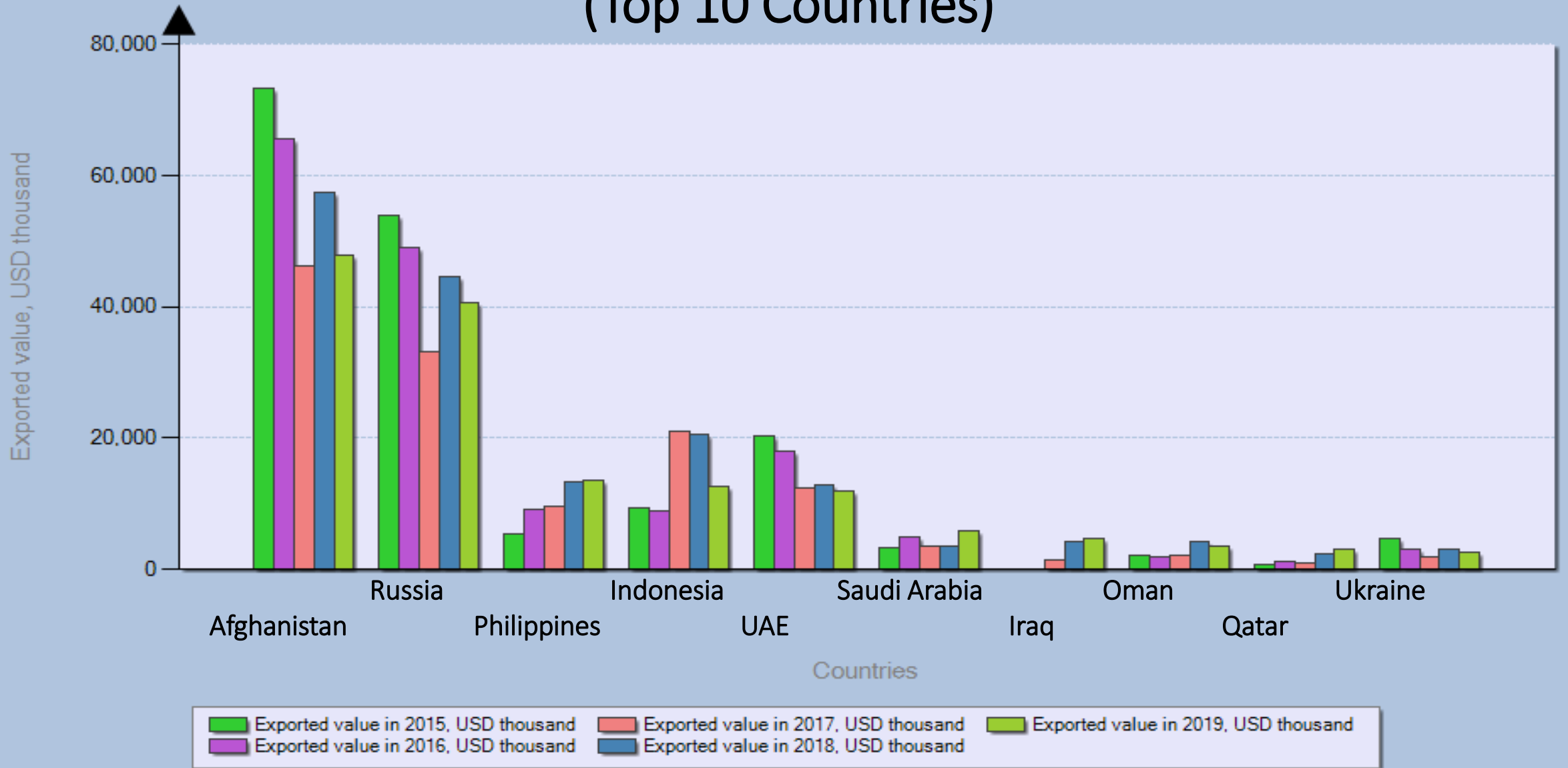


FRUITS EXPORT FROM PAKISTAN (Thousands Tons)

