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# FACT SHEET

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## USAID Firms Project Dried Mango Program

Geographic Focus	Punjab and Sindh
Implementing Partner	Chemonics International Inc.
Start date	July, 2012

### Introduction:

Mango is the second largest fruit crop of Pakistan<sup>1</sup> and source of livelihood for a large population. However, it has no established commercial industry for value-added mango products, particularly dried mango. Pre and post-harvest losses in the sector are very common annually; poor quality fresh mangoes are sold at low prices with little profit for the growers. These lower grade mangoes are perfect raw material for mango value-added products that have a shelf life of one year or more. The global shortage and subsequent demand for dried mango products offers a significant opportunity for exporting and leading niche marketing activities. This ultimately provides small-scale producers, farmers, and agro-processors a gateway to bigger economic opportunities and prospects.



Sample of dried mangoes

### Sector Constraints:

- **Lack of technology and equipment:** Lack of appropriate modern equipment used for mango drying and limited knowledge of its operations inhibit the growth of dried mango sub sector in Pakistan.
- **Process and product development standards and certifications:** The dried mango producers have limited awareness of the global standards of product processing, skills to apply these protocols and lack of requisite international certifications. This hinders their ability in product diversification, developing export quality products and accessing high-end international markets.
- **Lack of market linkages:** Despite the increasing demand of dried mango products in global markets, lack of a proper strategy and market driven approach reduces the chances for Pakistan's dried mango products to penetrate these markets.

### Interventions:

In a bid to develop the first-ever dried mango industry in Pakistan, the USAID Firms Project is assisting four dried mango processing Small and Medium Enterprises SMEs in Sindh and Punjab. The objectives of this include enhancing processor level infrastructure to increase the production capacity of project-assisted SMEs, providing modern drying technology and equipment, and training the workforce to efficiently use them. Furthermore, this involves improving the productivity of dried mango processing SMEs through extensive skill-enhancement activities that promote waste reduction and yield quality products that can compete in the global markets. Developing international and local market linkages for dried mango processing SMEs and creating multiple platforms to promote mango value-added products is also being given emphasis for boosting sales and export revenues. Some of the key areas of intervention are:

<sup>1</sup>TARTA Pakistan- <http://trtapakistan.org/sector-products/horticulture/mangoes/>

#### **a. Infrastructure and Technology Upgrading:**

In-kind assistance has been provided to four SMEs processors on a cost-sharing arrangement. For contributing approximately USD 0.1 million in cost share towards upgrading the infrastructure at their facilities, the SME partners are given the following equipment:

- Modern dryers, locally fabricated and the first of its kind in Pakistan, with a processing capacity of one ton of mango per day. International expert has been hired for design of the dryer technology.
- Processing tools and equipment to ensure a better quality dried mango product including plastic totes for washing the fruit, stainless steel knives and tables for peeling and slicing the fruit, equipment such as weigh scale, refractometer, gas burner, and cutting boards etc.



**Steel knives and tables for peeling and slicing dried mango fruit**

#### **b. International Certifications:**

The Firms Project is facilitating in development of standardized production protocols and packaging for the dried mango product that are in line with the international market requirements. The SME processing facilities are also being assisted to attain Hazards Analysis Critical Control Point (HACCP) certification, and this certification is critical for accessing international markets.

#### **c. Capacity Building through Training:**

- Technical training on the appropriate use of drying equipment, improving food safety and hygiene, dried mango processes, product development, and packaging solutions are being organized. These trainings will build the capacity of the processor SdMEs and their workforce, to produce quality products that meet international standards.
- An exposure visit to the Philippines – one of the largest dried mango producing countries in the world - was conducted on a cost share basis, where the partner SMEs learnt best practices in mango processing so that they could be replicated in Pakistan.

#### **d. Marketing and Linkages with Buyers:**

Assisting SMEs by creating market linkages with local and international buyers with the aim of enhancing business outreach and increasing their product's visibility in the international market through the following activities:

- Participation in the world's leading fruit and vegetable exhibition, Fruit Logistica Berlin and Hong Kong.
- Facilitated sample shipments of dried mango and other mango value-added products to the US and EU markets.
- Participation in local exhibitions and expos in Pakistan
- Hiring local and international consultants to provide assistance for development of dried mango product in accordance to international standards as well to improve the packaging quality of the product.
- Identifying and linking beneficiaries with key international buyers in U.S, E.U. and China.

#### **e. Partnerships and Cooperation:**

Through its interventions, USAID Firms Project has actively sought guidance, expertise and cooperation from the following organizations:

- PCSIR (Pakistan council of scientific and Industrial research) for product testing and development of standard protocols.
- Trade Development and Authority Pakistan (TDAP) for promotion of sales through marketing events.
- Ayub Agriculture Research Station and Mango Research Station, Multan for consultations on product development.

#### **Results and Expected Impact:**

- Increased value of private sector investments to USD 191,461.
- Expected Increase in sales revenue of four processor SMEs by USD 0.2 million by December 2014.
- Expected to create 25 direct jobs in the partner manufacturing units and over 100 in the ancillary sectors by December 2014.
- Expected to develop processors capacity to produce 80 tons of export quality dried mango for the first time in Pakistan by December 2014.