

PAKISTAN CITRUS



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

PRODUCT PROFILE

Pakistan produces more than 30 types of different fruits amongst which citrus leads the table with a share of about 30% of total fruit production of the country. Citrus is cultivated predominantly in Sargodha, Bhalwal, Toba Tek Singh, Khanewal, Multan, Layyah and Fateh Jhang of Punjab province (above 90%) and in smaller quantities in Swat, Swabi, Khanpur and Haripur in Khyber Pakhtunkhwa (KPK). According to ITC trade data, Pakistan ranked 18th in world top exporters of Citrus in 2019. Pakistan exports annually about 0.44 million tons of citrus valuing around 166 million USD.

KINNOW: PAKISTAN'S LEADING PRODUCT IN GLOBAL CITRUS RANGE

Pakistan is also the largest producer of 'Citrus Reticula' variety (Kinnow), a unique variety of citrus that is indigenous to this part of the world. A sub form of Oranges, Kinnow is a cross between the 'King' & 'Willow-leaf' species of citrus fruits, created after successful experimentation at the Citrus Research Centre, University of California, USA. Both of these parent breeds have Indo-China origins.

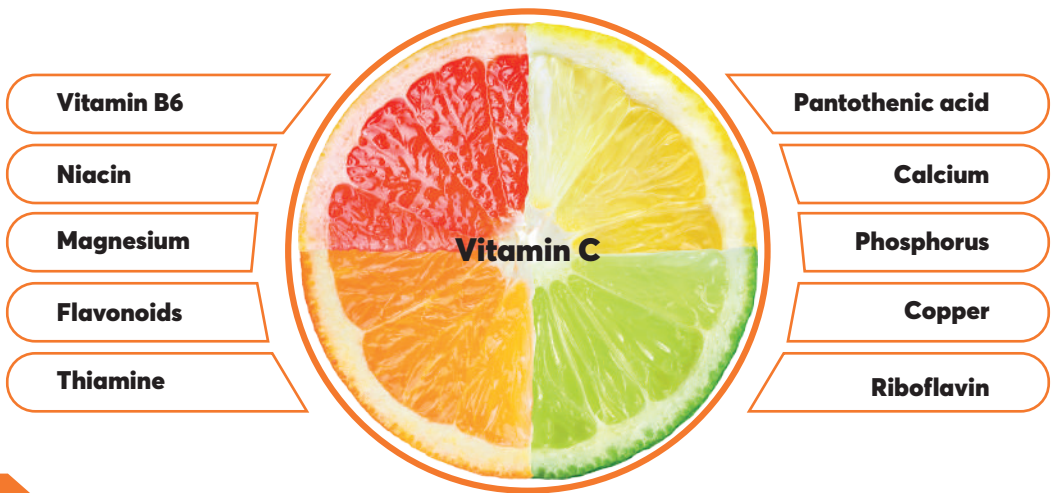
Its annual production in Pakistan is about 2.13 MT. Fruit is small, medium and large in size, moderately to slightly oblate; both base and apex flattened or slightly depressed. Easy to peel, high juice contents, rich source of vitamin C, delicious & refreshing taste, high flavoured & aromatic, attractive colour and high nutritional compositions equally beneficial for all age groups, Kinnow is highly cherished by the consumers.

COMMERCIAL VARIETIES OF CITRUS IN PAKISTAN

Commercial varieties of Citrus being produced in Pakistan are as follows:

S.No	Variety	Characteristics
1	Kinnow: Non-GMO Mandarin (Citrus reticulata Blanco)	Famous for its juicy, soft and scented characteristics Easy to peel & rind with multiple glands Peel color: Yellowish orange, Size: Small, medium and large, Brix: 10-13%, Firmness: 2-3kg/cm ²
2	Musambi: Sweet Orange (Citrus sinensis)	Round on both ends, with a fairly thick and rough peel Other varieties: Washington Navel, Succri, Red Blood, Jaffa, Ruby Red Peel color: Greenish orange, Size: Medium-large, Brix: 11-13%, Firmness: 3-4kg/cm ²
3	Eureka Lemon – Lemon (Citrus limon)	Acidic in nature Used in preparation of culinary products and processed for juice, squash and lemonade Peel color: Greenish yellow, Size: Small, Brix: 8- 10%, Firmness: 3-4kg/cm
4	Rough Lemon (Citrus jambhiri)	It is the most common rootstock for propagation of citrus in the country
5	Grapefruit (Citrus paradise)	Mash Seedless, Duncan, Foster and Shamber
6	Lime (Citrus aurantifolia)	Sweet Lime and Kaghazi Lime

NUTRITIONAL VALUE OF CITRUS



HS CODE:



