

**Title** A whole of supply chain approach to developing a new market for Pakistan mangoes: the case of china

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#### **Abstract**

The 2006 Free Trade Agreement between Pakistan and China, which in principle opened the Chinese market to Pakistan mangoes, could be significant to the Pakistan mango industry, given that China is the largest fruit consuming country in the world and Pakistan is among the world's top mango producers. It could increase Pakistan mango export volumes while at the same time expose Chinese consumers to new mango cultivars. This paper reports on research into the development of the Chinese market for Pakistan mangoes that has been carried out since 2006 under the Australia-Pakistan Agricultural Sector Linkages Program. This research has involved consumer surveys and sensory evaluations, trial shipments and pilot scale supply chain development. Results indicate that Pakistan mangoes have potential in the Chinese market. They are particularly attractive to Chinese consumers because of their sweetness. However, the development of this market will require commitment and cooperation from firms along the whole chain i.e., farmers, contractors, exporters, importers, wholesalers and retailers. This has yet to be achieved.