

Agri-Marketing

e-News



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Agriculture Marketing, Government of the Punjab, Lahore

Agriculture Marketing e-News started by Agriculture Marketing is a long awaited requirement. It will keep policy makers and stakeholders online with the working of Agriculture Marketing. Participants are invited to furnish their proposals and problems to make this effort more fruitful. I shall personally keep in touch with the problems/proposals received from the stakeholders and deploy the marketing formation for their early solution.

Arif Nadeem
Secretary Agriculture

Email has become a reliable & efficient source of communication. Through email we can provide any information to masses at a negligible cost. Agriculture Marketing is starting Agri-Marketing e-News service with same sense. Latest information & news will be provided to the different stakeholders like progressive growers, Government officials, Politicians, Exporters, Traders, Print & Electronic media through their email addresses. For this purpose data base of email addresses has been prepared. The e-News will be provided fortnightly. It will also be available on the departmental website www.amis.pk. It is requested that the readers of this e-news to please send their valuable comments/suggestions for further improvement.

Tahir Khushid
Special Secretary, Agriculture Marketing

The honorable Chief Minister, Punjab inaugurated the computerized balloting of Green Tractor Scheme 2009-10 on 22-03-2010 at Alhamarah Punjab for providing 10000 subsidized tractors to the small farmers on the subsidy of Rs. 200000/tractor.

On this occasion, the **Chief Minister Punjab, Shahbaz Sharif** said the government had initiated revolutionary measures for the uplift of the agriculture sector, prosperity of farmers and increase in per acre agri production. "10 thousand tractors were given under Green Tractors Scheme last year whereas 10 thousand more tractors are being provided to small cultivators through transparent balloting during the current year. Assembly members, landlords and officers are not eligible for the Scheme and subsidized tractors are only being provided to small cultivators in a transparent manner.

He also promised that agri-graduates acquiring state land would also be given 500 Green Tractors on subsidized rates through balloting.

He has said Pakistan will have to adopt a bold stance against India on the water issue and there is a need for national unity and strengthening of the country for this purpose. "There has been no dearth of resources, and had corruption and plundering of the national resources been checked and austerity

promoted, Pakistan would have been a prosperous country,” he said while addressing a function held here on Monday for the balloting of Green Tractor Scheme 2009-10. Provincial Ministers, MNAs, administrative secretaries and a large number of farmers were also present on the occasion. CM asked the farmers to groom their children for becoming agri-engineers as the Punjab government would bear all expenses on the education of the talented children. He said farmers should send their children to Agriculture University Faisalabad and other agriculture institutes as the Punjab government would evolve a policy for their education from the Punjab Educational Endowment Fund. In order to save the farmers from the unholy alliance of the corrupt mafia of the Food Department and middlemen for ensuring due returns to the cultivators for their labour, he as well as members of his team visited every nook and corner, he said adding that though there were wheat stocks of the last year in godowns, the departments concerned had been directed to look out for new places and godowns for conservation of current year’s wheat produce. He directed the Provincial Minister for Agriculture and Secretary Agriculture to arrange a convention of small cultivators so that a strategy could be evolved with their consultation in this regard.

The Punjab Minister for Agriculture Ahmed Ali Aulakh said that CM’s vision would bring about a revolution in the agriculture sector and his invaluable services to the farmers would always be remembered.

The Secretary Agriculture Mr. Arif Nadeem, while giving details of the Green Tractors Scheme, informed that the government was promoting mechanized farming and modern technology was being introduced in the

agriculture sector. He said 289,371 applications had been received under the Green Tractors Scheme while 266,541 applications had been included for balloting after scrutiny.

Later, the Chief Minister performed balloting for Green Tractors Scheme through computer and gave keys of tractors to the winners.

Manual for Export of Mangoes has been published for the guidance of the Mangoes’ Exporters and other stakeholders.

