



GUAVA

Overview

Although guava, a tropical fruit, originated in Central and South America, it is South Asia that has come to dominate the production of guava. Pakistan today stands as the second largest producer of guava with India as the largest producer in the world. While guava is considered an exotic fruit in Europe, in South Asia it is a common man's fruit because of its widespread availability during the season. In fact, recent studies have established its very high nutritional value with four times as much vitamin C as in oranges and abundant quantities of vitamins A, B, calcium and dietary fibre. As a result, it is being considered a "superfruit." It is also one of the few fruits which have two harvesting seasons: one in summer and another in winter. However, it is the winter crop that has better quality and higher quantity, which is the reason why a number of farmers intentionally deblossom guava trees in summer to get the best winter crop. There are two major varieties of guava: "apple guava" – the most widely known variety bearing green or yellow skin colour and "strawberry guava" with red or orange skin colour. Guava is a highly perishable fruit with a short shelf life, which necessitates processing and manufacture of derivatives.

Market Analysis

Pakistan produces around 560,000 tons guava annually with 58,500 hectares of land under its cultivation. Sindh is the second largest guava producer in the country with annual production at around 71,000 tons. Larkana district in Sindh is the leading contributor in guava production accounting for 45% of Sindh's produce annually. Other production hubs are Hyderabad, Naushero Feroz, Mirpur Khas, Nawab Shah and Khairpur districts. The main varieties produced in Sindh are Thadharami (pink-fleshed), Riyali Sindhi, Allahabadi (seedless), Ramzani and Indian. At the domestic level, guava is mainly consumed as fresh fruit while internationally consumption of guava as fresh fruit has not yet taken foothold. In fact, during the winter season because of large production volume in the absence of cold storages and processing plants as much as 40% of guava is wasted. There is a pressing need for establishment of guava pulping units and plants for production of guava nectars and juices because the trend for consumption of guava juices and nectars has taken hold in Pakistan.

Globally, there is a vast unmet need for guava pulp and guava juices and nectars which could be successfully met by Pakistani guava produce, a large portion of which goes to waste anyway. A number of other guava derivatives are being produced internationally like jams, jellies, and even guava oil. All of these can be easily produced in Sindh with the introduction of modern processing. Canada remains the biggest importer of Pakistani guava. Other key importing countries are UAE, Saudi Arabia, UK and Qatar.



Investment Opportunities

■ Cold Storage Unit

A cold store is a basic component of cold chain required by horticultural products. In Sindh, there is a severe shortage of cold storages despite the fact that a cold storage is always a multi-purpose facility where a wide-range of products can be stored and, as such, it is a never-fail investment initiative. Cold stores of various storage capacities like 2,000 tons, 5,000 tons or even 10,000 tons are highly likely to be a lucrative business. New technologies especially Individual Quick Freezing (IQF) should be explored which are mainly used for frozen foods.

■ Guava Pulping Plant

A guava pulping unit is a simple plant to extract guava pulp, the essential raw material for guava juices and nectars. To enhance commercial viability and profitability, investors should target for a multi-purpose pulping plant where mangoes and tomatoes could also be processed.

■ Guava Juice/Nectar Plant

Because of the high nutritional value of guavas, guava juices and nectars are getting popular especially in Pakistan and the Middle East. Such plant is likely to be high-returns and low-risk investment venture. Vertical integration with pulping unit can be done for higher profitability.



Guava



Guava Pulp



Guava Juice





1st Floor, Block B, Finance & Trade Center, Shahra-e-Faisal, Karachi, Pakistan.
Tel: +92-21-99207512-4 Fax: +92-21-99207515
Email: info@sbi.gos.pk Website: <http://www.sbi.gos.pk>