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A study on the Export Performance of Fresh Mangoes from India

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Abstract

More than 90 countries in the world grow mangoes. Global production of the mango has doubled in the past thirty years. Asia, where the mango is native, is the largest mango producer, representing 77% of global production, followed by the Americas with 13% and Africa with 10%. On the Asian continent, India, where the mango is considered the king of fruits, ranks first among world's mango producing countries accounting for about 50% of the world's mango production, followed by China, Thailand, and Pakistan. In America, Mexico and Brazil are the largest producers of mangos. The main African mango producing country is Nigeria followed by Egypt. The mango market has also grown considerably over the last 3 decades. Latin American countries have increased their supply to a great extent. Although its production is constantly increasing, international trade in mangoes represents only 3% of the volumes produced. Being delicate and easily perishable makes selling mangoes difficult. Attacks of mango fly larvae is also becoming a major problem. In this paper an attempt has been made to study the export performance of fresh mangoes from India and the various challenges faced by Indian exporters.

Keywords: Mango, Mango exports, Mango production.

INTRODUCTION

The mango has been known in India since very early times. It has been under cultivation by man for over 4000 years. Mango has occupied an important place in horticulture during the rule of the Mogul emperors in India, and Akbar the Great planted an orchard of 100,000 mango trees. It is considered as king of fruits in the tropical areas of the world. Indian mangoes come in various shapes, sizes and colours with a wide variety of flavour, aroma and taste. The Indian mango is the special product that substantiates the high standards of quality and bountiful of nutrients packed in it.

Mango cultivation is found in many countries of Southeast Asia – the Philippines, Indonesia, Java, Thailand, Burma, Malaysia and Sri Lanka. Introduction of the mango to East and West Africa and subsequently to Brazil is said to have occurred during the sixteenth century. The cultivated mango varieties are the result of constant selection by man from original wild plants for over 4000 years. Native to eastern India and Burma, several hundred varieties of mango exist, but only a few are commercialised. Besides banana, the mango is the most consumed tropical fruit in the world.

Mango production and trade

More than 90 countries in the world grow mangoes. Global production of the mango has doubled in the past thirty years. Asia, where the mango is native, is the largest mango producer, representing 77% of global production, followed by the Americas with 13% and Africa with 10%. On the Asian continent, India, where the mango is considered the king of fruits, is the main global producer followed by China, Thailand, and Pakistan. In America, Mexico and Brazil are the largest producers of mangos. The main African mango producing country is Nigeria followed by Egypt.

S. No.	Country	Production	Share(%)
1	India	1,52,50,000.00	36.19
2	China P Rp	44,00,000.00	10.44

3	Kenya	27,81,706.00	6.60
4	Thailand	26,50,000.00	6.29
5	Indonesia	23,76,339.00	5.64
6	Pakistan	19,50,000.00	4.63
7	Mexico	17,60,588.00	4.18
8	Brazil	11,75,735.00	2.79
9	Bangladesh	9,45,059.00	2.24
10	Nigeria	8,60,000.00	2.04

Production in metric tones - 2012

Source: Food & Agricultural Organisation (FAO)

The mango market has also grown considerably over the last 3 decades. Latin American countries have increased their supply to a great extent. Although its production is constantly increasing, international trade in mangoes represents only 3% of the volumes produced. Being delicate and easily perishable makes selling mangoes difficult. Attacks of mango fly larvae is also becoming a major problem.

Trade in mangoes centres around three regional areas: Asia, which trades mainly with the Middle East; Africa, which exports to the European market; and Latin America, which supplies the American and European markets. The two major import markets are the United States and Europe. These markets are competitive, dynamic and demanding in terms of sanitary and phytosanitary regulations. The highest levels of consumption are in Asia, followed by Latin America, Africa and Australia. In Asia, unripe mangoes are especially popular, whilst in the West ripe mangoes are mainly eaten.

Mango Production in India

India is the home of about 1,000 varieties. However, only a few varieties are commercially cultivated throughout India. Most of the Indian mango varieties have specific eco - geographical requirements for optimum growth and yield. The Northern/Eastern Indian varieties are usually late bearing compared to Southern and Western Indian varieties. Some of the local varieties of mango bear fruits throughout the year in extreme southern parts of India. The major mango-growing states are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat and Tamil Nadu. Andhra Pradesh ranks first in mango production with a share of 24.48% and highest productivity.

