

Food Briefs National



- ❖ Pakistan's water research agency is sending rain forecasts to 10,000 farmers, helping them irrigate more efficiently. It is still beyond farmer Mohammad Ashraf's comprehension that people in Islamabad can predict that it will rain in the next two days in his village.
- ❖ The Federation of Pakistan Chambers of Commerce and Industry (FPCCI) has identified Russia as a potential destination for fruit exports from Pakistan, noting, however, that barriers to trade are making the exercise difficult.
- ❖ The Punjab government is launching a project worth 1.2 billion rupees to provide latest field machinery to farmers on affordable price.



- ❖ Islamabad Chamber of Commerce was visited recently by a delegation of Chinese entrepreneurs led by Lee of Ministry of Commerce, China and Industry (ICCI). The delegation showed interest to make investment in Pakistan's agriculture sector to produce silk worms, mulberries and many other agro products.
- ❖ Ravi Foundation Pakistan (RFP)an NGO in TOBA has launched a project titled "Community Preparedness for Disaster Risk Reduction for Livestock and Pet Animals in District Tharparkar, Sindh."
- ❖ The newly established Pakistan Halal Authority (PHA), a central body mandated to oversee the Halal sector, has opened up a wide range of opportunities for the country,



allowing it to make the most of its advantages when it comes to Halal trade and production.

- ❖ A two-day training on Commercial Ostrich Farming under the theme of Ostrich Diseases and Prevention commenced at Pir Mehr Ali Shah Arid Agriculture University, Rawalpindi (PMAS-AAUR) recently in August.
- ❖ At the (USAID) "Mango Gala" , Director Jerry Bisson and Chairman Pakistan Agricultural Research Council (PARC) Dr. Yusuf Zafar paved the way for 13 mango farmers to receive mango graders worth more than \$750,000, which will greatly increase Pakistan's mango production and exports. ◆

Food Briefs International



- ❖ A new Better Bunch App is introduced. It is a time-saving tool helping banana growers across North Queensland better manage their crops. It saves growers time by allowing them to record their on-farm practices while out on the farm and access their records, either by their mobile device or computer.
- ❖ Irrigating only when and in just the quantities needed is a well-established concept, but now research is working on something new: irrigating according to the grade based on forecasting models. So far, tests have been carried out on apples and pears and have just started for kiwis.



- ❖ Scientists have created an unmeltable ice cream using a liquid form of a polyphenol obtained from strawberries in Japan. The ice cream from the Japanese store Kanazawa Ice can maintain its appearance and taste for five minutes in the sun.
- ❖ Myanmar has potential to develop an organic market that will help to boost the value of local crops produced for export purposes and improve living standards for farmers. Growers in Myanmar already use less chemical fertilizers and pesticides compared to their neighbours, yet many are reluctant to venture into the organic market owing to transport hindrances and



high costs, said U Wann Tin, owner of Sein Le Oo Organic Farm, which produces organic mushrooms.

- ❖ Microorganism bacterial fertilizer is the most natural and remarkable compared to normal fertilizer, because it is a biological fertilizer that combines different kinds of microorganisms and fermentation.
- ❖ The 5+ A Day Charitable Trust was established in 2007 to encourage the consumption of fresh fruit and vegetables in New Zealand, funding by voluntary contributions from New Zealand's produce industry. According to their latest research New Zealand's consumption of fruit and vegetables ranks high globally. ◆