

GUAVA

Sector Brief of GUAVA



G U A V A



**Sindh Board of
Investment**
Government of Sindh



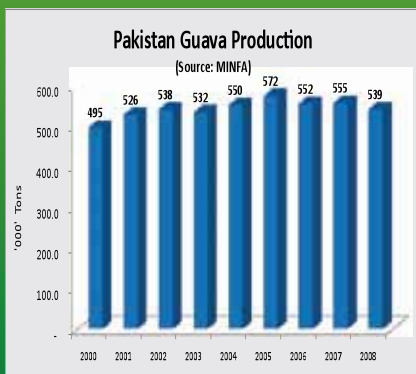
INTRODUCTION

Guava (also famous as Amrood), the apple of tropics, is a common fruit in Pakistan. Guavas are a useful source of calcium, nicotinic acid, phosphorous and soluble fiber. Guava is grown in various parts of the Sindh province. It is a tropical tree that adapts itself to most conditions of soil and climate. There are two seasons of guava fruit; winter and summer. The winter season starts in November and continues till March. The summer fruit is available from April to the middle of August. It is the winter fruit which is considered to be more valuable and a higher value crop by the farmers. Larkana, Sindh is the largest guava producing district accounting for 45% of the total provincial production. It is followed by Hyderabad, Nausheroferoz, Nawabshah and Mirpurkhas. The area from Madeji to Moenjodaro, is famous for best quality guava produces Thadharami (pink in colour), Riyali, Sindhi, Seedless, Ramzani, Allahabadi, Indian, Benazir varieties of the fruit.





MARKET ANALYSIS



Pakistan's guava production increased from 19,000 tons in 1958 to 552,000 tons in the year 2008; an annual growth rate of 6.9%. The major exports of guava from Pakistan are to UAE, UK, Saudi Arabia, Qatar whereas Canada is the largest importer

of guava from Pakistan accounting for 26% of the total guava exports. In Sindh, an approximate total cultivated area for guava is 24,000 acres, producing 70,000 tons of fruit. The total export of guava from Sindh in 2007-2008 was PKR 13.8 Million. The International market for fresh guavas is on surge with more trade currently being carried on processed guava products like juices and nectars, jam and jellies, fruit paste, canned whole and halves in syrup.

Investment Opportunities

The guava production earns about Rs. 1 billion annually. A large portion of the crop which goes to waste due to short shelf life could be saved if value addition and processing plants are set up in the guava producing areas. The investment opportunities in guava sector exist in: Guava Pulping Facility, Guava Processing Plant and Guava Squash. Guava pulp has strong demand in local and international markets. The market size of Juice, Nectars and Still Drinks for the year 2009 was 461 million liters. Overall market growth from 2005 to 2009 was recorded at 126%. Establishment of guava processing facilities in Sindh will have a receptive local and export market for pulps.





Sindh Board of Investment

is the primary investment promotion agency of the province positioning Sindh as an attractive destination for investment.

SBI strives to find new avenues for public private collaboration, develop investment opportunities for large, medium and small investors and facilitate investment projects.

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