

Foreign investors invited by FPCCI to Pakistan's vibrant agriculture sector

While talking to different delegations of businessmen representing various countries at the side-lines of WTO forum in Geneva, President of the Federation of Pakistan Chambers of Commerce and Industry Zubair Tufail said, "Pakistan offers huge opportunities to foreign investors in the agriculture sector that include crops, seeds, livestock, farming and processing".

Foreign investors could generate handsome profits by investing in Pakistan and export their products to Iran, Afghanistan, Middle East, Central Asia, EU, US and many other countries.

He invited them to invest in lucrative Pakistani market which will also result in improved per acre yield, build up the resilience of crops and enhance the standard of living of the farming communities.

The president Federation of Pakistan Chambers of Commerce and Industry informed them about the investment opportunities in Pakistan, supportive rules and regulations, government's interest in foreign investment, assistance offered to investors, and excellent climate for such ventures.



He said that many Chinese entrepreneurs have started efforts to set up agriculture farms and factories in Pakistan.

Chinese are also establishing a silk factory in Pakistan which will create thousands of jobs and it would make our country self-sufficient in the silk production.

Pakistani Government is investing in water storage and distribution, improving regulation of seed markets, offering incentives to encourage private investment in this critical sector and taking steps to reduce the cost of production for the farmers.

Punjab, Sindh to get 20% less water for coming Rabi crops

The brunt of low availability of irrigation water is faced by Pakistan's two major agricultural crops producing provinces including Punjab and Sindh. Recently the government announced a cut of 20% water for them in upcoming Rabi season (Oct-March) that could adversely affect wheat and other crops production and food security of the country.

While Balochistan and Khyber Pakhtunkhwa will get full share as they are exempted from the shortage.

The committee that was presided over by IRSA chairman Mazhar Ali Shah noted that the climate change played a major role in water shortage in rivers, as the country has received less rainfall than normal.

In Rabi season that commencing from October, there will be 29.5 million acre feet of water available to all provinces for agriculture purposes, of which Punjab will get 15.72 MAF, Sindh 11.86 MAF, KP 0.70 MAF and Balochistan will get 1.2 MAF of water. It was also noted that there will be chance of losing 2.24 MAF water of the system.

During the meeting, Water and Power Development Authority (Wapda) official suggested to IRSA to increase dead level of Tarbela dam by six feet to 1386 feet and Mangla dam by 22 feet to 1062 feet.



Fraternity between Pakistan and Bahrain

Prime Minister Shahid Khaqan Abbasi has expressed Pakistan's keen desire to further strengthen and expand cooperation with Bahrain in areas such as energy, trade and economic fields for mutual benefit of both countries. Talking to Chairman Shura Council (Upper House) of the Kingdom of Bahrain HE Ali Bin Saleh Al-Saleh, who called on him along with a delegation, the Premier said Pakistan considers Bahrain a trusted friend and a close partner.

Experts say there is great scope for increasing bilateral cooperation especially in agriculture sector. Pakistan has vast agriculture land and Bahrain companies can invest in the agriculture sector and in return export the crop produce back to Bahrain to meet its food requirements.

Bio-techs to be introduced in crops to help Pakistan earn more revenues through exports

There are bright prospects for Pakistan to double its yields of rice, maize and other crops through application of bio-technology methods. This would help the country make more revenues through their exports.

Pakistan is still not importing Genetically Modified Organism (GMO) foods. While most European Union countries, Japan, Korea and China are importing genetically modified corn, soya, soya-meal, and canola.

In a media briefing, Tan Siang-Hee, Executive Director of 'CropLife Asia' said Pakistan needs to introduce bio-technology and other modern methods to enhance farm production beyond self-sufficiency.

He further said "Pakistan is on track, and after attaining self-sufficiency in food, the country needs to adopt such modern technologies and methods which would help make agricultural production sustainable and improve conditions of the farmers.

Dr Hee stressed the need for Pakistani farmers to be educated about introduction and benefits of bio-technology, improvements in infrastructure of agricul-

ture as a whole, and suggested the government to take measures for value-addition, processing and efficient mechanism for export of fruits and vegetables.

Dr Siang-Hee said he also held a meeting with Minister for National Food Security and Research, Sikandar Hayat Khan Bosan, who informed that a consensus on issue of bio-technology would be developed through consultations with all stakeholders including farming community.

Mangoes exports of 1,29,423 MT fetch US\$94.059mn in two years

The quality Pakistani mangoes exports of 1,29,423 Metric Ton (MT) to different countries in the world has contributed US \$ 94.059 million precious foreign exchange to national accounts during two years.

During year 2014-15, Pakistan exported 65,311 MT mangoes worth US \$ 45.672 million while year 2015-16 witnessed export of 64,112 MT and amount was US \$ 48.387 million.

According to the sources at Commerce Division quoted figures of Pakistan Bureau of Statistics (PBS) it is a belief that most of the countries require Vapour Heat treatment and irradiation before export.

The present government has taken steps to improve quality of mangoes and these included that Standard Operation

Procedures (SOPs) have been provided to mango growers while 313 Mango Orchards were registered according to SOPs for mango export to United States, Australia, Korea, European Union (EU) member countries and other sensitive countries after technical audit for quality.

The government also provided SOPs to fruit and vegetable exporters and got established and accorded registration to 54 Mango pack-houses for exportation of fresh mango fruits from Pakistan to USA, Korea, EU member countries and other sensitive countries after technical audit for quality of planning.

Moreover, the sources said the government provided SOPs to fruit and vegetable exporters and got established 34 Hot Water Treatment (HWT), three (3) Vapour Heat Treatment (VHT) and one Irradiation facilities and accorded registration for exportation of fresh mango free from pest and disease to sensitive countries after technical audit.

