

IMPACT OF PROCESSING INDUSTRY ON THE MARKETING OF KINNOW - A CASE STUDY

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The Kinnow processing plants, established at Sargodha have created impact on the decisions of Kinnow growers. So far the impact has not been so sizeable but is likely to increase with the passage of time. About 5.05% increase in area under citrus orchards, 14% increase in the extent of growers selling their produce directly in the market, 6% reduction in late payments to growers by the pre-harvest contractors, 5% increase in grading practices was found due to the establishment of processing plants alongwith certain other factors.

INTRODUCTION ing plants the production and marketing decisions of farmers and pre-harvest contractors of

Pakistan producing 1.6 million metric Kinnow seemed to have been affected. Due to tonnes of citrus fruit annually, is the third main ore demand, the prices of Kinnow might have producer in Asia after China and India. Kinnow increased around these plants. Such factors is one of the most important commercial fruits have been investigated in this study.

of Pakistan. It has gained special significance |

because of its excellent quality, exceptionally METHODOLOGY |

high yield and ideal adoption to environmental |

conditions in Pakistan. Before the introduction The problem was studied in two zones for :

of Kinnow, citrus fruits were not a major crop in the purpose of comparison. Sargodha, Phalia

this country. The traditional "Sangtra" varie- © and Bhalwal Tehsils were taken as zone-I since

ties and some sweet oranges were grown al this area was prominent to supply Kinnow to

scattered places. The area and production of — these processing plants and Toba Tek Singh and

citrus fruits have expanded with the growing = Okara Tchsils were taken as zone-II as these

popularity of Kinnow. Recently a new brandof —were the far off areas of supplying kinnow to

industry has emerged which utilizes Kinnow as these processing plants. From each area, 5 small

a raw material. There are only a few processing = pyowers (owning less than 8 acres of orchard),

plants of Kinnow mn Pakistan which are engaged 5 medium (owning 8-16 acres of orchard) and 5

in the production of citrus juice. The Minnesota large growers (owning more than 16 acres of

based American Company, Cargill. 1s engaged are' B b -milarly

in the extraction of Kinnow juice at a plant orchard) were selected at random. Similarly, 3

established at Sargodha in 1989-90 with a ca- pre-harvest contractors were selected randomly

capacity of 500 tonnes of Kinnow fruit daily. while from each area. So total 70 respondents were

"The Sunflo" Citrus, the plant of a local firm, selected. Both the processing plants located al

has been working at Sargodha since March, Sargodha Le. Cargill and Sunflo were studied

1992. in relation to their dealing with the orchard

After the establishment of these process- BF Owners and pre-harvest contractors.