

Title Integrating postharvest, marketing and supply chain systems for sustainable industry development: the Pakistan mango industry as work-in-progress

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Abstract

Although the Pakistan mango industry is large, its productivity is low, its systems are underdeveloped and wasteful, its farmers are poor and its international reputation is weak. In spite of these shortcomings, its main varieties have consumer potential because they are smooth textured, sweet and aromatic. Capitalising on these positive attributes could provide a means to sustainable industry improvement. A joint Australia-Pakistan research project to address mango industry improvement began in 2006 and has received funding approval to continue until 2014. This paper presents the conceptual model on which the project is based, the main areas of activity that have been pursued over the last three harvest seasons, the results, both positive and negative, and modifications that may be needed in future. The model is based around the aim of delivering a better quality Pakistan mango to the consumer. To achieve this aim, the project adopts a three pillar strategy focused on: (1) improving fruit quality; (2) improving market knowledge; and (3) building better supply chains. Each of these three pillars is supported by capacity building activities. Execution of the model is based on the principle that there should be no barriers between postharvest science and technology, market research and development, supply chain management, and capacity building. Results to date include the uptake of fruit quality improvement practices by significant growers in the industry, a small but encouraging impact on market performance domestically and in export markets, five demonstration chains whose members have implemented the project's 'best practice' recommendations. Capacity building activities have provided hands-on training for scores of market agents, wholesalers, exporters and retailers, and many hundreds of farmers and contractors.