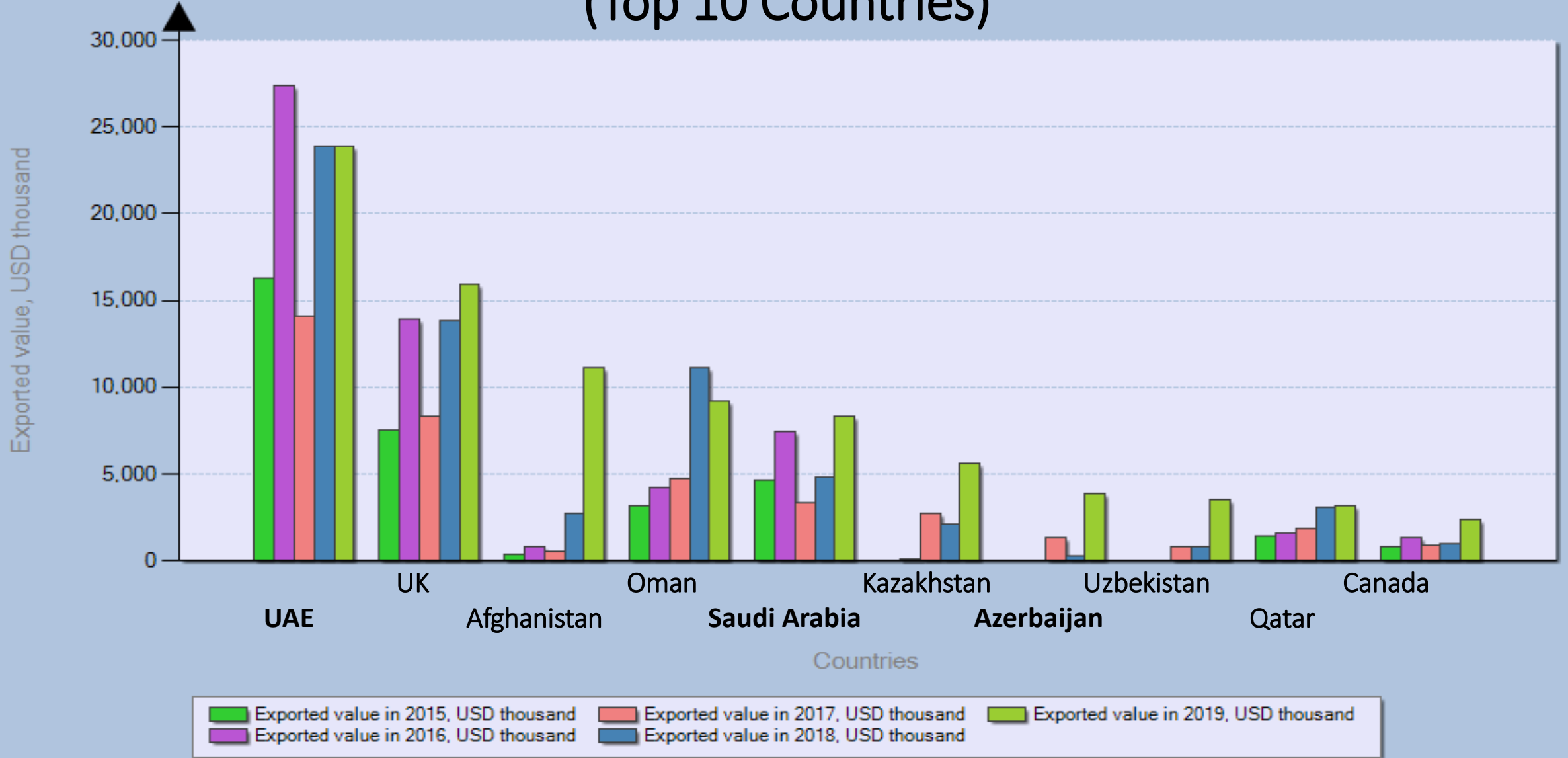


1 Mango 2 Kinnow 3 Dates 4 Apple 5 Others

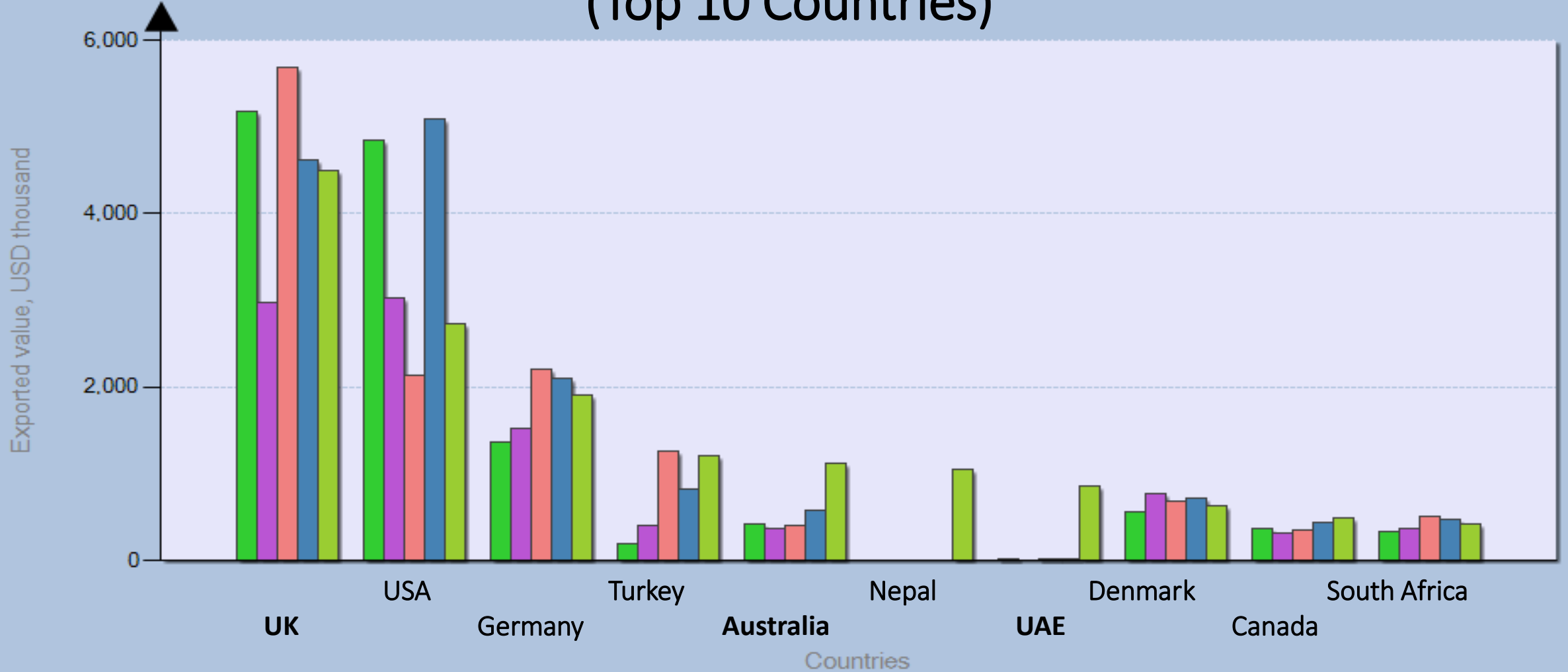
Citrus Exports from Pakistan (Top 10 Countries)



Mangoes Exports from Pakistan (Top 10 Countries)