Fruit fly

Fruit fly was discovered in 2004 in Western Africa. The fruit fly (*Bactrocera invadens*) has spread rapidly, leading to average losses of 50% of production, sometimes reaching 80%. It is a real problem, which leads to numerous seizures and then destruction on arrival on the European market. Many national and regional initiatives have been undertaken to control the spread of fruit flies. The regional action plan to control fruit flies in West Africa was carried out by the ECOWAS in connection with the Standards and Trade Development Facility (STDF) and the World Bank.

OBJECTIVES

1. To study the export performance of fresh mangoes from India.
2. To study the share of mango exports among the total exports from India.
3. To study the challenges faced by Indian mango exporters.

RESEARCH METHODOLOGY

Secondary data from various sources were collected and analysed. Period of five years from 2009-2010 to 2013-2014 has been taken for the study. Statistical tools such as percentage analysis and trend analysis were used to analyse the data.

Scope of the study:

The study would be of use to mango exporters and farmers to identify the export potential in the foreign market and to government agencies to formulate plans to increase the export of fresh mangoes from india.

ANALYSIS AND INTERPRETATIONS

Table 1 – Table showing the share of mango exports in the total exports from India

Year	Mango Exports in US \$ mill	Total Exports in US \$ mill	% Share
2009-2010	41.53	1,78,751.43	0.0232
2010-2011	36.31	2,49,815.55	0.0145
2011-2012	46.51	3,05,963.92	0.0152
2012-2013	48.55	3,00,400.58	0.0162
2013-2014	50.55	3,14,405.30	0.0161

The above table shows the value of mango exports and the total exports from India for the past five years. It shows that the value of mango exports has increased from 41.53 (US \$ mill) in 2009 – 2010 to 50.55 (US \$ mill) in 2013 – 2014. The share of mango exports in the total exports from the county is 0.0161 in the year 2013 – 2014.

Table 2 – Export of fresh mangoes to top 10 countries in 2013 - 2014

Country	Export value (in US \$ mill)
UAE	30.58
UK	8.06
Saudi Arabia	2.15
Kuwait	1.47
Qatar	1.15
US	1.00
Singapore	0.89
Bahrain	0.72
Bangladesh	0.69
Nepal	0.57

Source - APEDA

The above table shows the export value of fresh mangoes to top 10 countries in the year 2013 – 2014. The data reveals that export is highest to UAE (30.58 US \$ mill) followed by UK (8.06 US \$ mill), Saudi Arabia (2.15 US \$ mill), Kuwait (1.47 US \$ mill), Qatar (1.15 US \$ mill), US (1.00 US \$ mill), Singapore (0.89 US \$ mill), Bahrain (0.72 US \$ mill), Bangladesh (0.69 US \$ mill) and Nepal (0.57 US \$ mill).

Chart 1 - Export of fresh mangoes to top 10 countries in 2013 - 2014

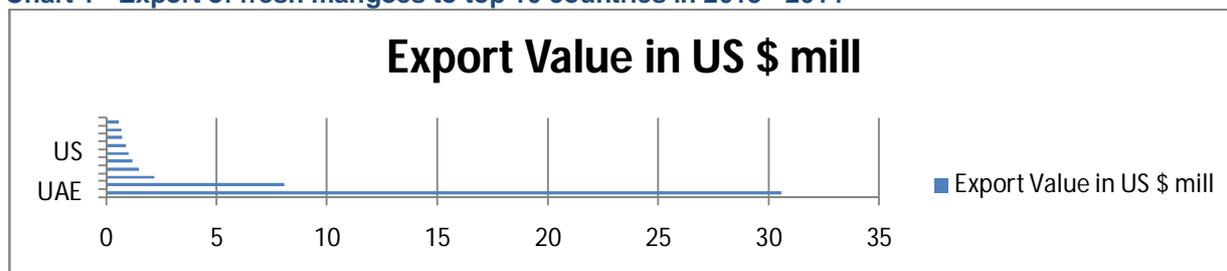


Table 3 – Total Exports of Fresh Mangoes from India

Year	Export value (in US \$ mill)	Trend Value
2009-2010	41.53	38.64
2010-2011	36.31	41.66
2011-2012	46.51	44.69
2012-2013	48.55	47.72
2013-2014	50.55	50.75
2014-2015		53.77

There is an increasing trend in the export of fresh mangoes from India. It has increased from 41.53 (US \$ mill) in 2009 - 2010 to 50.55 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 53.77 (US \$ mill).

