

PAKISTAN GUAVA



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

HS CODE



HS Code of Guava 08045010

PRODUCT PROFILE

Guava, is popular across the country for its unique fragrance and taste. Guava belongs to family of Myrtacear. It is called "poor man's fruit" or "apple of tropics" and is a popular fruit tree of the tropical and subtropical climate and is native to tropical America stretching from Mexico to Peru. Guavas are cultivated throughout the tropical and subtropical areas of Africa, South Asia, and South East Asia. Top guava producing countries are India, China, Thailand, Pakistan, Indonesia, Brazil, Bangladesh, Philippines, and Nigeria. In Pakistan, it is grown in all the provinces. The major guava growing areas include Shariqpur, Kasur, Lahore, Sheikhpura, Sangla Hills, Gujranwala in Punjab; Kohat, Haripur, and Bannu in KPK and Larkana, Naushehro Feroze and Hyderabad in Sindh. Guava fruits are used both, as fresh consumption and processing. It excels in adoptibility, productivity, hardiness and most importantly in vitamin C. Besides its high nutritive value, it bears heavy crop every year and gives good economic returns involving very little input. Guava is the one of the most gregarious of fruit trees of the myrtle family (Myrtaceae) and is almost universally known by its common English name or its equivalent in other languages. The Dutch call it guyaba, goejaaba, the Surinamese, guave or goejaba, and the Portuguese, goiaba or goaiberi, in Spanish, the tree is guayabo, or guayavo, the Surinamese, guave or goejaba, the Portuguese, goiaba or goaiberi, for Hawaiians it is guava or kuawa. In Malaya, it is generally known either as guava or jambu batu. Various tribal names pichi, posh, enandi, etc. are employed among the Indians of Mexico and Central and South America. In Pakistan, it is locally known as amrood. Guava is partly deciduous, shallow-rooted shrubs or small tree that grows 4 to 5m in height but in exceptional cases, it may attain a height of 9 m, with spreading branches. Leaves are light green in color 7 to 15 cm in length. The flower is white in color, complete and sometimes grow singly and sometimes it grows in clusters. Plant stem skin brown in color, smooth and scaly, flower bud mixed. It has an edible round or pear-shaped sweet fruits usually 5-10 cm in diameter. The fruit has a thin peel, usually red, pale green or yellow when mature. The flesh of some varieties is hard (crunchy like an apple) other cultivars are white or pinkish in flesh color and soft when ripe with a strong, very characteristic fragrant scent. The fruit center core contains many small hard seeds. Guava can grow in both humid and dry tropical or subtropical regions of the world and it is cold sensitive. Minimum required temperature is 20 degree Celsius and the optimum required temperature is 23 to 28 degree Celsius. Guava cannot tolerate a high temperature of desert regions. Guavas cannot tolerate frost. Guava is cultivated on varied types of soils-heavy clay to very light sandy soils. Good quality guavas are produced in river-basins. It tolerates a soil pH of 4.5- 8.2. The maximum concentration of its feeding roots is available up to 25 cm of soil. Good drainage is recommended but guavas are seen growing spontaneously on land with a high water table. Besides all these, guava is a bit salt resistant as well.

A guava pulping unit is a simple plant to extract guava pulp, the essential raw material for guava juices and nectars. To enhance commercial viability and profitability, investors should target for a multi-purpose pulping plant where mangoes and tomatoes could also be processed. Guava Juice/Nectar Plant Because of the high nutritional value of guavas, guava juices and nectars are getting popular especially in Pakistan. Such plant is likely to be high-returns and low- risk investment venture. In Pakistan, there is a severe shortage of cold storages despite the fact that a cold storage is always a multi-purpose facility where a wide-range of products can be stored and, as such, it is a never-fail investment initiative. Cold stores of various storage capacities like 2,000 tons, 5,000 tons or even 10,000 tons are highly likely to be a lucrative business. Guava, a tropical fruit, originated in Central and South America, it is South Asia that has come to dominate the production of guava. Pakistan today stands as the sixth largest producer of guava. Pakistan produces around 560,000 tons guava annually with 58,500 hectares of land under its cultivation. Sindh is the second largest guava producer in the country with annual production at around 71,000 tons.

VARIETIES/ CALORIES/ UTILITIES/ USAGES

VARIETIES:

Thadharami, local Sindhi, Riyali, Ramzani, Shamlo, Golo, Benazir and Hyderabad

CALORIES:

Being a low-energy dense fruit, guavas are low in calories. In other words, if you are taking a large serving size of guava, you will feel full and energised in very few calories. Here are the total calories in guava, depending upon their weight and serving size.

