



"DEVELOPMENT OF SEA BUCKTHORN AND OTHER  
HORTICULTURAL MARKETS  
IN THE ASIA REGION"

**AsiaBerry-2024**

30 October – 1 November. Ulaanbaatar

**Introduction to the development of sea  
buckthorn and other horticultural industry in  
Mongolia: 1954-2024**

Tsevelmaa Khyargas

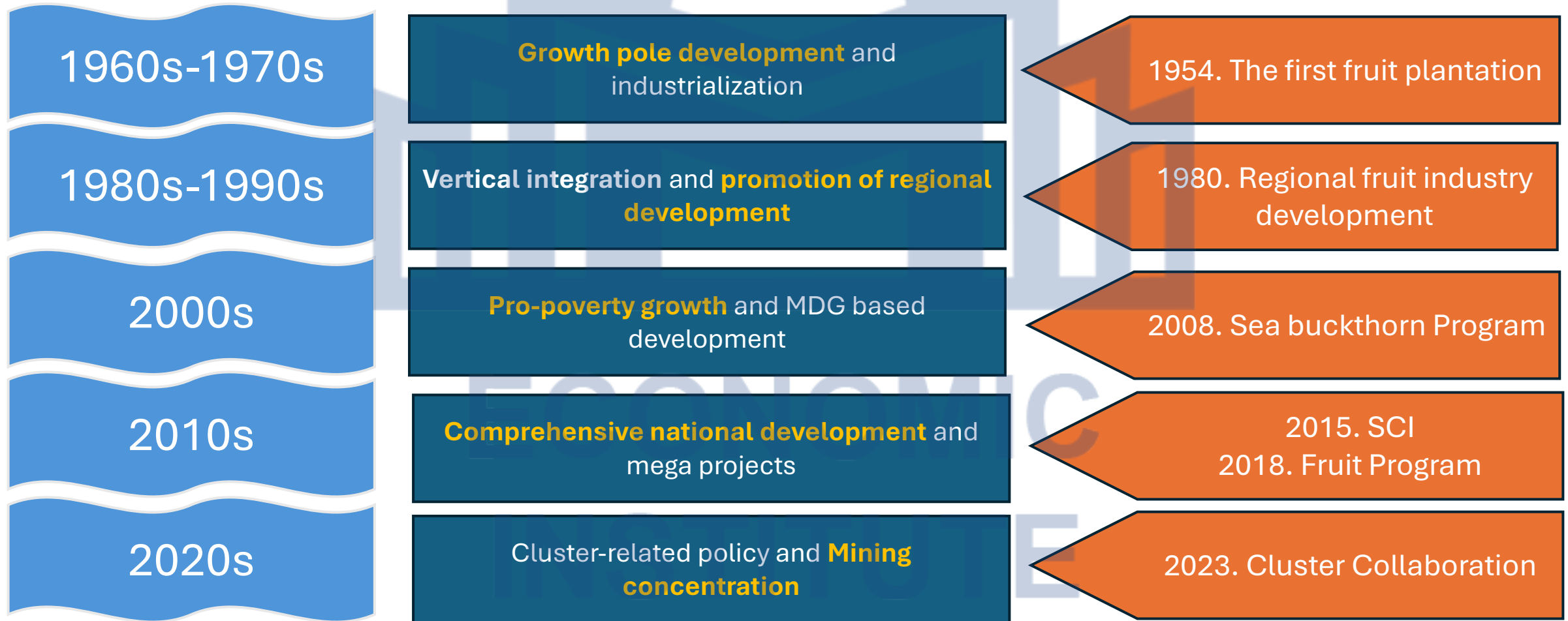
Board member, MNAFB

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# Development of Mongolia since 1960s and Fruit industry



# Fruit industry competitiveness

Labor productivity

- Skilled, re-skilled workers, skill-ups
- Increase of capital productivity
- Increase firm sales