Chart 2 – Total Exports of Fresh Mangoes from India

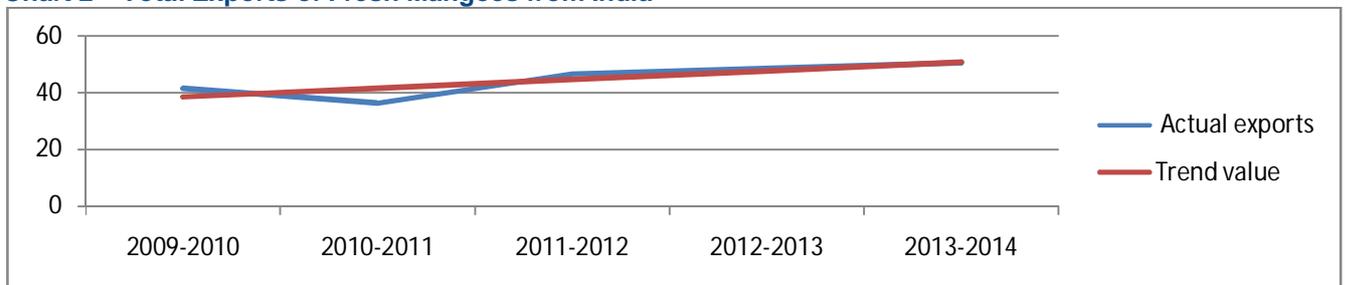


Table 4 – Exports to UAE

Year	Export value (in US \$ mill)	Trend Value
2009-2010	21.54	20.72
2010-2011	22.86	23.24
2011-2012	23.88	25.76
2012-2013	29.93	28.28
2013-2014	30.58	30.8
2014-2015		33.32

There is an increasing trend in the export of fresh mangoes to UAE from India. It has increased from 21.54 (US \$ mill) in 2009 - 2010 to 30.58 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 33.32 (US \$ mill).

Chart 3 – Exports to UAE

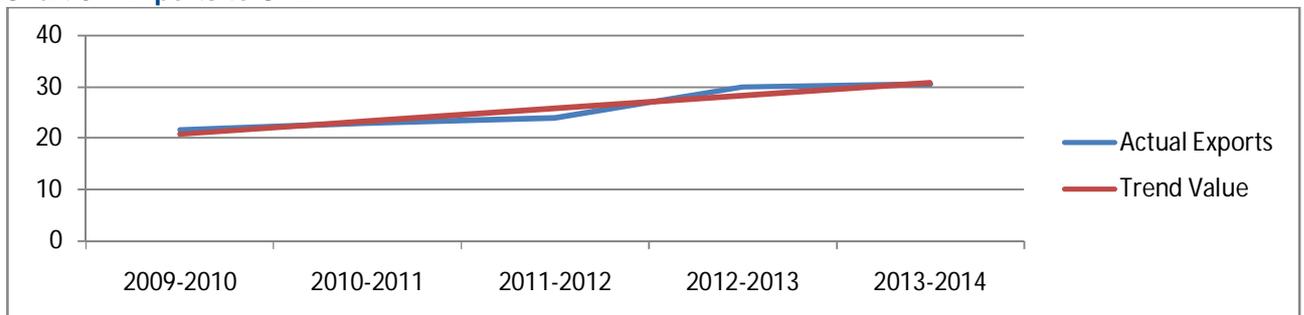


Table 5 – Exports to UK

Year	Export value (in US \$ mill)	Trend Value
2009-2010	3.61	2.5
2010-2011	3.18	3.67
2011-2012	3.42	4.84
2012-2013	5.92	6.01
2013-2014	8.06	7.18
2014-2015		8.35

There is an increasing trend in the export of fresh mangoes to UK from India. It has increased from 3.61 (US \$ mill) in 2009 - 2010 to 8.06 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 8.35 (US \$ mill).

Chart 4 – Exports to UK

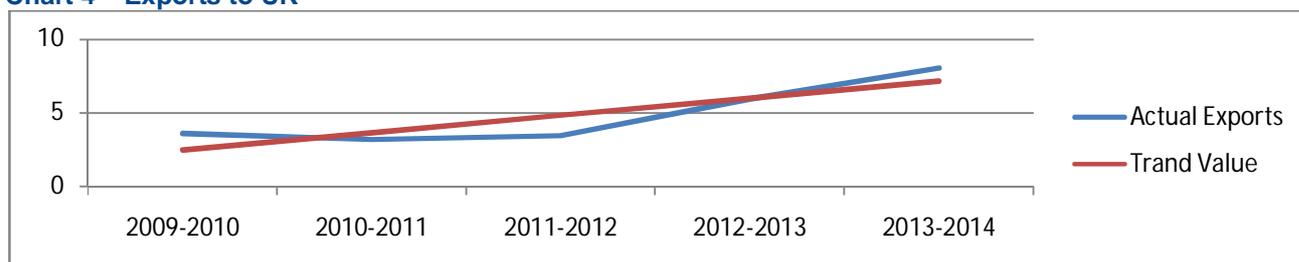


Table 6 – Exports to Saudi Arabia

Year	Export value (in US \$ mill)	Trend Value
2009-2010	2.76	2.3
2010-2011	1.36	2.26
2011-2012	2.60	2.22
2012-2013	2.21	2.18
2013-2014	2.15	2.14
2014-2015		2.1

