



Mango Supply Chain Management Partnership

Country	Pakistan – Punjab and Sindh Provinces
PPP typology	Value chain/subsector development
Subsector and commodity	Fruit/Mango
Partnership duration	2006–2010
Overall objective	Enhance the potential of mango supply chain and improve competitiveness and profitability
Investments	Public: US\$1.2 million (Donor contribution: 78%; National contribution: 22%); Private: in-kind
Public partners	Pakistan Horticultural Development Company (PHDEC); Agriculture University Faisalabad (AUF); University of Queensland (UQ); Department of Employment, Economic Development and Innovation (DEEDI) Role: Activities implementation and coordination; Enabling environment; Provision of human resources; Research & Development; Extension services Department of Agriculture & Forestry, Western Australia (DAFWA); Australian Centre for International Agricultural Research (ACIAR) Role: Technical assistance; Monitoring & Evaluation; Research & Development
Private partners	Growers, Traders & Service Providers Role: Implementation
Intermediaries partners	N/A
Beneficiaries	Mango growers
Main driver of the PPP	PHDEC
Activities	Provision of technical expertise and assistance to growers and traders
Results to date/Impacts	<ul style="list-style-type: none">• About 1 500 people trained in better postharvest practices;• Provided international training opportunities to eight researchers;• Established a laboratory at the University of Agriculture Faisalabad;• 59% increase in product knowledge;• 57% increase in market knowledge;• 53% improvement in product presentation;• 21% increase in product price.