

MANGO
MISSION
2030

Center of Agricultural
Sustainability for South Punjab
(CASS)



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3RD WEBINAR ON MANGO 2020 UNDER COVID19 PANDEMIC

May 17, 2020

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Prof. Asif Ali recited few verses from Holy Quran and welcomed all the participants. He presented progress of the previous two webinars and appreciated the increasing interest of key stakeholders of mango sector in these webinars. He explained that the purpose of the forum is to provide a platform to resolve the issues faced by the mango growers, industry, and other stakeholders under the prevailing conditions of COVID-19 pandemic. These include developing SOPs for mango labour involved in picking to packing and logistics, export and domestic marketing, postharvest processing, and value addition. Mango growers, processors, exporters, researchers, extension workers and academia from Punjab and Sindh participated in the webinar.

3rd May 2020 at 11:30 am online zoom cloud hosted by MNS-UAM

INDUSTRIAL ASSOCIATION OF MANGO STAKES HOLDERS

Prof. Dr. Aman Ullah Malik, mango supply chain expert, UAF very nicely presented a well thought and comprehensively consulted purpose and framework for the association. He analyzed in detail the working and scope of various existing associations of mango industry working at national and international level. These already existing associations include PMG, SMGE, PFVA at national level and Australian Mango Industry Association, National Mango Board, USA, Brazilian Fruit Growers and Exporters Associations at international level. Based upon the analysis, suggestions and background feedback with mango growers, processors and exporters, he proposed to establish a national mango forum in harmony with existing mango organizations having its own structure.

Mehmood Shah Nawaz in his comments said that the forum must be an integration of mango growers and industry players (exporters, processors, pulp plants, juice makers etc). Based upon his previous experiences, he was further of the view that initially this collaboration may not be given name of “association”.

Madam Rabia Sultan, mango grower supported the idea of creating a working group for finalizing the SoPs for initiating such association as per time lines suggested in the presentation.

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REVIEW OF MANGO CHEMICAL AND ASEPTIC PULP

Dr Kashif Razzaq, Assistant Professor, MNS-UAM presented a report on mango pulping types being carried out in the country. He informed that currently, three types of mango pulping is being practiced, Synthetic pulping, Chemical pulping and Aseptic or chemical free pulping. As per Punjab Pure Food Regulations, the mango pulp means only pure pulp without any addition of chemicals or water. However, first two types of mango pulps employ either use of synthetic flavours or addition of higher doses of chemicals (Potassium metabisulphite or Benzoic acid) with no raw mango pulp or substandard pulp extracted from over-ripe deteriorated mangoes, which is hazardous to human health and referred as 'slow poison' pertaining to production of carcinogenic compounds in such type of mango pulp. However, aseptic pulping involves pulping from physiologically mature artificially ripened fruit with slight addition of citric acid to maintain pH and most of the multinational companies are using this type of pulp for making mango nectar.

Mr. Ghulam Mustafa Dogar, ADG (Tech.), Punjab Food Authority (PFA) briefed that synthetic pulping has already been banned according to Punjab food regulations. The PFA had tried to ensure proper labelling of mango juice containing pulp. Those not meeting the standards are not allowed to label as mango pulp or nectar. Further PFA is developing the lab facility to analyze nature and amount of additives found in mango and other fruit pulps. House appreciated the efforts of PFA and reiterated for collaborated efforts (including sensitization of industry on quality standards) for health and quality assurance.

MANGO EXPORT UNDER COVID-19 PANDEMIC

Syed Mehmood Nawaz Shah elaborated agenda item entitled 'Export document under COVID-19. He briefed the participants that deadlock holds between association and Govt. regarding mango export starting date and provision of subsidized airfreight facility so currently there is no change in mango export scenario.

Major Tariq Khan pointed out that Govt. should subsidized the air freight export of mango and make settlement with PIA to facilitate mango export by air. The group suggested to make strong recommendations from this platform to Govt. for promotion and management of mango export through air freight on subsidized rates especially under the current scenario

Madam Rabia Sultan reinforced that subsidy be recommended to the Govt. for the export of mango. Prof. Dr Asif Ali directed Prof. Irfan Baig to finalize the recommendation in consultation with the honorable members.