Labor participation

- Increase of labor participation
- Increase of wage
- Focus on entrepreneurship

## Competitiveness indicators

Productivity growth

Domestic investment

Export

Import

Innovation

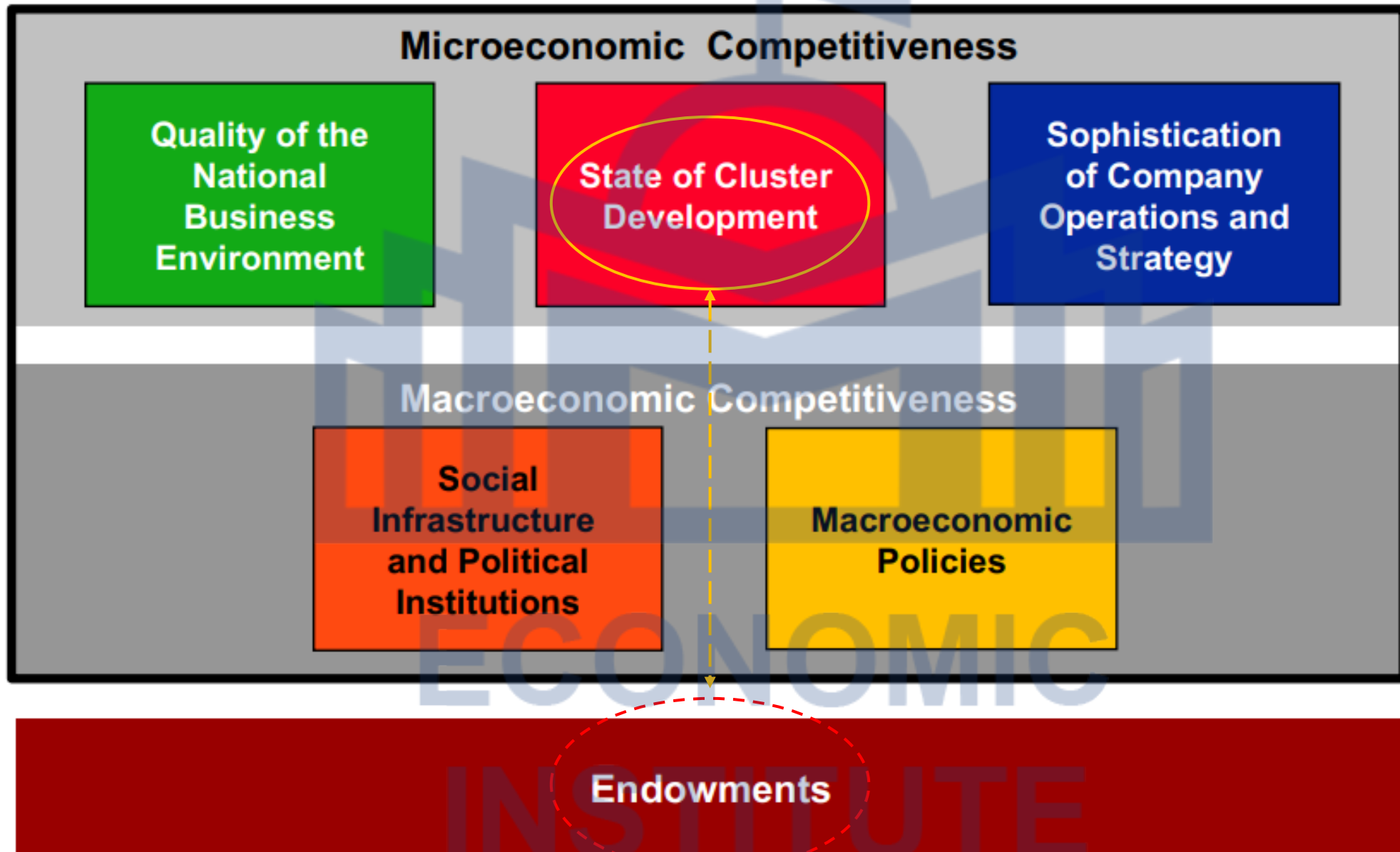
Inflow of FDI

Outflow of FDI

Mongolia's competitiveness environment

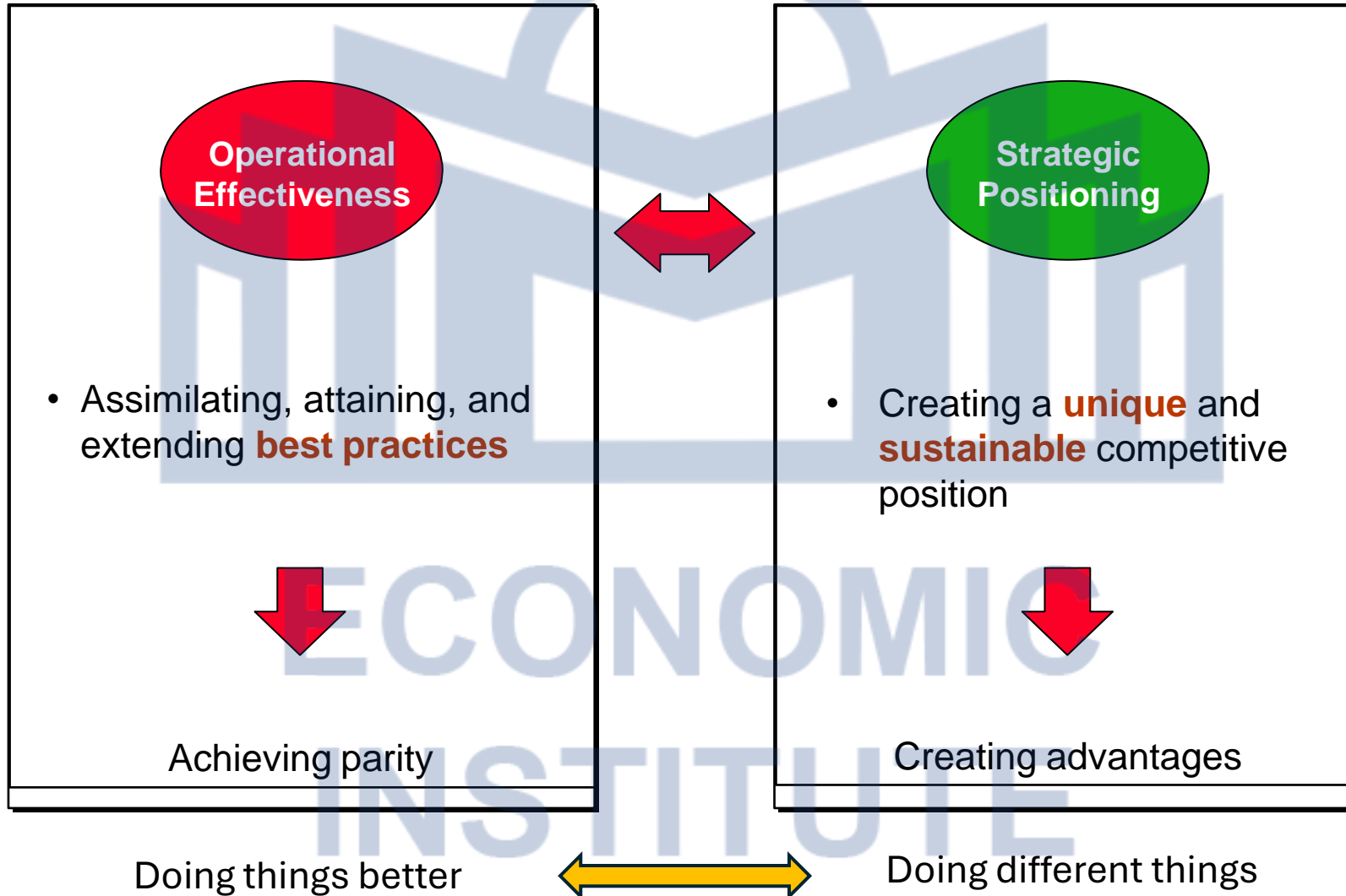
Knowledge transfer to the Fruit Industry

