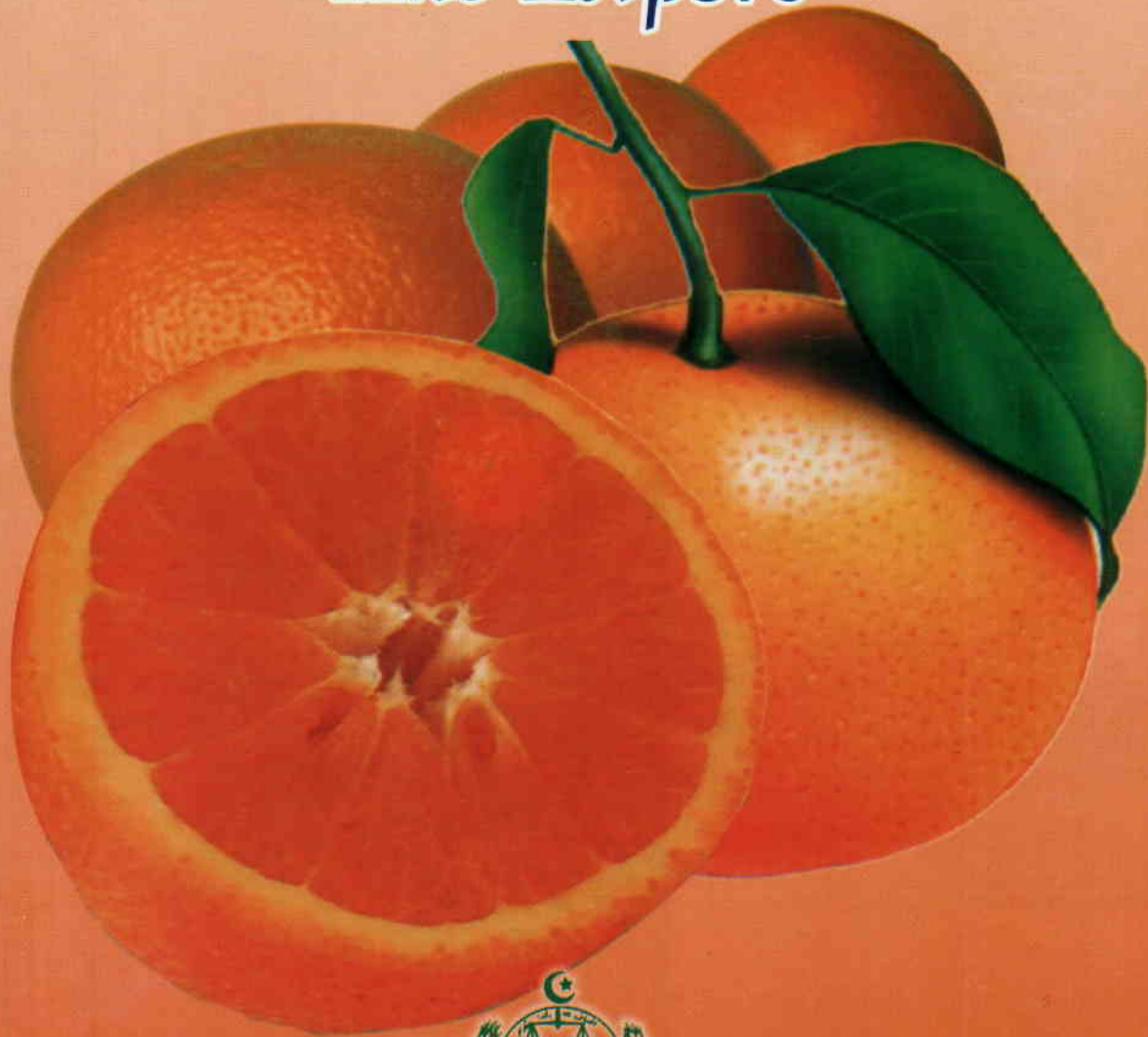


Kiino Production, Marketing And Export



**Report Produced under
Agriculture Marketing Information Service
Publication No. 05/2006**

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Foreword

Improved Agricultural Marketing Information system is key to the development of Pakistan's Agrarian Economy. Fully cognizant of the fact, Government of the Punjab in Agriculture Department is implementing a Programme for improvement of Agricultural Marketing Information System to facilitate Agribusiness with special emphasis on exports. The objectives are as follows:

- **Collection of data on domestic production to monitor the crop situation to find out estimation Marketable and Exportable Surplus.**
- **To collect information on International Production and Trade.**
- **To provide Information to the policy maker to facilitate export of Agriculture Crop/Produce to find out potential export markets to accelerate export.**
- **Maintenance of database on vital information regarding domestic and International Production, Trade, Consumption needs and quarantine requirements/ standards of Agriculture Crop.**
- **To discuss the WTO issues and Constraints under its regime.**

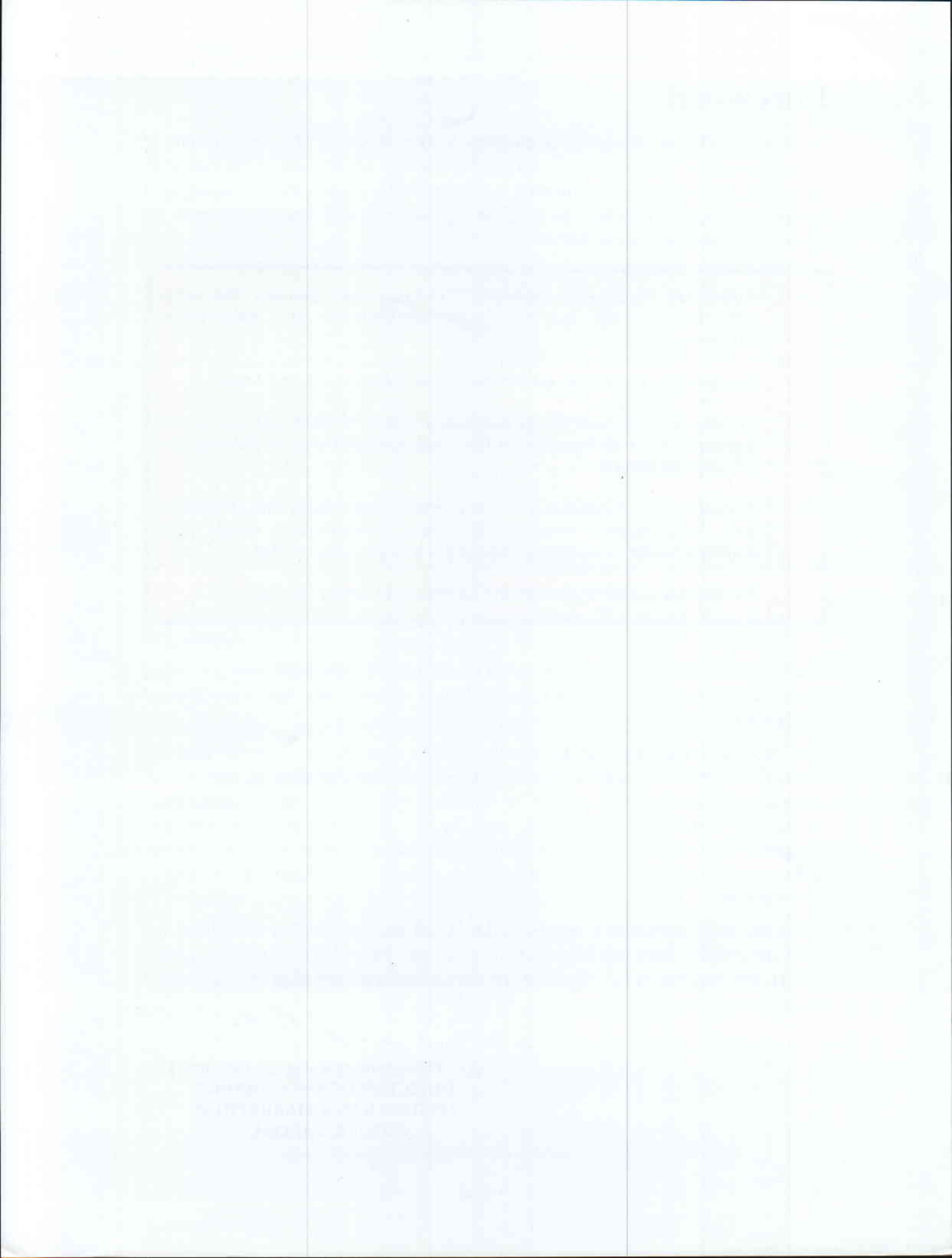
This report relate to Citrus crop through a planned effort, keeping in view the above objective. Available information is updated, further required data has been collected and processed.