There is a decreasing trend in the export of fresh mangoes to Saudi Arabia from India. It has decreased from 2.76 (US \$ mill) in 2009 - 2010 to 2.15 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 2.1 (US \$ mill).

Chart 5 – Exports to Saudi Arabia

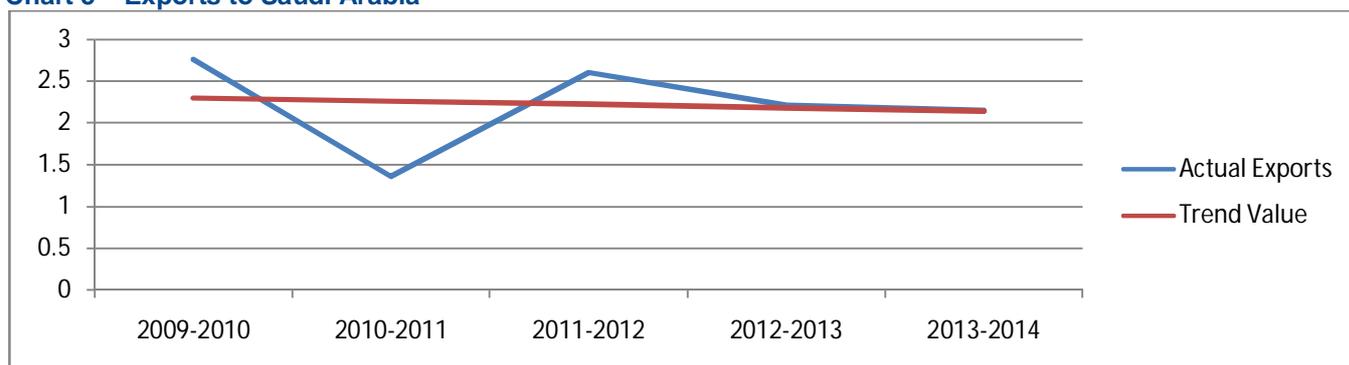


Table 7 – Exports to Kuwait

Year	Export value (in US \$ mill)	Trend Value
2009-2010	1.08	0.93
2010-2011	0.86	1.08
2011-2012	1.19	1.23
2012-2013	1.56	1.38
2013-2014	1.47	1.53
2014-2015		1.68

There is an increasing trend in the export of fresh mangoes to Kuwait from India. It has increased from 1.08 (US \$ mill) in 2009 - 2010 to 1.47 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 1.68 (US \$ mill).

Chart 6 – Exports to Kuwait

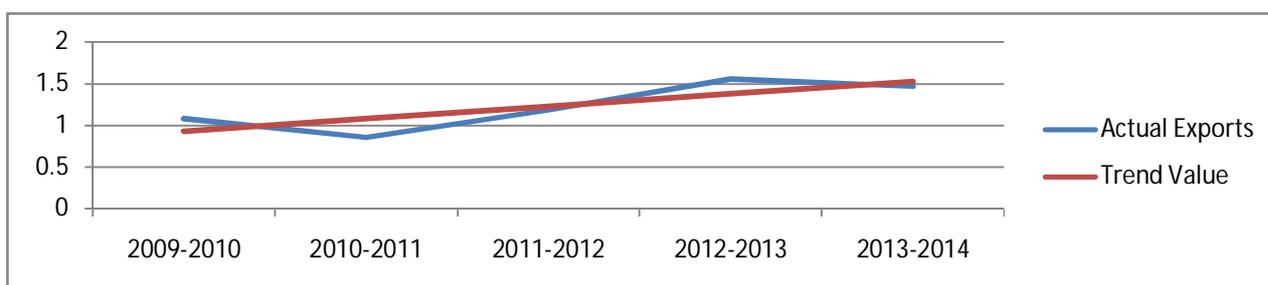


Table 8 – Exports to Qatar

Year	Export value (in US \$ mill)	Trend Value
2009-2010	1.08	0.74
2010-2011	0.44	0.87
2011-2012	0.72	1.004
2012-2013	1.63	1.14
2013-2014	1.15	1.27
2014-2015		1.40

The export of fresh mangoes to Qatar decreased during 2010-2011 and 2011-2012 and shows an increasing trend in 2012-2013. It has increased from 1.08 (US \$ mill) in 2009 - 2010 to 1.15 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 1.40 (US \$ mill).