CALORIES IN GUAVA :

100 grams According to United States Department of Agriculture, 100 grams of guava has 68 calories.

UTILITIES:

Guavas comprise vitamin C, which are known to do wonders for your skin and immunity. Vitamin A, folate, potassium are also found abundantly in guavas. According to Macrobiotic Nutritionist and Health practitioner Shilpa Arora, "guava is a low Glycaemic Index (GI) fruit and does not raise blood sugar levels. It is the best fruit for hormonal imbalances. Diabetics and heart patients can enjoy this nutrition-packed fruit." Guavas are also rich in manganese, which helps the body to absorb other key nutrients from the food that we eat. Other than this, guavas are rich in fibres which help facilitate smooth digestion. Fibre adds bulk to the stool, thereby aiding bowel regularity.

USAGES:

Guava is commonly eaten fresh or made into beverages, jams, and other foods. Various parts of the plant, including the leaf and the fruit, are used as medicine.

TESTING / CERTIFICATIONS/ REGISTRATION AGENCIES

CERTIFICATIONS:

- HOT WATER TREATMENT FOR EUROPE



PACKAGING & STORAGE

A cold store is a basic component of cold chain required by horticultural products. There is an acute shortage of cold storages despite the fact that a cold storage is always a multi-purpose facility where a wide-range of products can be stored and, as such, it is a never-fail investment initiative. Cold stores of various storage capacities like 2,000 tons, 5,000 tons or even 10,000 tons are highly likely to be a lucrative business.



TOP IMPORTING COUNTRIES

Importers	Imported value in 2015	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019
World	2534060	2636850	2986385	3298013	3814879
China	260190	168818	166745	370644	822329
United States of America	544149	583376	655950	637294	658241
Netherlands	274949	305788	307296	344561	413098
Germany	173674	176579	202296	227083	196124
Viet Nam	69231	97220	235217	188301	187367
United Kingdom	163656	170770	170851	179548	175247
France	101585	127753	133267	145828	152168
Canada	87302	87424	106415	101851	118391
Spain	65727	71861	82763	100586	110054
Hong Kong China	66774	56165	58097	49207	87177
Korea, Republic of	55563	48263	53891	68827	72355
United Arab Emirates	95158	106209	98370	87266	71516

PAK EXPORT FIGURES (5 YEARS)

Exporters	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
World	2190549	2464097	2997997	3124999	3259970
Thailand	171622	165822	275809	313321	627616
Mexico	329743	397735	462432	440964	448539
Netherlands	242676	338027	371797	408451	428079
Peru	194169	197740	191772	246731	252047
Brazil	184934	180331	205456	177709	228053
India	183567	202540	182216	160065	151406
Pakistan	40901	65835	46398	73888	101633
Spain	64331	70242	86773	112225	93960
China	34876	56649	70054	43439	65247
Philippines	91011	66865	67924	60522	61780

TOP EXPORTERS

Company: M/S BURAAQ INTERNATIONAL

Address: Plot 3/4, AL Habib Co-operative Society Maymar More, Sector 8 A, Gulzar-E-Hijri, Gadap Town, 75340 Karac

E-mail:- buraaqfoods@gmail.com

Phone: 0323-5989499 / 0345-4539396

Company: M/S SAEED KHAN ENTERPRIES

Address: Off. 211,2nd floor Regal Trade square Saddar Kar

E-mail:- saeedkhan77@gmail.com

Phone: 0300-2533192 / 0092-21-36870073

Company: M/S AWAN TRADERS

Address: 320 - D, Satellite Town Sargodha, Pakistan

E-mail:- awanpak27@hotmail.com

Phone: 0300-9600820 / 0092-48-3258431

Company: M/S NAQSHBANDI ENTERPRISES

Address: 543/F, Gulistan Colony Faisalabad, Pakistan

E-mail:- info@nbepk.com

Phone: 0300-6687546 / 0092-41-8860005

Company: M/S A & Z ENTERPRISES

Address: Plot No. C-267 Sector-1 Ahsanabad Karachi,Pakis

E-mail:- acenterprises91@gmail.com

Phone: 0345-3993900 / 0092-21-36880004-5

Company: M/S SHAIKH INTERNATIONAL

Address: 95-96 Dost Muhammad Jhonjhar Village Behind

New Sabzi Mandi, Super Highway, Karachi

E-mail:- sheikhsfruit@cyber.net.pk

Phone: 0092-334-3102135 / 0092-21-36870033



For other exporters please visit tdap.gov.pk/pakistani-exporters



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