The information collected has been compiled into a booklet form to be used as reference/benchmark by all the stakeholders' viz. producers, processors, traders and exporters to enable them to plan an effective role in the World's production, productivity and export. The efforts made by Mr. Munir Ahmad, Extra Assistant Director of Agriculture (Economics & Marketing) headquarter office & Mr. Muhammad Irfan Bhatti analyses and composition to compile the information is highly acknowledged.

To update the information is regular activities. All the stakeholders can obtain the latest information from the Directorate through toll free telephone Number (0800-51111). Any suggestion for improving the format and the content of this publication would be welcome.

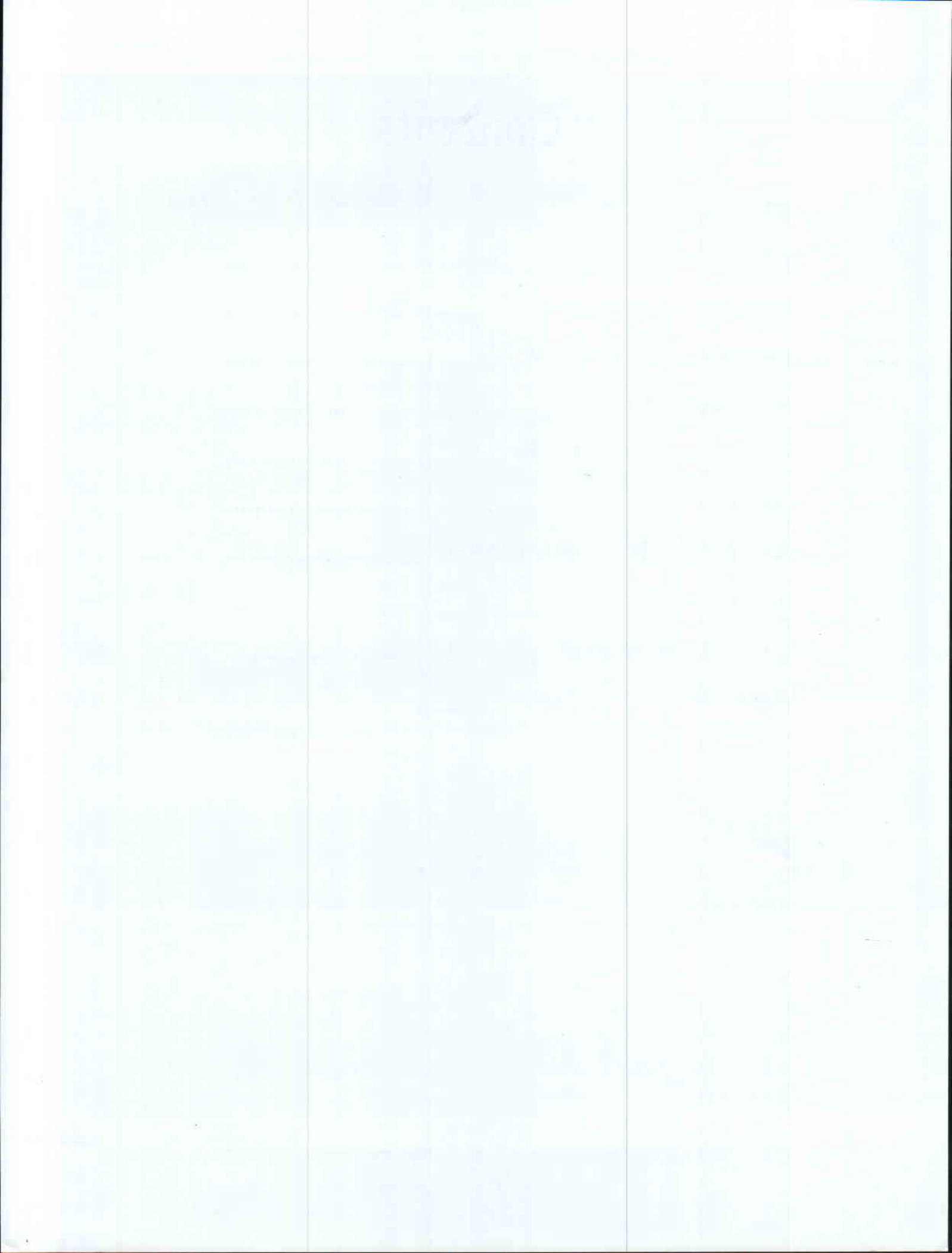


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CITRUS PRODUCTION, MARKETING & EXPORT