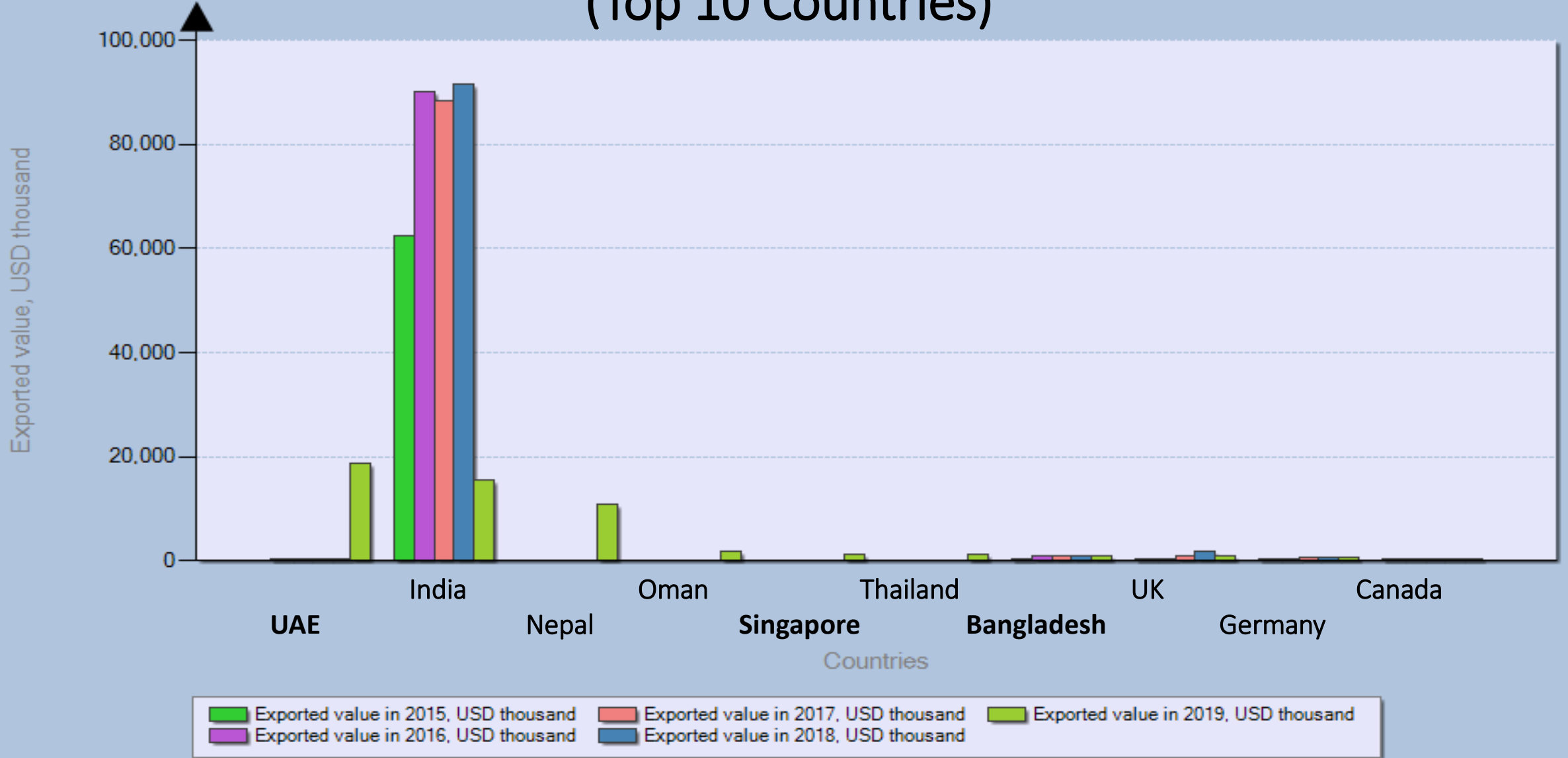


Fresh Dates Exports from Pakistan (Top 10 Countries)

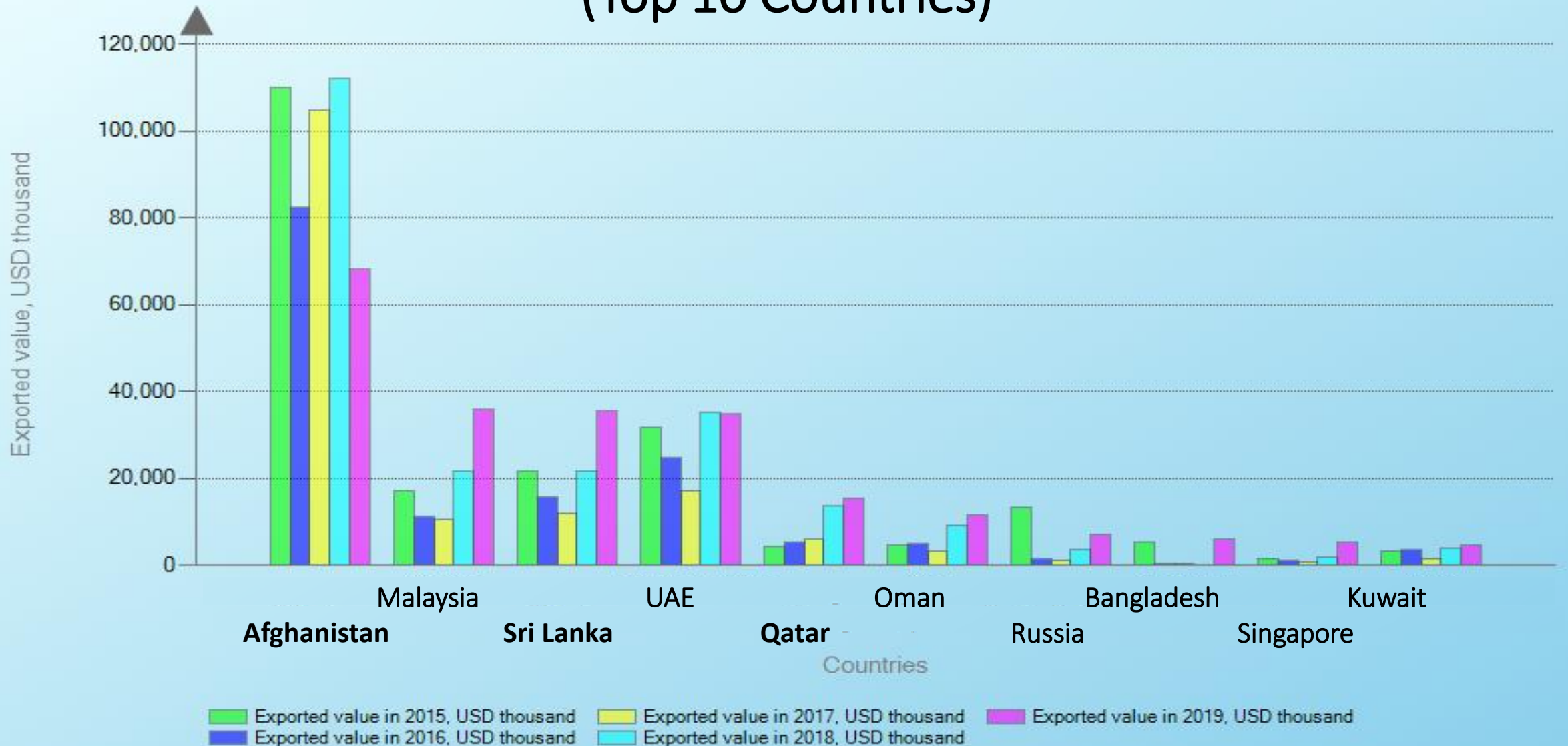


■ Exported value in 2015, USD thousand
 ■ Exported value in 2017, USD thousand
 ■ Exported value in 2019, USD thousand
■ Exported value in 2016, USD thousand
 ■ Exported value in 2018, USD thousand