# Our focus

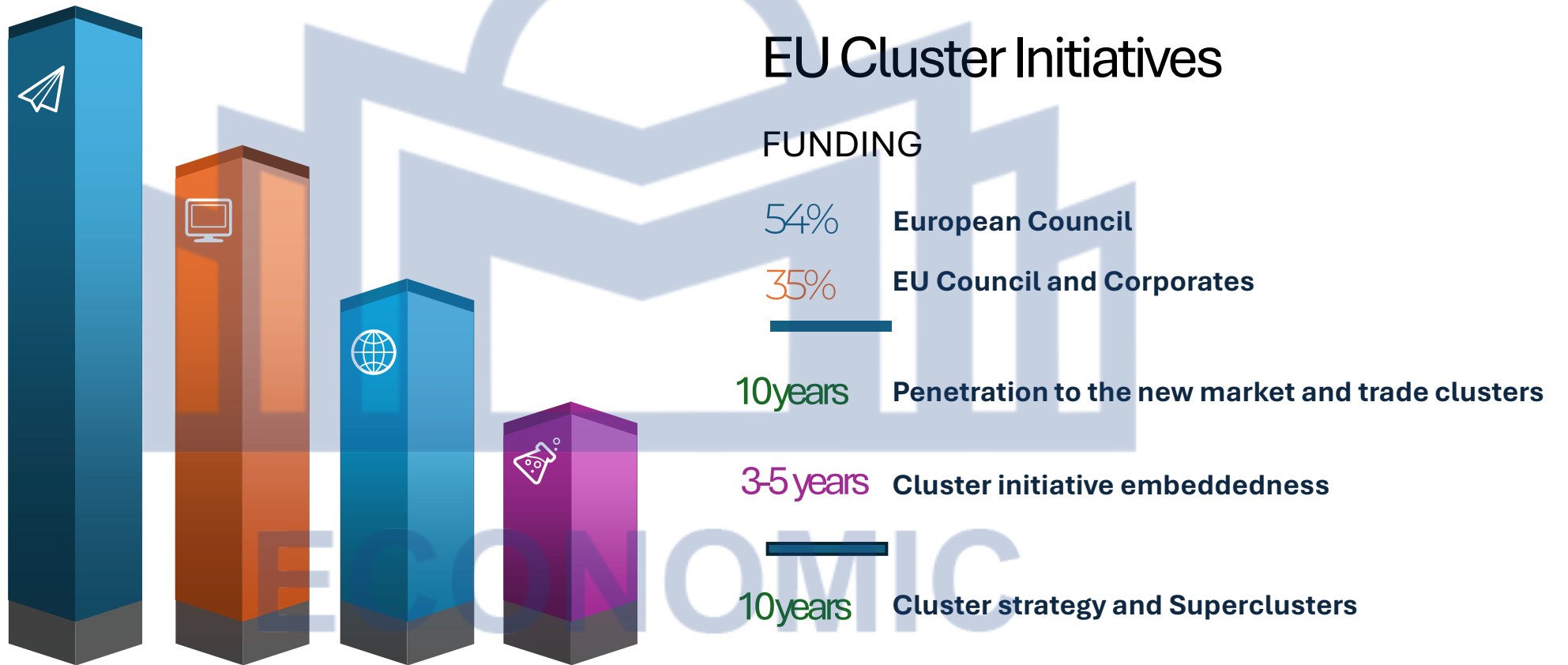


# Spillover effect into the Fruit Industry

## Achieving Superior Performance Operational Effectiveness vs. Strategic Positioning



# Fruit Industry is learning industry



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1954.  
Establishment  
modern plantation

- <https://www.youtube.com/watch?v=F5QwFQ0Evro>

**Fruit Industry heritage and legacy**

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# 1980. Regional fruit industry development



## Location is matter.

- Uvs. Ulaangom
- Khovd. Bulgan, Buyant
- Dornod. Khalkh gol
- Tov. Jargalant, Batsumber
- Khentii. Binder,
- Bayankhongor, Ekh river
- Bayan-Ulgii. Bayannuur
- Govi-Altai. Biger



## MONGOLIAN NATIONAL ASSOCIATION OF FRUITS AND BERRIES

### INTRODUCTION

Mongolian National Association of Fruit and Berries (MNAFB) is a non-government organization that provides professional services to its members who have voluntarily joined the association. Its members include sea buckthorn, fruit and berry growers, processors, researchers and other individuals and entities who are interested in fruit and berry cultivation and processing.

