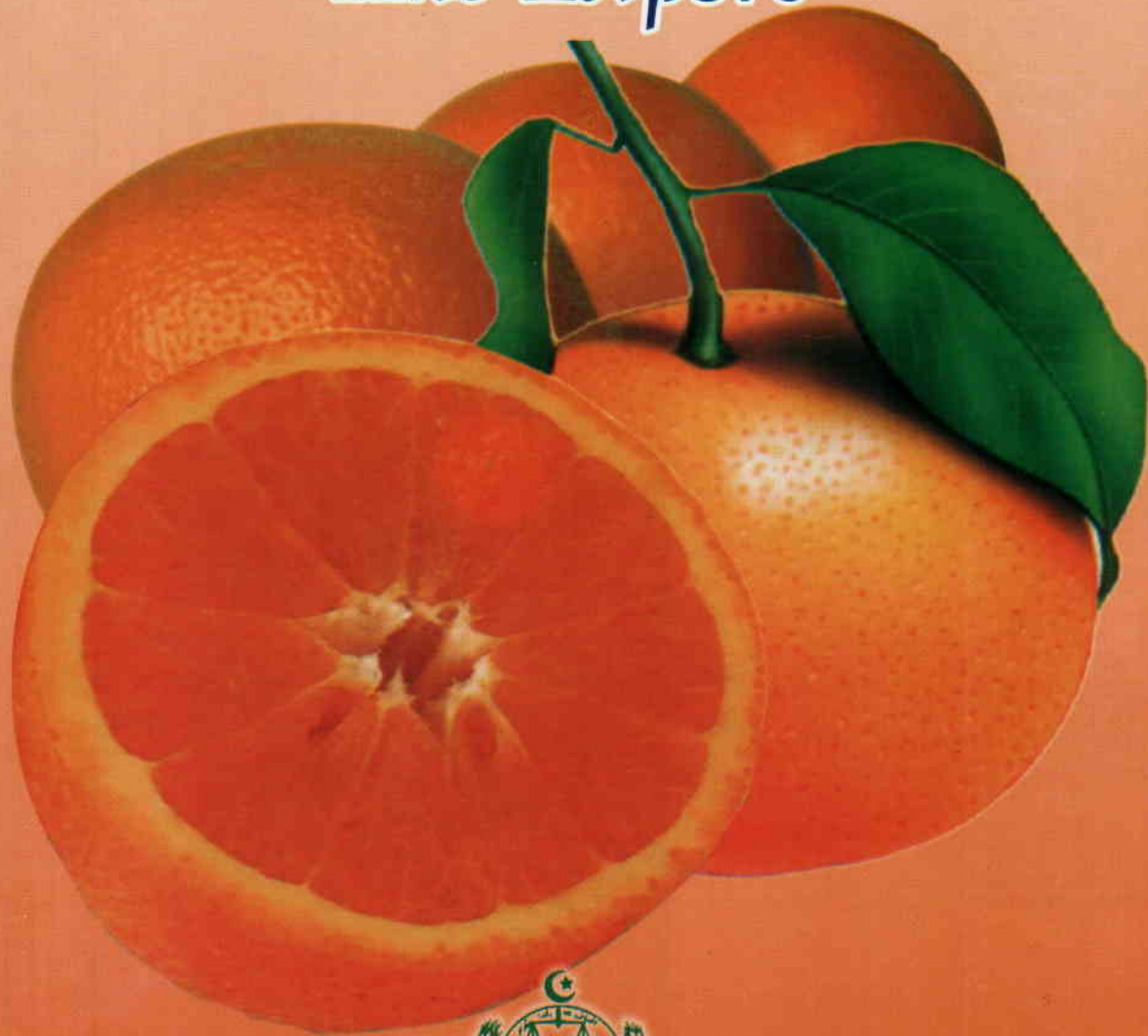


Kiino Production, Marketing And Export



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

**DIRECTORATE OF AGRICULTURE
(ECONOMICS & MARKETING) PUNJAB,
21-Davis Road, Lahore Ph: # 9200756
Fax: # 9203927 Website: www.punjabagmarket.info**

