

MANGO MISSION 2030

Center for Agriculture Sustainability in South (CASS)



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FIRST ONLINE MEETING ON MANGO 2020 UNDER COVID19 PANDEMIC

POLICY
NOTE. 1

Prof. Asif Ali recited from Holy Quran and welcomed all the participants. He opened the session by explaining the objectives of a series of webinars, which included mango area and production assessment, developing SOPs for mango picking to packing and logistics, export and domestic marketing, and postharvest and value addition in the COVID-19 pandemic and post pandemic scenarios. Mango growers, processors, exporters, researchers, extension workers and academia from Punjab and Sindh participated in the webinar

26th April 2020 at 11:30 am online zoom cloud hosted by MNS-UAM

DISCUSSION ON MEETING AGENDA

Dr M. Amin, Assistant Professor, Department of Horticulture, MNS-UAM introduced mango as a King of fruit and highlighted its nutritional importance particularly as rich source of Vitamin C and antioxidants, strong human health immunity boosters. He further described that Global mango cultivars are divided into Asiatic type (Yellow skin cultivars) and Floridan type (Red blush skin) and famous mango cultivars include ‘Alphonso’, ‘Carabo’, ‘Chaunsa’ (Samar Bahisht), ‘Haden’, ‘Carrie’, ‘Keitt’, ‘Irwin’, ‘Nam Doc Mai’, ‘Tommy Atkins’ and ‘Kensington Pride’. During 2019, Pakistan exported about 80 thousand tons of worth 80 thousand US\$. He further added mango production and export can achieve UN 17 sustainable goals including no poverty, zero hunger, good health and well-being, decent work and economic growth and industry innovation and infrastructure.

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CROP CONDITION & IMPACT OF CLIMATE CHANGE

Dr Hameed Ullah, Director MRI Multan presented the general crop condition, impact of climate change and insect pest & disease of mango. He explained that flowering primordia in mango occurs during dormancy period, which is affected by environmental factors including temperature, rains and prevalence of fog. Generally low temperature exposure (below 9 °C), prolonged drought and fog free winter pose positive effects on floral bud induction during dormancy. He disclosed that in addition to environmental factors, proper age of flush (90 days) and leaf nitrogen level (1-1.4 %) also affect the floral bud induction. As for as the disease incidence of mango is concerned heavy rains and high humidity favours the spread. As for as the disease susceptibility of cultivars is concerned 'SB Chaunsa' is more prone to blossom blight while 'Dusehri' is more prone to powdery mildew. For effective control of these diseases the mango growers must follow the effective spray schedule module (six spray module) developed by the MRI, Multan.

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DATA LIMITATIONS

Mr Rana Asif Hayat, mango consultant shared the mango crop production data provided by Ch Shahzad Sabir Director Agri Extension Multan with the participants and revealed that mango area during the year 2018-19 decreased as compared to previous year. Dr. Irfan Baig was of the view that in core production region (Multan and DG Khan) the area was increased while in no-core production region the area decreased. Dr. Asif asked about the source of the data. Mr Asif Hayat informed that the data were compiled by the crop reporting service and it was suggested to invite the representative of crop reporting service in the next meeting for discussion.

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COVID-19 AND IMPACT ON MANGO PRODUCTION AND TRADE

Syed Mehmood Nawaz Shah, mango grower from Sindh and Chairman Sindh Abadkar Board highlighted the threat of prevailing pandemic and its impact on mango crop export, he was of the view that the mango harvesting season will be starting from May 1, 2020 in Sindh and about 0.1 million labour workers from South Punjab are used to harvest and process the mango for export. Under COVID-19 pandemic, the Govt has not allowed the labour in the orchards. All this posing serious threat to the mango exports from Sindh, the estimated loss is 20% of worth 15-20 billion PKR. The chair suggested that under these condition, there is an opportunity to train the local labour from Sindh for mango handling or mechanized handling of mango fruit, but Mehmood Nawaz was of the view that it will be very hard to train the 50-60 thousand labour in very short time. Major Tariq Khan suggested to adopt plastic crated instead of wooden crates as the most of the labour is involved in nailing the packing crate, but Mehmood Nawaz was of the view it will be not feasible under the prevailing conventional supply chain system. **Malik Zafar Mahay**, mango growers from Multan highlighted the problems faced by the mango growers in Punjab. He was pointed that most of the mango orchards has not been taken over by the contractors due to which the 70% orchards are open to market. If the growers managed to harvest and transport its fruit to local markets then there is threat that the buyer will not be there. He was very conscious about the market and sale price of Sufaid Chaunsa, last season the Sufaid Chaunsa was not exported to India and under the current situation, he emphasized on the value addition of mango. Mehboob Ilahi , Nestle Pakistan revealed the trend of fruit procurement for fresh and pulp consumption for the current season. He pointed out that during current season under the condition of pandemic, they will purchase more quantity of mango from growers as compared to last season. However, due to less consumption of fruit juices in events, university, colleges and schools they will not go for more quantity purchase of mango for pulp making