MNAFB was established in 2007 and has been stably operational since then. MNAFB was named as Mongolian Sea Buckthorn Growers and Producers Association (MSBGPA) between 2007 and 2016 and has been named as Mongolian National Association of Fruit and Berries (MNAFB) since January 2016 in relation to its scope of work, aim and direction of work.

MNAFB has been working in a national level structure by establishing subsidiary branches in administrative units and subunits. Those subsidiary branches have been working in compliance with their own bylaw, charter of MNAFB, its aim and objectives.

### THE AIM OF MNAFB

The aim of MNAFB lies in cooperating with public and private sector organizations and MNAFB members and supporters and serving them for the purpose of increasing the share of fruit, berry and products of fruit and berry origin in population food consumption and promoting the export of such products at a larger scope and better efficiency by basing on expanding the cultivation of sea buckthorn and other fruit and berry in Mongolia, protecting the resources of wild sea buckthorn and other fruit and berry, developing production and technology of processing of fruit, berry and other resources, and by enriching research-based studies of such.

### MNAFB OBJECTIVES

MNAFB has been pursuing the following objectives with its aim described above:

- Take a leading role together with public and private organizations and individuals in developing and implementing legal and strategic documents within the framework of defining state policy to be pursued in fruit and berry subsector;
- Make a serious conclusion on the current situation where the consumption and supply of fruit and berry for the national population is dependent on import and aim on increasing cultivation of sea buckthorn and other fruit and berry that are adapted to the favorable ecological conditions and specific characteristics of nature and climate of the country and that can replace import and on ensuring food security and food safety;
- Pay special attention to testing and selection fruit and berry varieties, adopt varieties that suit the ecological and climatic characteristics of the country, develop new varieties and introduce by efficiently using conventional and modern advanced technologies in seed and seedling propagation;
- Get policy support from the state in developing scientific research and study of sea buckthorn and other fruit and berry in depth and in multiple fields of study;



## ЧАЦАРГАНА ХӨТӨЛБӨР

### 1. НЭГ. ЖИМС, ЖИМСГЭНИЙ ХЭРЭГЛЭЭ, ҮЙЛДВЭРЛЭЛИЙН ӨНӨӨГИЙН БАЙДАЛ

- Жимс, жимсгэнэ нь хүний биед зайлшгүй хэрэгцээт амин дэм, сахар, эрдсийн элемент болон биологийн идэвхт бодисоор баялаг хүнсний чухал бүтээгдэхүүн төдийгүй бут сөөг нь ойн зурвас, ногоон байгууламж байгуулах замаар хөрс хамгаалах, уур амьсгалыг зөөлрүүлэх, элсний нүүдлийг зогсооход хамгаалалт болдог олон талын ашиг тустай. Манай оронд байгаль, цаг уурын нөхцөлд зохицсон 60 гаруй зүйлийн зэрлэг жимс, жимсгэнэ ургадаг.
- Дэлхийн эрүүл мэндийн байгууллагын тооцоогоор насанд хүрсэн хүн жилд дунджаар 87.6 кг, өдөрт 240 гр жимс, жимсгэнэ хэрэглэх нь зохистой гэж үздэг. Манай улсын нэг хүн 1990 онд 12 кг жимс, жимсгэнэ хэрэглэж байсан бол 2007 онд 8.4 кг болж буурсны зэрэгцээ чанарын баталгаагүй импортын жимс хэрэглэж байна. Сүүлийн жилүүдэд жимс, жимсгэний хэрэгцээ огцом өсч, байгалийн жимсийг олон хэлбэрээр ашиглаж байгаа ч, нөөцийг нь арвижуулах асуудал хоцорч байна. 2009 онд байдлаар улсын хэмжээнд 1200 га талбайд жимс, жимсгэнэ тариалж байгаагийн 80 гаруй хувийг чацаргана эзэлж байна. Чацаргана нь найрлагадаа С, В1, В2, В9, А, К, F, В, Р бүлгийн амин дэм, тос, биологийн идэвхт бодис агуулан хүнсний болон гоо сайхан, эмийн олон нэр төрлийн бүтээгдэхүүн үйлдвэрлэх үнэт түүхий эд тул түүний эрэлт хэрэгцээ дотоодод ч, дэлхийн