Pakistani mango has the best taste and has a substantial export potential in the European market which has not been realized so far. This is



despite the fact that the supply of mangoes to EU markets is tight during Pakistan,s mango season. In Europe, the major markets for mangoes are United Kingdom and France though interest is growing in other markets. For example Germany consumes 15 percent of mangoes imported in the EU. Since 2002, imports of mangoes by EU countries have grown by 50 percent to 199000 tons or 228 million Euros in 2006. Mangoes cannot be grown in Europe. The major exporters are India, Mexico, Brazil and Peru. As mangoes are highly perishable, these are exported by air. This adds substantial freight costs to the price of the produce and makes it uncompetitive in the export markets. Exporting by sea instead of air would reduce freight costs from US\$ 1.2 per Kg to US\$ 0.3 per Kg, thereby making Pakistani mangoes more affordable and resolving the

issue of limited air freight capacity from Pakistan.

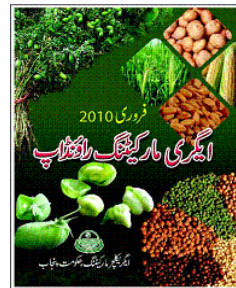


A trail consignment of White Chaunsa was sent to Germany through Antwerp Belgium. The assignment was conducted by a team of professionals from University of Agriculture Faisalabad, Ayub Agriculture Research Station, Faisalabad, Agriculture Marketing and METRO Cash and Carry. Services of M/S Iftikhar Ahmad & Company were used for hot water treatment and exporting of mangoes which were taken from Ali Tareen Farm at Lodhran, a global gap registered orchard. The purpose of this trail was to assess gaps at different level of handling the mangoes to high end markets.



For further detail..... see the link <http://amis.pk/pdf/Publications/Manual%20For%20Export%20of%20Mangoes.pdf>

Roundup for February-2009 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.

www.amis.pk/pdf/RoundUps/February-2010.pdf

Training of the newly appointed Secretaries Market Committees

was conducted by the Agriculture Marketing, Government of the Punjab in its Training Institute i.e. "Punjab Agricultural Marketing Institute" (PIAM) from 18-01-2010 to 22-01-2010. This training programme was conducted for creating awareness about the Punjab Agricultural Produce Market Ordinance -1978 and Rules framed thereunder and informed them about the duties of the Secretary Market Committee. The Honorable Special Secretary, Agriculture Marketing addressed to them on

last day of the training programme and gave introduction of the Agriculture Marketing wing,



its functions and also directed to perform their duties with full energy & efficiently in the best interest of institution.

New R & D project on the "Citrus value Chain analysis" being executed under the Market Committee Provincial Fund Board.

Value Chain analysis is a business concept. It analyze all the steps/operations starting for production, handling, harvesting, post harvest operations and marketing channels, so as to find out inefficiencies and gaps. Ultimately the value chains are improved by filling up the gaps end removing the inefficiencies. Every region has its own problems and prospects. Regional value chains will be discussed in this study so as to develop citrus in areas other than Sargodha.

Cold Store to be established at Rawalpindi District adjacent to Benazir International Airport.

After successful completion of Lahore Cold Cargo Center at Allama Iqbal International Airport Cargo Complex, Punjab AgriMarketing Company (PAMCO) intends to construct another cold store facility with similar features adjacent to Benazir International Airport, at

Khokar Road Rawalpindi. The facility will be built on 2000 sqm land. PC-1 of this project has already been approved by the Government. This cold store will be based on "Freon Based Technology" with the storage capacity of 500 tonnes for perishable commodities like fruits, vegetables and meat. This facility will have five chambers with different temperature controls for different products. The temperature controls of these chambers will range from -25 to +30 degrees centigrade. This facility will also be equipped with a "Blast Chiller" for quick freezing. The completion time would be nine months from the date of inception. The estimated cost of this facility will either be leased or sold to a private company after completion.

Construction & Development of Cold Cargo centers also being set up by PAMCO under Public-Private Partnership.

PAMCO is establishing Cold Cargo Centers at the urban areas of Islamabad, Multan and Faisalabad. These facilities are designed to cater to the specific needs of the business community, trading in temperature sensitive/perishable commodities. All cold stores will be equipped with chilling units. As part of its policy, PAMCO invites the Private sector companies to join in the effort to develop these facilities under a public-private partnership system. An Expression of Interest has been invited from the established business/organization with a confirmed track record of developing cold stores, warehousing and logistics. Companies should apply by **01 April 2010** with the following:

- Company's profile with background information
- Details of experience in similar/related projects
- Bank draft in favour of "PAMCO" amounting to Rs. 5000/- (nonrefundable processing fee).