

Nambak orange promotion

in Luang Prabang Province

The local Nambak orange varieties from Luang Prabang have a high demand due to their popularity with consumers based on their sweet and sour taste. There are opportunities to further exploit this demand by means of introducing high quality planting material, better management of orange trees, greater focus on marketing and strengthening farmer orange producer organizations.

Ecology and Management

- Orange trees typically flower from March to May and bear mature fruit from the end of September through November.
- Pruning of trees is best done immediately after the harvest.
- Bees are important for pollination of oranges and the flower pollen and nectar is an important source of food for bees.
- Weeds adjacent to orange trees are important sources of beneficial predatory and parasitic insects and need to be conserved, with judicious weeding around the trees 2-3 times during the rainy season.

Production

- 1288 households produce Nambak oranges in the province.
- Nambak oranges are produced in 26 villages in 7 out of 12 districts in Luang Prabang.
- Annual Nambak orange production is approximately 11,500 tons on 350 hectares.
- There are currently 30 private and 1 government nurseries producing improved orange seedlings.
- Production and quality of oranges continues to be constrained by disease, insects and poor management.

Marketing

- There are diverse marketing arrangements for Nambak oranges.
- Oranges are marketed by 35 provincial & 20 outside buyers.
- Farmer direct sales are important with three major roadside sales areas, direct orchard sales and local markets being the major sales strategies used by farmers.
- Marketing strategies increasingly focus on organic production, quality and improved packaging.
- Farmgate prices for Nambak oranges in the past 5 years have been 1500-2000 Kip per kilogram and retail prices of 3000-4000 Kip per kilogram.

Opportunities

- Improve quality and production of oranges by means of improving overall management especially annual pruning of trees.
- Increased use of irrigation and fertilization.
- Replacing old diseased orange trees with improved high-quality orange seedlings.
- Diversification into other citrus varieties.



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