2000s. Sea buckthorn industry is re-emerging

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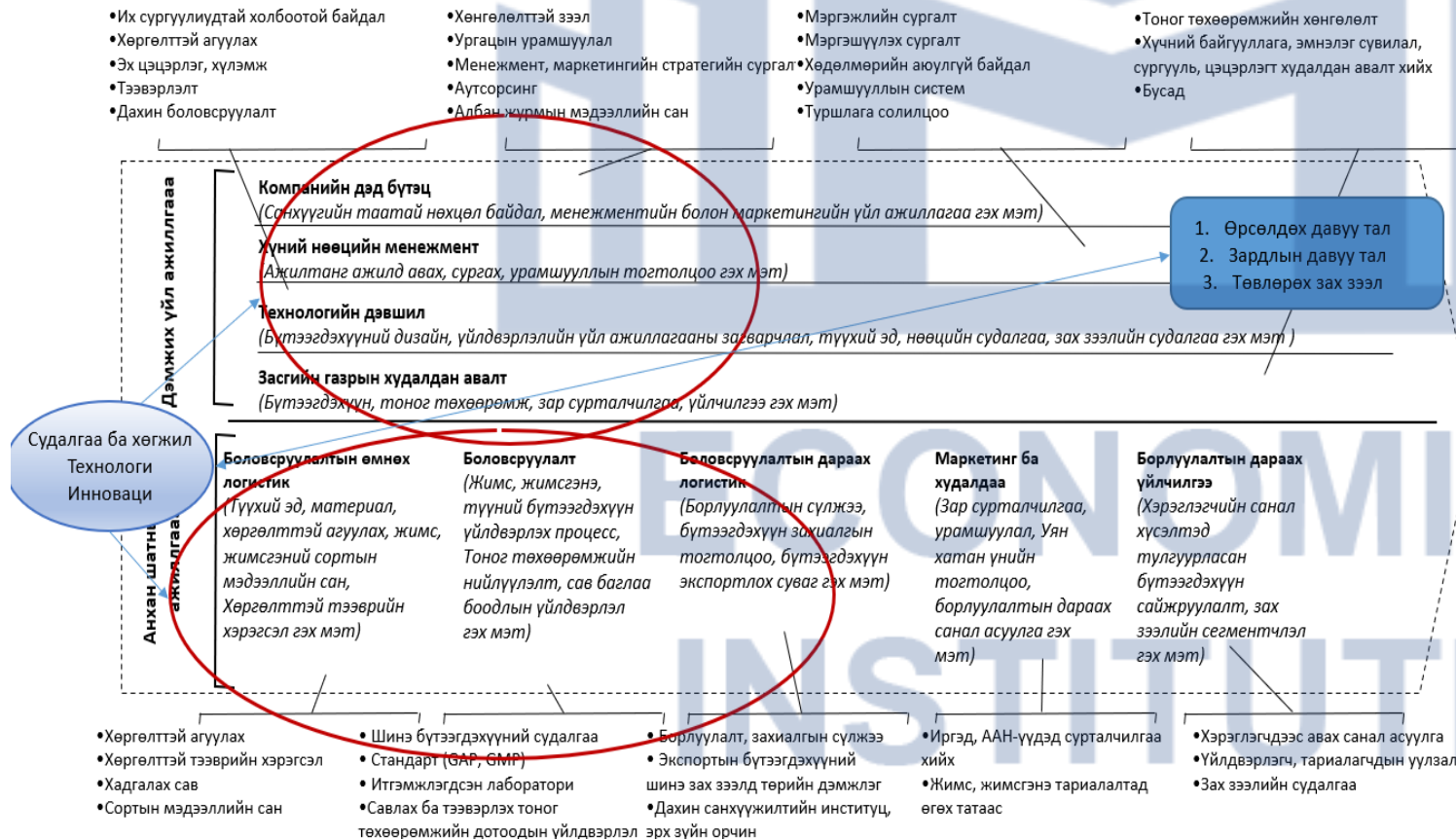
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# 2010s. Sea buckthorn industry is re-activated.