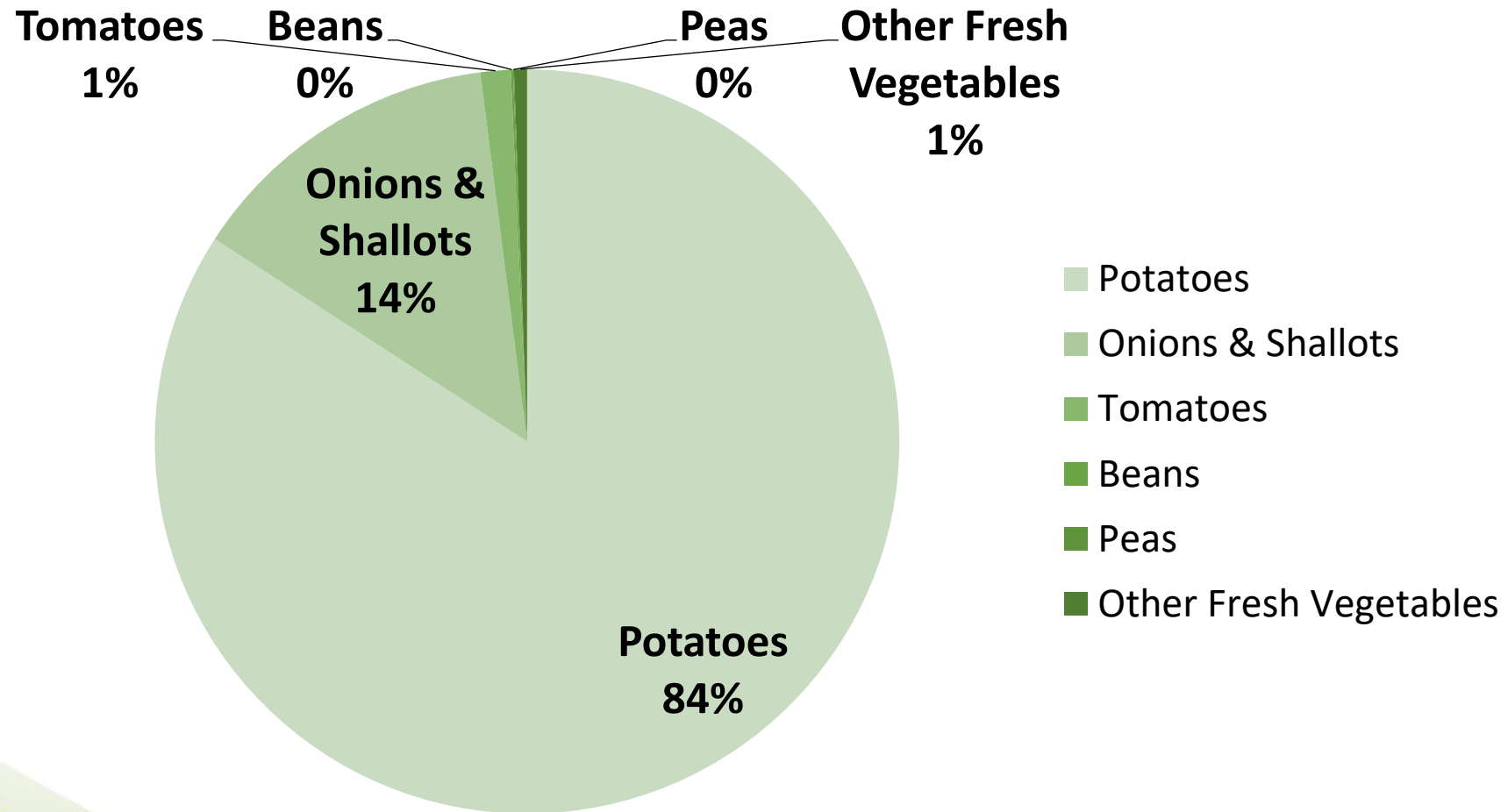
Dry Dates Exports from Pakistan (Top 10 Countries)