Chart 7 – Exports to Qatar

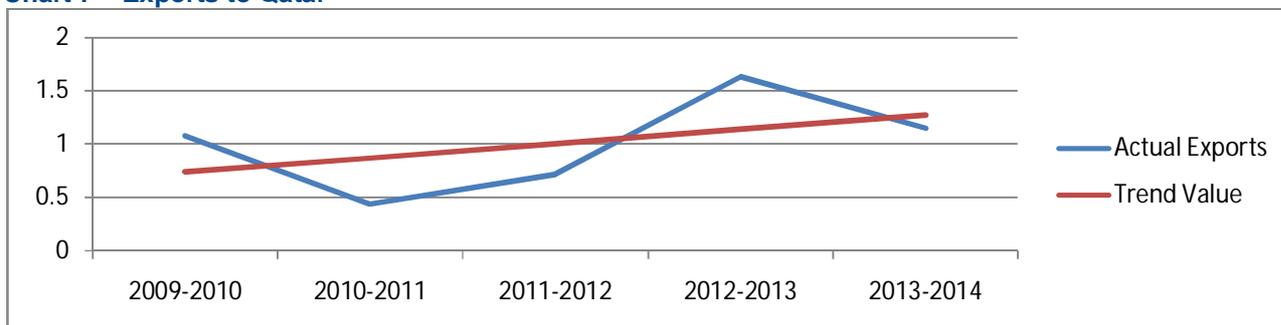
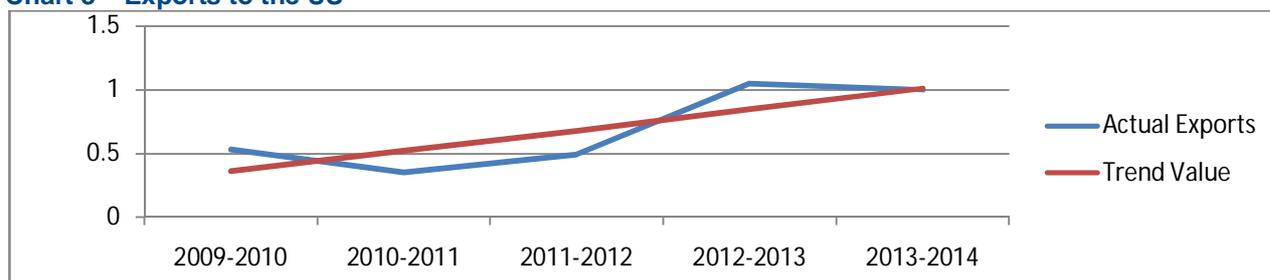


Table 9 – Exports to the US

Year	Export value (in US \$ mill)	Trend Value
2009-2010	0.53	0.36
2010-2011	0.35	0.52
2011-2012	0.49	0.68
2012-2013	1.05	0.85
2013-2014	1.00	1.01
2014-2015		1.18

There is an increasing trend in the export of fresh mangoes to US from India. It has increased from 0.53 (US \$ mill) in 2009 - 2010 to 1.00 (US \$ mill) in the year 2013 – 2014. The export value for 2014 – 2015 is estimated to be 1.18 (US \$ mill).

Chart 8 – Exports to the US

SUGGESTIONS

1. Government should provide all possible help to mango growers for qualitative improvement like longer shelf life, branding and better packaging.
2. The Government can also provide more subsidy on export of mangoes.
3. The production technologies can be improved and more varieties could be cultivated.
4. More importance can be given on post harvest management like grading, storage, packing, transportation and marketing.
5. Inspection and certification of fresh fruits should be given more importance and better quality control methods can be adopted.
6. Inspectors, exporters and pack house operators, etc can be given skilled training.
7. The largest export destinations of Indian mangoes are EU and UAE. Export to other countries can be increased.
8. More cold storage units can be established wherever necessary.

CONCLUSION

India produces 50 percent of the total mango produced in the world but we have a low export share. More emphasis should be given to production and export of mangoes. The lifting of ban by the European Union will boost mango exports. But the unexpected rainfall in the northern states during March would affect the production of mangoes this year. Growing more varieties, adopting better farming techniques, and better post harvest techniques and certification techniques would increase the Indian mango exports to great extent.

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