



Agri-Marketing

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Agriculture Marketing, Government of the Punjab, Lahore

Mr. Farhan Aziz Khawaja took charge as fifth Special Secretary Agriculture Marketing on 01 April, 2010.

Government of the Punjab, posted Mr. Farhan Aziz Khawaja, as Special Secretary Agriculture Marketing on 1 April, 2010.

He was also given the additional charge of the posts of Managing Director (MD) Seed Corporation and Administrator Agriculture Services and Seed Supply Corporation till further orders.

Turkish President Abdullah Gul visited Lahore on 01-04-2010.

Turkish President Abdullah Gul, and around 200 Turkish officials, arrived in Lahore on Thursday on a two-day visit.

Punjab Chief Minister Shahbaz Sharif, Governor Salmaan Taseer along with ministers and senior officials welcomed Gul



at the Allama Iqbal International Airport.

During his visit he agreed to establish cooperation in many

areas including Agriculture.

Chief Minister Punjab directed to Secretary Agriculture to hold a separate meeting on 2nd April, 2010 with the Turkish officials of

Ministry of Agriculture and Rural Affairs. The Secretary Agriculture and Government of Turkey officials, consequent to set of mutual discussions, agreed upon and indicated following four potential areas;

- High Efficiency Irrigation Systems (HEISs)
- Food (fruits & vegetables) Processing Business / Joint Venture
- Strengthening of Seed Industry through commercial production including Hybrids especially Vegetables, Corn and Cotton
- Horticulture
- Joint working of PAMCO with Turkish companies for processing and cool chain.

PAMCO to use the opportunity of World Trade Bridge business meetings held annually under the auspices of TUSKON in June, 2010 in consultation with PakTurk Businessmen Association to establish joint ventures in agribusiness with the focus on the following areas:-

- Post harvest handling of fruits and vegetables - grading, washing, processing, packaging and marketing in Pakistan and outside

- Small level processing of fruit and vegetable at farm level
- Experience of wholesale and retail marketing system
- Share Turkish experience in
 - ❖ Establishment and management of perishable commodities wholesale market
 - ❖ Quality standards and grades of fresh fruits and vegetables
 - ❖ Protocols for domestic and foreign market

Further, the Turkish president offered to cooperate in setting up a technical university on the model of Istanbul Technical University. Turkish scholars and writers attending International Literary and Cultural Conference at Alhamra have lauded the role of Punjab Chief Minister Shahbaz Sharif for promoting bilateral relations between Pakistan and Turkey. The head of Urdu Department in Istanbul University, Dr Khalil Tokar said that the Punjab CM had deep affection with Turkey, and he was very popular among the Turkish people.

He thanked Shahbaz for the role he had been playing for further strengthening the ties between both the countries. He said that Turkish President Abdullah Gul spent most of his time in Lahore during his recent visit to Pakistan due to the special efforts of Shahbaz Sharif. He said that the Turks also loved the people of Pakistan and had deep respect for Sir Dr. Allama Muhammad Iqbal.

Punjab Seed Corporation has signed an agreement "The Punjab Silver Land Bio-Technology Co. (Pvt.) Ltd. for establishment of a joint venture with the Chinese Company.

Pursuant to Chief Minister visit to China, the Punjab Seed Corporation has signed an agreement for establishment of a joint venture with M/S. Beijing Silver Land Bio-Technology Co. China in the name of "the Punjab Silver Land Bio-Technology Co. (Pvt.) Ltd." The company has been incorporated with Security and Exchange Commission of Pakistan. The authorized capital of the company shall be Rs. 500,000,000 made up of 50 million ordinary shares of Rs. 10. The Punjab Seed Corporation has leased out 50 acres and 25 acres land at its Research Farms at Sahiwal & Khanewal respectively. The share of the Punjab Seed Corporation and M/S. Beijing Silver land Bio-Tech. Co., China will be 60:10 respectively. The main objectives of the Joint Venture Project will be as under:-

- ❖ Pakistan Cotton Varieties shall be transformed through molecular techniques with double gene (Function BT + CPTI) in the laboratories of Silver land Co., China for preparation of cotton seed for commercial use.
- ❖ Conducting of adaptability trials of summer and winter vegetables.
- ❖ Development of Hybrid vegetables in Pakistan on commercial basis.