1911

1912

1913

1914

1915

1916

1917

1918

1919

1920

1921

1922

1923

1924

1925

1926

1927

1928

1929

1930

1931

1932

1933

1934

1935

1936

1937

1938

1939

1940

1941

1942

1943

1944

1945

1946

1947

1948

1949

1950

1951

1952

1953

1954

1955

1956

1957

1958

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.**

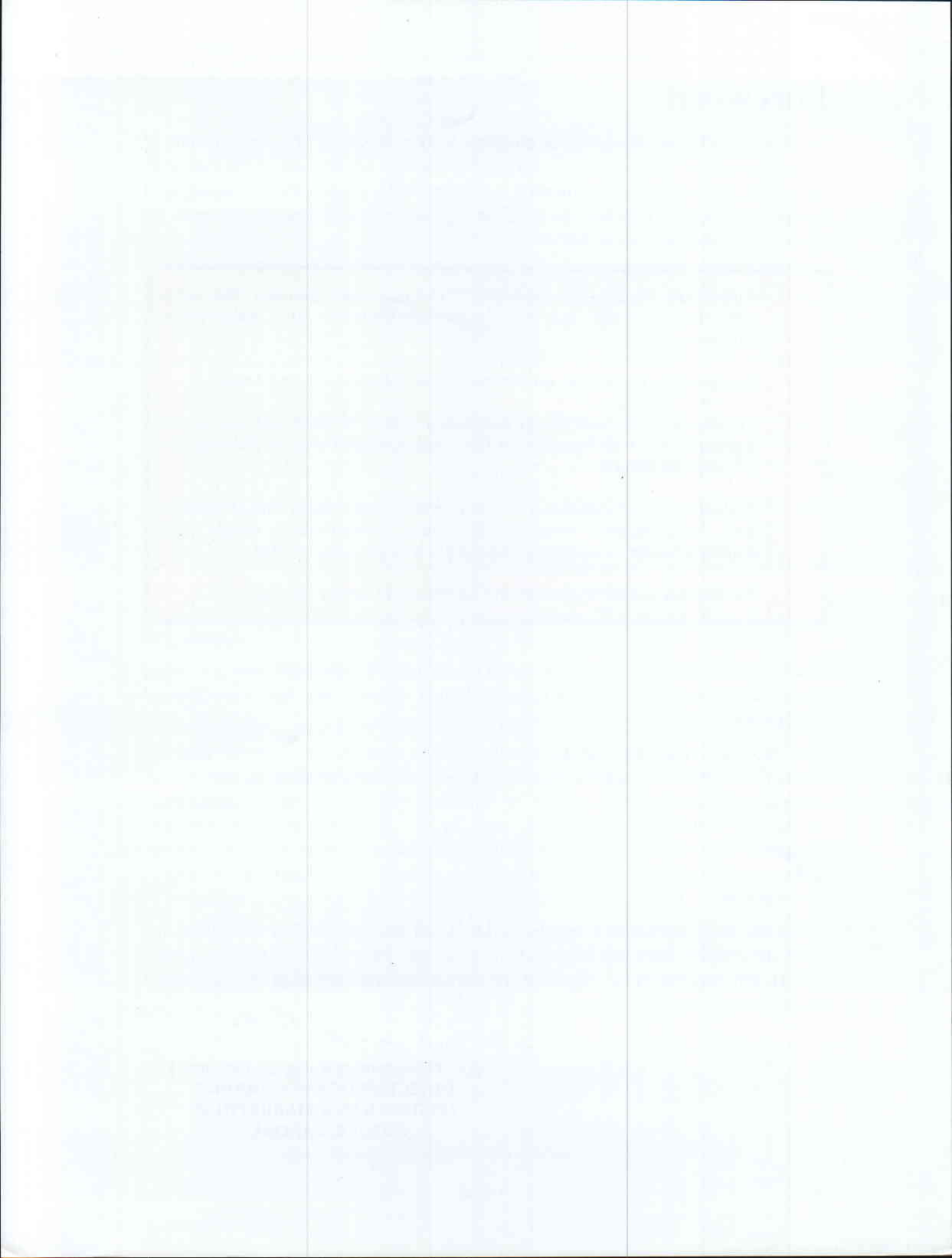
This report relate to Citrus crop through a planned effort, keeping in view the above objective. Available information is updated, further required data has been collected and processed.

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.



(Dr. Muhammad Rafiq-ur-Rehman)
DIRECTOR OF AGRICULTURE
(ECONOMICS & MARKETING)
PUNJAB, LAHORE.



Contents

<u>Title</u>	<u>Page</u>
INTRODUCTION	1
WORLD CITRUS PRODUCTION	6
CITRUS PRODUCTION IN PAKISTAN	9
WORLD EXPORT OF KINNO	12
EXPORT OF CITRUS FROM PAKISTAN	14
MARKETING MARGINS	16
MARKETING OF CITRUS UNDER WTO REGIME	17
MARKETING PROBLEMS	20
POLICY DECISIONS REQUIRED	21
PROPOSED PROMOTIONAL MEASURES	21

