

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.

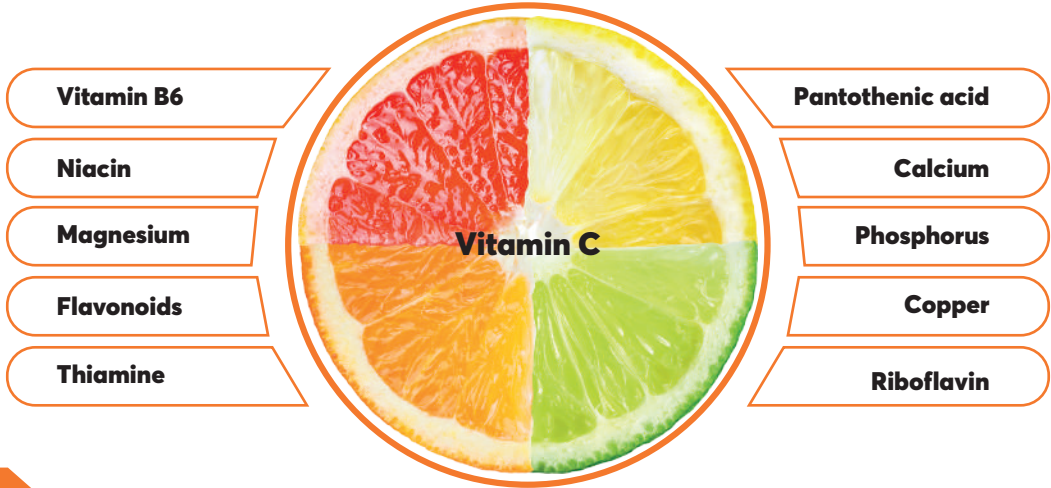
Its annual production in Pakistan is about 2.13 MT. Fruit is small, medium and large in size, moderately to slightly oblate; both base and apex flattened or slightly depressed. Easy to peel, high juice contents, rich source of vitamin C, delicious & refreshing taste, high flavoured & aromatic, attractive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

COMMERCIAL VARIETIES OF CITRUS IN PAKISTAN

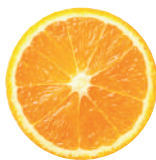
Commercial varieties of Citrus being produced in Pakistan are as follows:

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



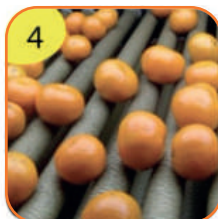
Sorting



Water Washing



Drying



Waxing



Packaging



PACKAGING & STORAGE



Top Importers of Citrus in the World**(Thousand USD)**

Importers	2020	2021	2022	2023	2024
World	17,282,827	17,536,981	16,579,458	17,958,373	17,813,596
United States of America	1,552,077	1,810,208	2,041,768	2,122,090	2,312,519
Germany	1,565,169	1,557,342	1,422,608	1,570,192	1,599,105
France	1,358,676	1,323,051	1,233,771	1,352,068	1,301,793
Netherlands	1,166,813	1,140,794	1,085,731	1,212,985	1,056,321
United Kingdom	889,505	810,686	817,182	800,386	855,252
Russian Federation	1,249,706	1,267,992	1,005,241	1,048,294	772,595
Canada	611,181	656,440	677,805	719,642	731,364
Poland	517,729	515,406	509,991	563,358	571,298
Saudi Arabia	422,887	482,237	426,091	388,829	396,542
Viet Nam	38,028	55,768	109,235	103,916	388,515
China	497,195	532,036	456,417	446,105	368,031

Top Destinations for Citrus**(Thousand USD)**

Importers	2020	2021	2022	2023	2024
World	205,521	171,579	118,664	77,804	101,214
Afghanistan	55,540	35,994	20,880	24,245	42,453
United Arab Emirates	17,348	17,072	13,987	13,260	15,285
Indonesia	16,527	13,282	8,170	3,083	7,114
Kazakhstan	3,330	6,479	17,240	3,971	6,817
Philippines	18,038	19,839	12,672	5,523	5,216
Sri Lanka	2,009	2,762	2,018	1,952	4,629
Oman	5,634	3,934	2,977	3,920	3,877
Saudi Arabia	10,187	8,039	4,763	4,146	2,941
Iraq	5,159	6,217	916	1,364	2,379
Russian Federation	49,051	36,430	16,981	7,193	2,338
Bangladesh	830	706	2,017	1,048	1,901

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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