INTRODUCTION

Citrus production ranges from northeastern India eastward through the Malay Archipelago and south to Australia. Sweet oranges probably arose in India, the trifoliate orange and mandarin in China, and acid citrus types from Malaysia. Oranges and pummelos were mentioned in Chinese literature in 2400 BC, and later in Sanskrit writings (800 BC) lemons were mentioned. Theophrastus, the Father of Botany, gave a taxonomic description of the citron in 310 BC, classifying it with apple as *Malus medica* or *Malus persicum*. At the time of Christ and shortly thereafter, the term "citrus" arose as a mispronunciation of the Greek word for cedar cones, "Kedros". Alternatively, "citrus" may have arisen through a condensation of "*Callistris*", the name for the sandalwood tree. At this time, citrus fruits were spread throughout Asia, North Africa, and Europe along trade routes. The dissemination was carried out by many cultures, indicating widespread appeal of the fruits at this time. From the first centuries BC to medieval times, orangeries and citrus "groves" were established in Europe, and cultivation became more sophisticated. Columbus, Ponce de Leon, and Juan de Grijavla carried various citrus fruits to the new world in the late 1400's early 1500's. Citrus culture proliferated in Florida in the late 1700's, when the first commercial shipments were made. Right about this time, citrus was introduced to California, although it was much later that commercial production began in the west.

Citrus is a product that offers many advantages in the lifestyles of people who are health conscious, demand convenience, and place a premium on food safety. Continuing improvements in transportation logistics will allow exporters to provide year-round supplies of high quality fresh citrus products, and also allow processed citrus producers to provide convenient, reasonably priced products to consumers throughout the world. These observations mean that world demand for citrus products will continue to expand, and that the long-run outlook for citrus producers remains positive.

The orange is a rich source of protective food ingredients like vitamins A, B, C and calcium and its health-promotion properties emanate from this fact. It is superior to almost any other fruit as a source of calcium. The orange also contains sodium, potassium, magnesium, copper, sulphur and chlorine. Its vitamin C content helps the body tissues to use the calcium contained in the food.



Food Value Orange*		Minerals and Vitamins	
Moisture	87.6%	Calcium	26 mg
Protein	0.7%	Phosphorus	20 mg
Fat	0.2%	Iron	0.3 mg
Minerals	0.3%	Vitamin C Small amounts of Vitamin B Complex	30 mg
Fibre	0.3%		
Carbohydrates	10.9%		
	100%		
		Calorific Value - 59	
*Values per 100 gms edible portion			

World Citrus Variety

Bearss Seedless Lime

Large fruit, very juicy and seedless. This is the most commonly grown commercial variety. Must be protected from severe frosts. Crop heaviest in fall, although fruit stores on tree finally turning from green to yellow before falling off.



Mexican Lime

Known as 'Key Lime in Florida, this is the most tender citrus. Fruit much smaller than 'Bearss' with many seeds. Strong lime flavor and Juicy.



Rangpur Lime

In reality this orange-colored fruit is a sour mandarin. Its juice combines mellow lime sourness with mild orange flavor. Closed blossoms are purple in color.



Kafir (Kieffer/Thai/Wild) Lime

Leaves, zest, and juice are used in Thai, Cambodian, and Indonesian cooking. Bumpy fruit. The leaves of the kaffir lime tree are a dark green color with a glossy sheen. The kaffir lime fruit approximates the size of a Western lime. The fruit is dark green in color and has a bumpy surface.



Calamondin

Prized fruit of the Philippines, known as 'Kalamansi'. Small orange fruit, sour in taste, can be used as a lime or to make marmalade. Spectacular ornamental. Upright habit. Early bearing and highly productive.



Eureka Lemon

Produces large crops of fruit all year near the coast. Prune tree to keep compact and to keep from becoming leggy. Has fewer thorns than 'Lisbon'. Handsome as individual specimen or patio container tree.



Lisbon Lemon

Major commercial variety worldwide. Originated in Portugal. Thornier than 'Eureka'. Does well in warmer desert regions and the interior valleys where it tends to fruit year-round.



Meyer Lemon

Thin-skinned fruit that is less tart than 'Eureka' or 'Lisbon'. Plant has a mounding habit. Nearly thornless. Fruits abundantly in winter but can have some fruit most months of the year. Mature fruit turns from yellow to slightly orange in color.



Eustis Limequat

Fruit gets its shape from Kumquat and its flavor from 'Mexican Lime'. Everbearing and highly productive. Somewhat more cold hardy than lime parent. Small foliage. Needs occasional pruning to keep full.