Source: Trade Map

Product code	Product label
080500	Citrus fruit, Fresh or dried
080510	Fresh or dried oranges
080550	Fresh or dried lemons "Citrus limon, Citrus limonum" and limes "Citrus aurantifolia, Citrus . . .
080521	Fresh or dried mandarins incl. tangerines and satsumas (excl. clementines)
080522	Fresh or dried clementines incl. monreales
080540	Fresh or dried grapefruit
080529	Fresh or dried wilkings and similar citrus hybrids
080520	Fresh or dried mandarins incl. tangerines and satsumas, clementines, wilkings and similar citrus . . .
080590	Fresh or dried citrus fruit (excluding oranges, lemons "Citrus limon, Citrus limonum", limes . . .
080530	Fresh or dried lemons "Citrus limon, Citrus limonum" and limes"Citrus aurantifolia"



STANDARDS AND CERTIFICATION:



KINNOW PROCESSING

Harvesting



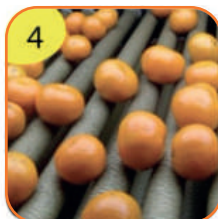
Sorting



Water Washing



Drying



Waxing



Packaging



PACKAGING & STORAGE



WORLD TOP IMPORTERS

Unit: US Dollar thousand

Importers	Imported value in 2015	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019
World	13,359,221	14,392,623	14,911,691	16,107,582	14,919,402
United States of America	985,414	1,060,459	1,223,128	1,466,505	1,390,819
Russian Federation	1,137,824	1,160,771	1,189,212	1,231,478	1,281,039
Germany	1,115,226	1,213,141	1,212,946	1,321,919	1,180,736
France	1,089,281	1,214,519	1,233,931	1,236,038	1,115,167
Netherlands	887,190	1,013,795	1,015,491	1,105,080	1,005,031
United Kingdom	790,325	824,125	822,873	839,802	788,802
China	266,894	354,733	551,894	633,749	594,239
Canada	539,560	548,823	581,233	612,071	566,474
Hong Kong, China	331,737	373,871	458,224	504,261	482,644
Italy	417,125	383,614	459,829	440,631	391,003

Source: Trade Map

PAKISTAN'S TOP EXPORT DESTINATIONS:

Unit: US Dollar thousand

Importers	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
World	184,793	171,472	139,803	178,960	160,700
Afghanistan	73,341	65,560	46,288	57,363	47,849
Russian Federation	53,870	49,097	33,233	44,594	40,566
Philippines	5,333	9,126	9,622	13,392	13,572
Indonesia	9,364	8,906	20,915	20,442	12,606
United Arab Emirates	20,246	17,903	12,344	12,940	11,903
Saudi Arabia	3,336	4,995	3,526	3,443	5,756
Iraq	0	0	1,481	4,176	4,783
Oman	2,090	1,878	2,026	4,205	3,620
Qatar	643	1,192	887	2,454	3,151
Ukraine	4,745	3,132	1,946	3,129	2,628

Source: Trade Map

TOP EXPORTERS

Company: Union Fruit Export (Pvt) Ltd

Address: 3 K.M. Kot Momin Road, Bhalwal, Distt Sargodha, Pakistan

Company: Roshan Enterprises

Address: 7 K.M. Kot Momin Road, Bhalwal, Distt Sargodha, Pakistan

Company: Iftikhar & Co

Address: 15 K.M. Ajnala Road, Chak No. 27 Shumali, Sargodha, Pakistan

Company: Al Mahmood Group

Address: Bhalwal Sargodha Road, Sakesar Bar, Distt Sargodha, Pakistan

Company: Zahid Kinno Gradding & Processing Plant

Address: 4 K.M. Kot Momin Road, Bhalwal, Distt Sargodha, Pakistan

Company: JMB

Address: Hujjan, Kotmomin, Bhalwal, Distt Sargodha

Company: Al Rafeeq enterprises

Address: 4 K.M. Jhang Road, Sargodha

Company: 4 K.M. Jhang Road, Sargodha

Address: 1 K.M. Kot Momin Road, Bhalwal, Distt Sargodha, Pakistan

Company: National Kinnow Factory

Address: Chak No. 10 N.B. 5 K.M. Ajnala Road, Bhalwal, Distt Sargodha, Pakistan

Company: Mateela Citrus (Pvt) Ltd

Address: Mateela Kot Momin Road, Distt Sargodha, Pakistan

Company: Arshad & Co

Address: Chak No.10 N.B. 4 K.M. Ajnala Road, Bhalwal, Distt Sargodha, Pakistan

Company: Aroma Kinnow Factory

Address: Chowki Bhagat Lahore Road, Sargodha, Pakistan

Company: Chase International

Address: Uppi Rawana Kot Momin, Distt Sargodha, Pakistan

Company: Ghausia Traders International

Address: 82-Vegetable Market, Ferozepur Road, Kot Lakhpat, Lahore, Pakistan





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