

Editor's Note

Dear readers,

In July - August 2016 edition, we bring to our readers exclusive reports on an overview of important food crops in Pakistan and Fast Food which is the second largest industry in Pakistan.

Agriculture sector is a vital component of Pakistan's economy as it provides the raw materials to down the line industries and helps in poverty alleviation. This sector contributed 19.8% in GDP and it remains by far the largest employer absorbing 42.3% of the country's total labour force.

Food is the basic necessity for all of us and we all earn money to get this basic necessity. A healthy diet is the basis for a well-functioning body. People of Pakistan are fond of eating and do appreciate any new thing which is being introduced to them and that is one major reason for which various in fact all the international brands are willing to open their franchises in Pakistan and amongst them many of them have already made their outlets in the major cities of Pakistan. McDonalds, KFC and Hardees are few of the renowned fast food chains which are running successfully in Pakistan.

For the first time The FRUTIC Symposium on 7 February 2017, an international scientific gathering to be held in association with the FRUIT LOGISTICA, the leading trade fair for the international fresh produce industry.

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