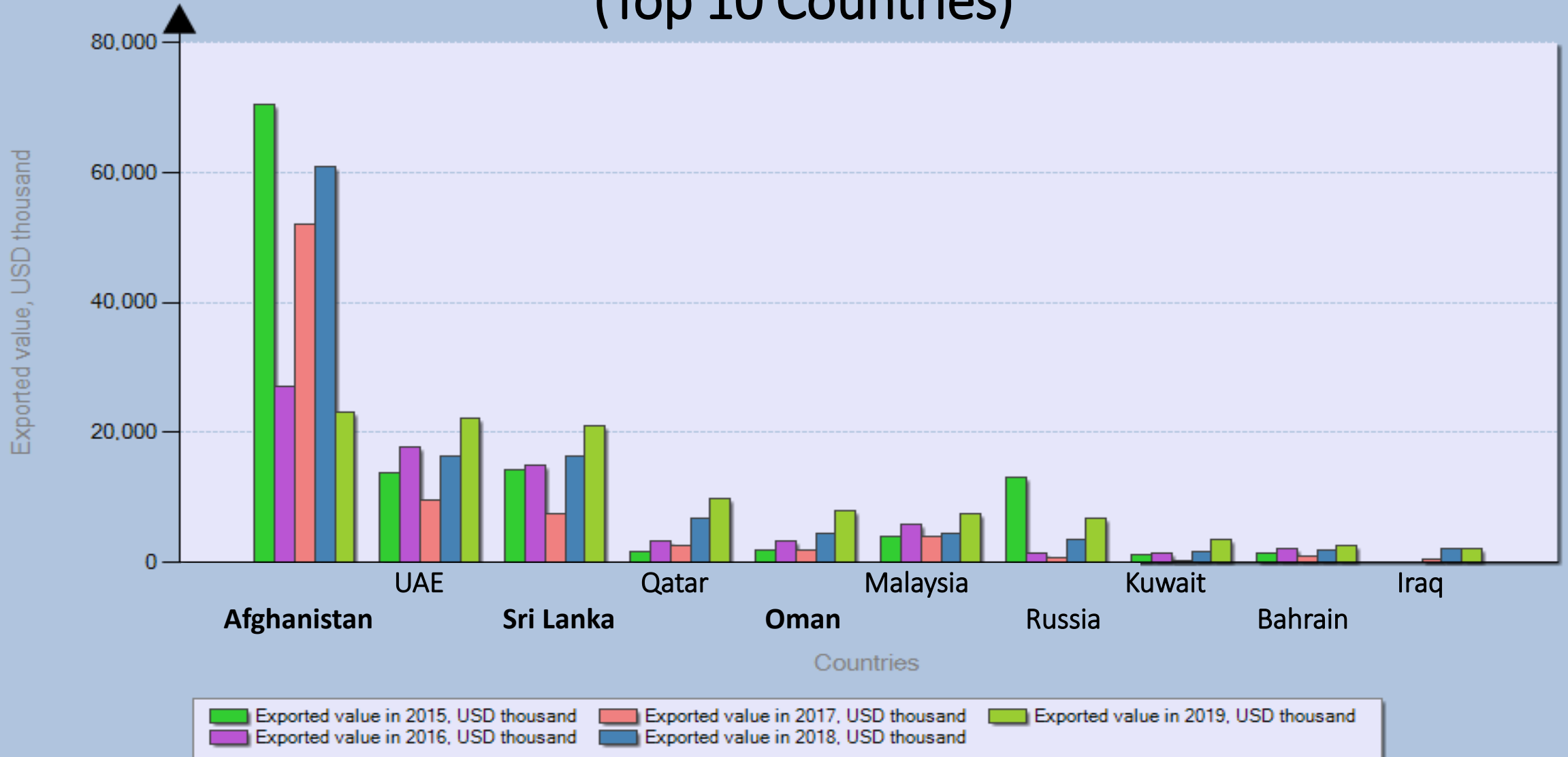
Fresh Vegetables Exports from Pakistan (Top 10 Countries)