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FURTHER DISCUSSION ON EMERGING ISSUES UNDER COVID-19

Mr Junaid Sami, postgraduate student of computer science presented the pilot project of mango digital marketing on behalf of Dr Ayesha Hakeem, Assistant Professor, MNS-UAM. He added that MNS-UAM will provide a platform as a service, just like middle man for online marketing of mango and will work as coordinator between the vendors and consumers as per model plan of Amazon and Ali Express. He explained the procedure of vendor registration and commodity list creation online.

Rana Asif Hayat Tipu, mango consultant explained the SOP's for sale of mango online. He explained that online sale of mango will be widely advertised on various social media platform including Facebook, Twitter, Instagram, YouTube and on website of PMGG. Every customer has to fill online order form containing information regarding consumer email, cell phone and postal address along with required quantity of mango commodity.

Dr. Waqar Ahmad, USAID added that all such initiatives for creating web based market places may be strengthened with benefit-cost analysis and detailed market analysis on multiple models. He also suggested to include other perishable fruits and vegetables through this plat form. House agreed to start this initiative as pilot scale project to conduct further innovative ideas and research on the concept of online marketing

Madam Rabia Sultan mentioned a decision taken in the previous meetings for doing studies on mango production estimates and varietal behavior in the climate change scenario

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FOLLOW UP PLAN

1. MNS- University of Agriculture, Multan will provide initial secretarial support for the proposed mango industrial association through CAS-SP
2. Process of consultation with the existing mango groups / associations for the formation of working group for establishment of Pakistan Mango Forum/ Association
3. Finalize recommendations for subsidy on mango export to be presented in the Food Security meeting scheduled on May 19, 2020.
4. Need to explore mango value addition options and export potential for markets that can be accessed through land routes (Iran, Afghanistan, Central Asian states etc). MNS-UAM will pursue through policy corridors for facilitation package
5. Mr. Asif Hayat Teepu will work out a strategy for establishing online market place especially for mango that can be extended to other perishable fruits & vegetables later on. IT team from University, Dr. Mubashir, Dr. Waqar will facilitate
6. Authentic estimates of area, production and varieties of mango will be made (request to Director MRI)
7. To study different behavior of Mango varieties for fruit production during current year. (Horticulture Deptt. of University).

List of Participants:

1. Prof. Dr. Asif Ali, VC, MNS-University. of Agri. Multan
2. Prof. Dr. Aman Ullah Malik, IHS, UAF (Supply Chain Expert)
3. Prof. Dr. Ishtiaq A Rajwana, Pro-VC, MNSUAM
4. Madam Rabia Sultan, Mango Grower, M. Garh
5. Mr. Ghulam Mustafa Dogar, ADG (Tech.), Punjab Food Authority
6. Major Tariq Khan, Mango Grower & Exporter, Multan
7. Nawab Muzaffar Khakwani, Mango Grower
8. Malik Zafar Mahay, Mango Grower, Multan President MMGA
9. Syed Mahmood Nawaz Shah, VP, Sindh Abadgar Board & Director PHDEC
10. Dr. Qamar Shakil, AARI, Faisalabad
11. Kashif Naveed, Mango Grower, Kabirwala
12. Mr. Ghazanfar Khan, mango Grower, Mian Channu
13. M. Waqas Zafar Bucha, Mango Grower Multan
14. Mr. Yusuf Khan, Mango Grower
15. Mr. Jamil Ghouri, Extension Dept. Multan
16. Abdul Moeed , AFP, Multan
17. Prof. Dr. Shafqat Saeed, Dean FA&ES, MNSUAM
18. Dr. Waqar Ahmad, Director-Agri Technologies USAID
19. Dr Mubashar Mehdi, Supply Chain Expert, UAF
20. Mr. Zafaryab Haider, Consultant Horticulturist
21. Dr. Irfan Baig Dean, FoSS&H, MNSUAM
22. Dr. Umer Farooq, MNS-University. of Agri. Multan
23. Dr. Ayesha Hakim, MNS-University. of Agri. Multan
24. Dr. Abudur Razaq, MNS-University. of Agri. Multan
25. Dr. M. Amin, MNS-University. of Agri. Multan
26. Dr. Kashif Razzaq, MNS-University. of Agri. Multan
27. Dr. Sami Ullah, MNS-University. of Agri. Multan
28. Dr. Abid Hussain, MNS-University. of Agri. Multan
29. Dr. Azher Nawaz, Lecturer University of Sargodha
30. Mr Junaid Sami, Postgraduate student
31. Mr. Javed Iqbal, MRI Multan
32. Rana Asif Hayat Tipu, Mango consultant, Multan