Mango Research Institute, Multan to be completed in the near future.

Mango fruit holds an important position in our society due to its esteemed flavor and delicious taste, which is unique in the world. Among the top 10 mango producing countries, Pakistan falls at 5th position with a production of 1753.9 thousand tones of mango fruit from an area of 156.6 thousand hectares. (FAO, 2006). Keeping in view the WTO regime, mango has the great potential to earn foreign exchange if due attention is paid towards quality fruit production and proper post harvest handling. So, to address the primary issues of mango crop like, production of disease free mango nursery, Introduction of new varieties and polyembryonic rootstocks, fine tuning of production technology and to address the post harvest issues of the mango fruit, the establishment of a fully equipped Mango Research Institute at Multan has been planned.



The institute will prove an effective leverage to mango industry by conducting research on all aspects of mango production under one umbrella: To meet the said task, an ADP project entitled **“Creation of physical Infrastructure for Research on Mango under corporate Mode**

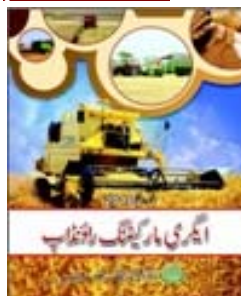
at Multan” is under progress in the premises of Agriculture Farm, old Shujabad road Multan.



The project is funded by the Government of the Punjab, Agriculture Department, Lahore.

During the 1st phase of the project (2007-08 to 2009-10), the procurement of machinery and equipment has almost been completed by Mango Research Station, Shujabad while the office building will be accomplished up to November 2010 by the Provincial Building Department. The total cost of the project is 71.997 Million Rs, including 45.357 Million for civil works and 26.640 million for Machinery & Equipments. The research staff for the institute and operational funds will be provided in the next phase of the project.

Roundup for March-2010 has been published.



Agri-Marketing Roundup is a monthly publication of Agriculture Marketing, Government of the Punjab.

Roundup provides comprehensive information on International production, trade, available stock and international as

well as local price comparison of different agricultural commodities along with suggestions. It is provided free of cost to the Farmers, traders, Exporters and Government departments. Further its PDF file also available on the departmental website www.amis.pk on the following link. Any person can download its PDF file from this link.

<http://www.amis.pk/pdf/RoundUps/March-2010.pdf>

Engro EXIMP Pvt. Limited is going to establish a Rice Processing Mill at Muridke Sheikhpura Road.

With a vision to expand into new and profitable trading avenues, Engro EXIMP has established a fast growing basmati rice trading business. The Company will procure high quality basmati paddy from farmers and export finished basmati rice to B2B customers across the world. As part of this initiative, Engro is setting up a large and state-of-the-art rice processing mill in the heart of the basmati growing area in Pakistan. The mill is expected to begin commercial operation by late 2010.

Establishment of Export Terminal for Kino at Bhalwal.

A meeting was held on 20-04-2010 with the Exporters of Kino for the establishment of Export Terminal at Bhalwal under the chairmanship of Special Secretary, Agriculture Marketing. The Agriculture Department Government of the Punjab is taking steps with the cooperation of Customs & Excise Department, Government of Pakistan to establish Export Terminal for Kino. After the establishment of Export

terminal the export of Kino from Pakistan will increase further.

Facilities provided by Market Committees to the wheat growers at Wheat Procurement Centers.

Punjab Food Department and PASSCO have started procurement of wheat from 20th April, 2010 at various procurement centers across Punjab. Food Department has established 376 procurement centers for the purchase of 4.000 Million Tonnes of wheat. Market committees have deputed their staff at each wheat procurement center established by the Food Department and the PASSCO. Necessary instructions have also been issued to all the Administrators of Market Committees in the Punjab. The Market Committees are providing facilities like Tents, Cold Water, Chairs and Tables at each procurement center as per budgetary provision.

Malaysian delegation visits Pakistan for importing Mango & Meat.

This delegation represented Giant Retail Chain of Malaysia. Giant Hypermarket is a major supermarket and retailer chain in Malaysia. There are 500 stores of this brand in Malaysia.



The delegation visited Shaadi Agricultural farm located at Khanewal. Malaysian delegation expressed interest in import of Mango & Meat from Pakistan.