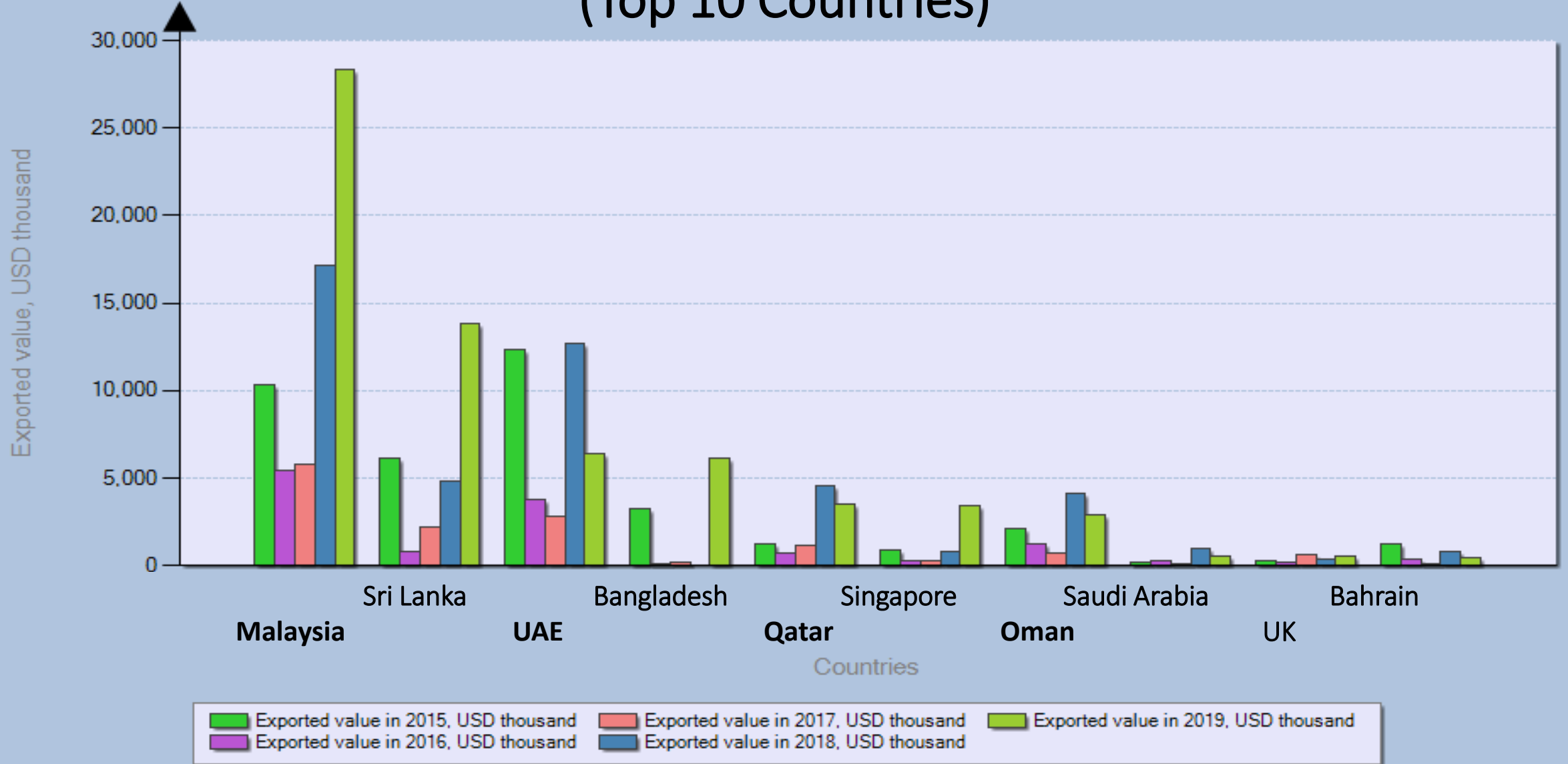
Vegetable Exports from Pakistan



Potatoes Exports from Pakistan (Top 10 Countries)



Onion Exports from Pakistan (Top 10 Countries)



Pakistan Total Exports Fruits to Poland (2019)

Fruits Export by Pakistan to Poland:
USD 30,000 thousand (2019)

Fruits Import by Poland from World:
USD 1.33 Billion (2019)

Pakistan export's share in respect of total
fruits' import of Poland

0.003%



Pakistan Exports Vegetables to Poland (2019)

Vegetables Export by Pakistan to Poland:

USD Zero (2019)

Vegetables Import by Poland from World:

USD 957 Million (2019)

Pakistan export's share in respect of total
Vegetables' import of Poland:

Zero %



Pakistan Exports Fruits & Vegetables to Poland (2019)

Fruits & Vegetables Export by Pakistan to Poland:

USD30,000(thousand)(2019)

Fruits &Vegetables Import by Poland from World:

USD 2.3 Billion (2019)

Pakistan export's share in respect of total Fruits & Vegetables' import of Poland:

0.001%



Area & Production of Fruits in Pakistan

Fruit	Production (Thousand Tons)	Area (Thousand Hectares)	Average* (Tons/Ha)	World Ranking (FAOSTAT, 2016)
Citrus	2344.09	192.230	12.42	13
Mango	1336.47	170.299	9.83	6
Melons	545.00	37.295	11.72	23
Apple	134.63	96.928	6.15	22
Dates	467.76	97.107	5.89	20
Guava	522.57	70.026	7.66	6
Apricot	172.93	25.746	7.07	6
Banana	134.63	28.703	0.68	54
Grapes	65.85	14.775	5.07	57
Plum	54.63	6.949	13.45	34
Other fruits	46.69	9.035	---	--
Total	5825.26	749.09	---	--

Pakistan - Value Added Sector

- **Major Products:**
 - Mango Pulp/Mango Concentrate
 - Clarified Apple Juice Concentrate
 - Kinnow Juice Concentrate
 - Guava Pulp

- **Value:**
 - **\$ Zero** (Pakistan Export to Poland)
 - **\$ 12.8 M** (World Export to Poland)



Pakistan's Focused Products to Poland Market

For Poland market among our main fruits & vegetables products we need to focus on following as per average crop yearly production & exports share in global market:

- Fresh Mango
- Potato
- Onion
- Value added Fruits Pulp/Puree & Concentrate (Mango ,Kinnow ,Guava,Peach,Dates etc....)