Company visits    Field trips    B2B Meetings    Laboratory visits    MOFALI talks    NDA co-operation

## Microeconomic Competitiveness: Company Sophistication

ХАА ба боловсруулах үйлдвэрийн хоорондын холбоо, 2012, 2016, 2018



Association capacity building

Partnership among universities and research institutions

Platforms and discussions

Household surveys

Company Surveys

Donor organizations' projects

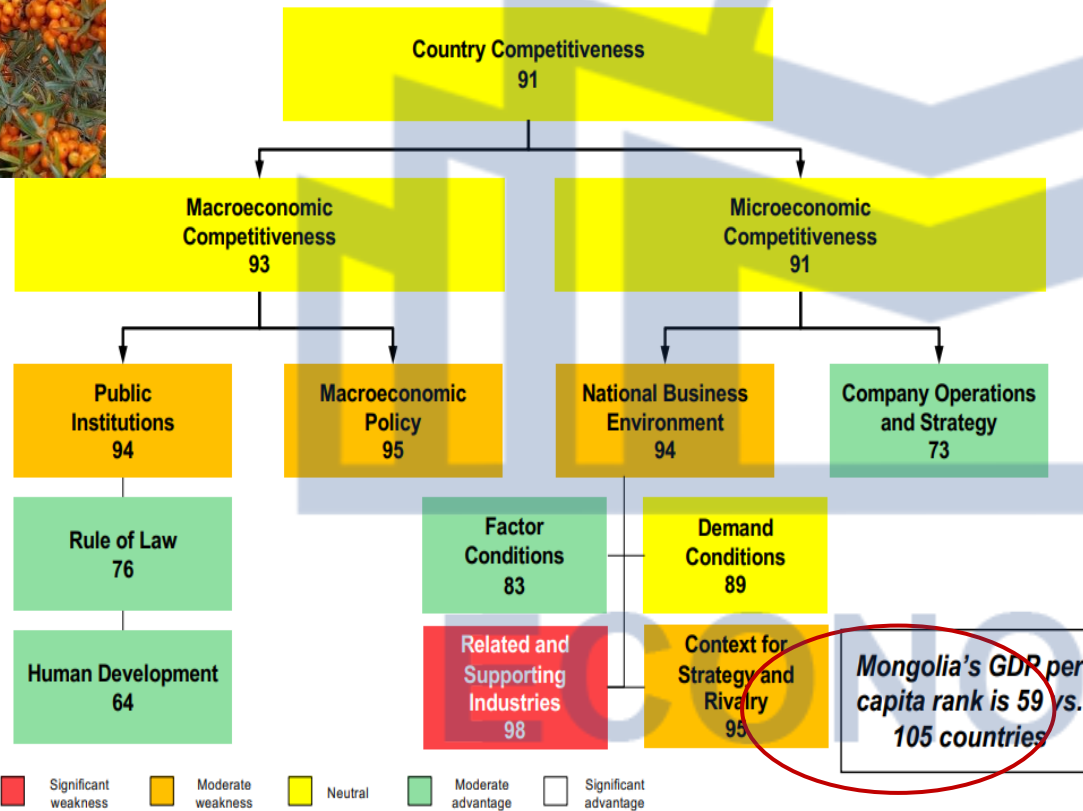
# 2020s. Sea buckthorn industry collaboration is taken a place.