Minneola Tangelo

A tasty hybrid turns bright red-orange color in winter. Fruit must ripen slowly on tree during spring for best tangerine flavor. Very sweet and juicy upon maturity, even in summer months.



Dancy Tangerine

Best known of the Mandarins. Winter-ripening fruit. Easy to peel. Some seeds. Tree has fine foliage and upright habit. Good flavor.



Satsuma Mandarin

Hardest of all mandarins. Seedless and easy to peel. Excellent flavor when ripe in winter months. Stores well when refrigerated but not well on tree. A very slow grower.



Clementine Mandarin

From North Africa. Fruit is spring ripening, is slightly larger than Dancy and has fewer seeds. Yields best production in desert. Also produces well in coastal climates.



Fremont Mandarin

Bright reddish-orange peel, rich flavor, tender and juicy. Some seeds, heavy bearer. Fruit holds well on tree until spring. Where protected from cold, fruit flavor is unsurpassed.



Kumquat

Small orange fruit that are eaten peel and all. Will store on trees for months without loss of flavor. Needs lots of heat to produce very fragrant blossoms in summer. Plant is very cold hardy. Very ornamental with small foliage. Native of China, it is a symbol of prosperity and good luck.



Robertson Navel Orange

Fruit borne in clusters. This navel has excellent flavor even in areas of low summer heat. Early ripening, seedless and a heavy bearer.



Washington Navel Orange

Famous winter-ripening fruit. Excellent in flavor. Seedless, easy to peel, separates into segments. Also good for fresh squeezed juice in winter.



Trovita Orange

Spring ripening. Wide range of climate adaptation. Develops great flavor even in areas of low summer heat such as the coastal areas of California. Few seeds.



Valencia Orange

Summer ripening. The traditional "juice orange", also good for eating. Blooms in spring and has small green fruit first summer which ripen the following summer. Stores well on tree for long periods actually improving in quality.



Jaffa Orange

Also known as 'Shamouti' orange. Grown in Israel. Spring ripening. Fruit is almost seedless, pleasantly sweet and juicy. Easy to peel. Stores well on tree.



Sanguinelli Blood Orange

Rind blushed deep red. Flesh red flecked to beet red. Needs more heat than 'MORO' to sweeten up. Tart spicy flavor. Mostly seedless.



Moro Blood Orange

Rich burgundy color also grow in coastal areas. Very productive, early maturity. Distinctive aroma, exotic berry like flavor.



Marsh Seedless Grapefruit

Best flavor if grown in hot climate locations. Fruits takes 18 months from bloom to ripen. Tree has dense form and rich, green foliage.



Rio Red Grapefruit

Texas hybrid that shows much better color than the traditional 'Ruby'. Best in warmer locations but also performs well near the coast.



Oro Blanco Grapefruit

Large white-fleshed hybrid that matures mainly in early spring. Fruit very sweet even when grown in coastal areas with low summer heat. Huge fragrant blossoms in spring. Large glossy-green foliage.

**Star Ruby Grapefruit**

Dark red color is characteristic of this variety, even when grown in cooler coastal regions. Crop heavy in spring, stores well on the tree.

**WORLD CITRUS PRODUCTION**

World citrus production and consumption has witnessed a period of strong growth since the mid-1980s. Production of oranges, tangerines, and lemons and limes has all expanded rapidly. Larger production levels have enabled higher levels of total as well as per capita consumption of citrus. Even faster growth has been realized for processed citrus products as improvements in transportation and packaging have lowered costs and improved quality.

World Production Citrus Fruits 2004-05

Sr. No.	Countries	Production in (MT)	%age Share
1	Brazil	20,142,100	19.2
2	China	16,019,500	15.2
3	United States of America	10,317,200	9.8
4	Mexico	6,475,411	6.2
5	Spain	4,867,300	4.6
6	India	4,750,000	4.5
7	Italy	3,836,793	3.7
8	Iran, Islamic Rep of	3,825,000	3.6
9	Nigeria	3,250,000	3.1
10	Egypt	2,797,600	2.7
11	Argentina	2,690,000	2.6
12	Turkey	2,587,650	2.5
13	Pakistan	1,670,000	1.6
14	South Africa	1,559,066	1.5
15	Japan	1,370,000	1.3
Sub Total:		86,157,620	82.0
Other 122 Countries		18,920,108	18.0
Grand Total:		105,077,728	100.0

Source: FAO