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Promotion of Horticulture Products to Poland

- **Trade mission must conduct:**
 - Single country exhibition on yearly basis with comprehensive home work starting from year 2021.
 - Delegations from Pakistan to promote Fruits, Vegetables & Value added products in Poland.
 - Promotion at Super Markets in Poland.
 - GoP should subsidize this promotion.



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Horticulture Vision 2030

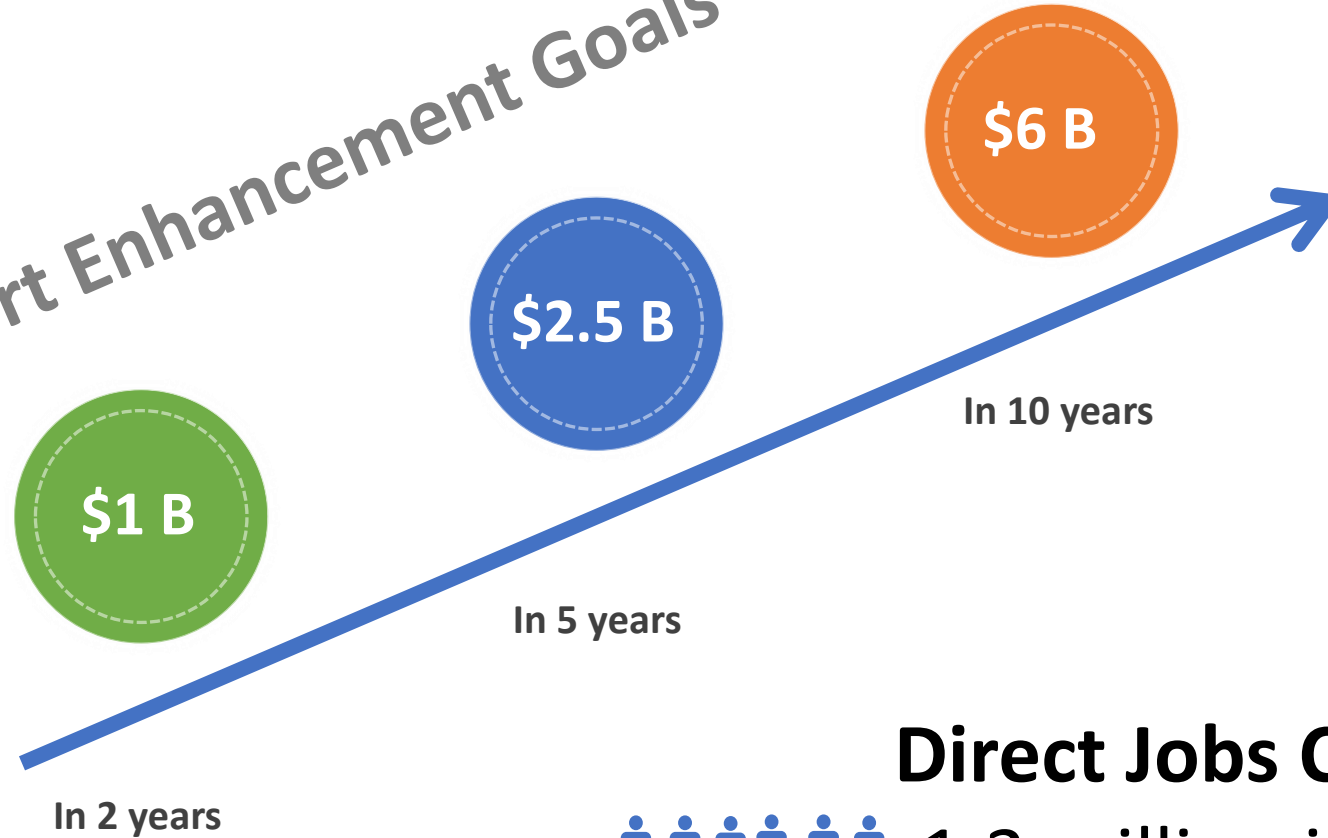
“To cater simultaneously the nation and global community with best quality fruits and vegetables grown in Pakistan and thus elevating the country among top 10 horticulture sector exporting nations”

Objectives of Horticulture Vision 2030

- Development of rural economy.
- Food security and job creation.
- Exports enhancement.
- Enhanced foreign exchange earnings and ultimately contribute to national security.
- Promotion of horticulture enterprises.

Measurable Goals of Horticulture Vision 2030

Export Enhancement Goals



Direct Jobs Creation



1.3 million in 5 years



3 million in 10 years



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THANKS