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ONLINE MARKETING OPPORTUNITIES

Dr. Mubashar Mehdi briefed the participants about the local mango market opportunity under COVID-19. He gave the innovative idea of third party online store for mango sale facilitated by the university. This virtual network will connect the buyers to supplier. He was of the view that the system requires some pre-conditions like building online stores, indicative price of each variety offered, E-commerce and a team for quality management from third party. The idea was very appreciated by all the participants. Prof. Dr Aman Ullah, Supply chain expert commented on this system and further suggested that each supplier company needs to be registered for online sale. He further added that this should be run under pilot project and then commercialized. Dr. Anjum Butter, DG Agri extension Punjab appreciated the idea of digital marketing and encouraged the home delivery of mango as gift packs. Madam Rabia Sultan emphasized to develop SOP's for mango labour safety on the format Govt of Punjab has already made for wheat procurement. The meeting was ended with vote of thanks.

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Follow up Plan

1. Next webinar will be held on May 3, 2020 at 11.30 am
2. Precautionary protocols for mobility and working conditions of the labour will be presented and finalized in the next meeting
3. Mechanism for online marketing will be developed to facilitate domestic marketing
4. Need to highlight mango nutrition against COVID-19 disease as marketing tool
5. Area and production reporting system is weak. Efforts should be made to improve it. In the next webinar, representative from crop reporting service will be invited to discuss and develop system for better estimation of variety-based mango cultivated area and production.
6. Different response of mango varieties to climate change has been seen in various mango growing areas. There is a need to study the impacts of climate change on varietal behavior.
7. A changing pattern of powdery mildew incidence has been recorded, which may
8. Need to explore mango value addition options under prevailing pandemic

List of Participants:

1. Prof. Dr. Asif Ali, VC, MNS-University. of Agri. Multan
2. Dr. Anjum Ali Buttar, D.G Agri. Ext. Punjab
3. Prof. Dr. Aman Ullah Malik, IHS, UAF (Value Supply Chain Expert)
4. Dr. Hameed Ullah, Director MRI Multan
5. Madam Rabia Sultan, Mango Grower, M. Garh
6. Major Tariq Khan, Mango Grower, Processor & Exporter, Multan
7. Malik Zafar Hussain Mahay, Mango Grower, Multan President MMGA
8. Syed Mehmood Nawaz Shah, Mango Grower / Exporter, Sindh
9. Mir Zohad Anwar Talpur, Mango Grower, Sindh
10. Kashif Naveed, Mango Grower, Kabirwala
11. Ghazanfar Khan, mango Grower, Mian Channu
12. M. Waqas Zafar Bucha, Mango Grower Multan
13. Nawab Muzaffar Khakwani, Mango Growers
14. Yusuf Khan, Mango Grower
15. Mehboob Ilahi, Nestle Pakistan
16. Dr. Waqar Ahmad, USAID
17. Dr Mubashar Mehdi, Supply Chain Expert, University of Agri. Faisalabad
18. Mr. Zafaryab Haider, Consultant Horticulture/Agri Extension Expert
19. Prof. Dr. Irfan Baig Dean Agri. Economics MNS-University. of Agri. Multan
20. Dr. M. Amin, Assistant Professor, Horticulture, MNS-University. of Agri. Multan
21. Dr. Kashif Razzaq, Assistant Professor, Horticulture, MNS-University. of Agri. Multan
22. Dr. Sami Ullah, Assistant Professor, Horticulture, MNS-University. of Agri. Multan
23. Dr. Abid Hussain, Assistant Professor, SES, MNS-University. of Agri. Multan
24. Rana Asif Hayat Tipu, Mango consultant, Multan