# Sea buckthorn cluster initiative is strong platform in Mongolia.



## Benchmarking Competitiveness ISC Competitiveness Model for Mongolia, 2018



Mongolia's GDP per capita rank is 59 vs. 105 countries

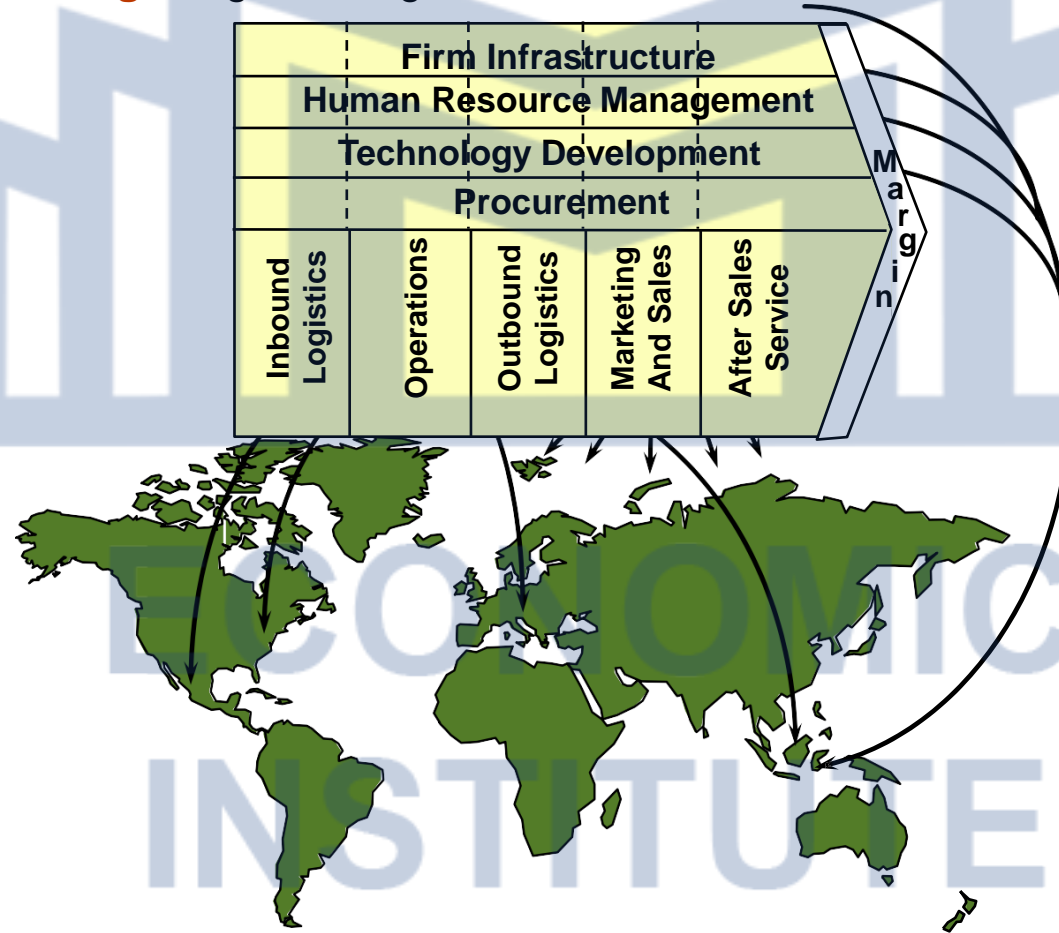
Note: Rank versus 105 countries, ppp-adjusted \*Color coding based on comparison relative to income.  
Source: Institute for Strategy and Competitiveness, Harvard University (2015), based in part on survey data from the World Economic Forum; analysis prepared based on research findings by Scott Stern, Mercedes Delgado, and Christian Ketels



**SUPERFOOD EXPORT STRATEGY:  
SEA BUCKTHORNS AND PINE NUTS**  
PART OF THE NATIONAL EXPORT STRATEGY FOR PRIORITIZED  
NON-MINING SECTORS

# SCI's goal is aimed to compete regionally

- **Selling** in many Asian countries
- **Locating** activities in different nations
- **Coordinating** a regional or global network



## Contact



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**Thank you for your attention.**

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