The sources said the government has got established 34 ripening chambers for ripening of mango and banned use of Calcium Carbide as mango-ripening being detrimental to health.

The Agriculture Sector Linkages Programme (ASLP) has already been conducted for improvement of mango production and value chain in Pakistan at following location Punjab (Multan, Muzaffargarh and Rahim Yar Khan) and in Sindh (Hyderabad, TandoAllahyar, Matiari, Mirpur Khas) with focus on





enhancement of export of mangoes to Japan had been on top agenda of Ministry of Commerce and Textile.

As a result of promotional events organized in Japan, the export of mangoes to Japan is on rise since 2014-2015. There had been tremendous increase in export of mangoes to Japan.

Furthermore, the Ministry of Commerce and Textile is also working to promote export of frozen mangoes to Japan as well.

Dairy farms may increase milk production up to 50%

It is expected that Dairy Farms may increase their milk production up to 50% by housing the Cows in environment controlled Sheds.

This observation was communicated by the experts while speaking at a one day Seminar organized by the Small and Medium Enterprises Development Authority (SMEDA) on "Environment Controlled DairySheds".

The speakers included Dr. Aleem Bhatti, a renowned expert on Dairy Development, Dr. Adnan Ali, Manager SMEDA on Dairy & Live Stock Services, Dr. Naveed-ul-Haque, Assistant Professor Nutrition, University of Veterinary and Animal Sciences (UVAS), Ms. NaureenAnjum, Manager SMEDA for

Livestock Feasibility Studies and Mr. Yahya Wahla, Financing Expert of Bank al Falah.

The seminar was attended by a large number of representatives from academia, industry and dairy sector. Dr. Adnan Ali said that the dairy farmers, in Pakistan, have to face a hard challenge due to a drastic decline in milk production in the summer season, which some time make their business unviable. He told that the neighboring countries have overcome this challenge by maintaining environmentally controlled sheds.

He advised the local dairy farmers to create an animal friendly controlled environment in the sheds by installing tunnel ventilation system along with insulation of walls and roofs.

The maintenance of such sheds furnished with the storm fans costs very nominal investment, but it increases the milk production from 40% to 50%, he said.

He further added, "Dairy sector in Pakistan can enhance the total milk production from 5 crore liters to 10 crores of liters, thus raising the total income of this sector from US Dollar 12 Billion to US Dollar 24 billion by adopting the concept of environment controlled sheds."

Ms. NaureenAnjum of SMEDA observed that dairy sector was a high

potential area for investment. Having an average of 30 liters milk per animal and selling it at the rate of Rs. 60 per liter, an investor can get the total investment back within a period of 4 years only.

Nestlé Pakistan and Telenor Bank launch digital lending

Nestlé Pakistan has joined hands with Telenor Microfinance Bank as the first FMCG to facilitate its dairy farmer base through the provision of digital micro-finance lending.

Under this programme, Telenor Bank has been disbursing loans to dairy farmers digitally. The bank has pioneered one of the country's first data driven digital method in deciding the loan limits with near instant loans.

The loans are disbursed directly to the farmers via Telenor Bank's mobile banking platform, Easypaisa mobile wallets. Under this programme, Telenor Bank has disbursed Rs7.5 million to dairy farmers supplying milk to Nestlé Pakistan.

This form of lending has paved the way for easy and affordable access to finance for dairy farmers in rural areas with limited outreach of financial services, and has also supported farmers in improving their financial sustainability.

Digital lending has replaced standard paper and cash-flow based application



Telenor Bank officials pose after winning the awards. 3rd from the left is President & CEO Telenor Microfinance Bank – Shahid Mustafa , 4th from the left is Chief Operating Officer Telenor Microfinance Bank - Khawaja Asif.

procedures and instead uses digital credit score card and analytics, thus considerably reducing the loan approval turn-around time. This also minimizes the tedious paperwork associated in obtaining loans and ensures that the farmers get access to funds in a safe and convenient manner.

“By leveraging digital expertise, we have been able to extend lending through digital means to our dairy farmers, which initially did not have access to basic financial services. This is a remarkable achievement in our journey of financial inclusion and will contribute greatly towards their financial sustainability,” John Michael Davis, chief financial officer of Nestlé Pakistan, said.

According to Chief financial inclusion officer and chief digital officer Yahya Khan at Telenor Microfinance Bank, said, “We are proud to get into this first of its kind partnership with Nestlé.

We share a mutual desire to promote digitization be it in digital disbursement of dairy farmers’ milk payments or the pioneering use of analytics and digital credit score card to enable them to enhance their milk supplies by the use of affordable digital instant micro-finance loans. Our common mission is to promote instant and affordable digital micro-finance credit.”

Al-Shaheer’s not-so meaty affairs

For a company in the business of slaughtering animals and selling their meat, it’s quite ironic that its own bottom-line is being slaughtered primarily by the altar of Daronomics and to some extent the firm’s own expansion plans.

Popular for its MeatOne brand, Al-Shaheer Corporation (ASC), announced a nearly Rs21 million after-tax loss yesterday for the year end June 2017. That’s down from an after-tax profit of Rs364 million in FY16, which by the way was 85 % improvement over the year before.

ASC’s biggest revenue spinner is overseas sales. Last year, it accounted for 70 % of total sales. This year, if 9MFY17 results are any guide, it accounted for 63 %, with the rest of course being domestic sales.

This change in pie is partly because of the decline in ASC’s export business (down 23% in 9MFY17) that led to a 7 percent fall in the firm’s FY17 top-line.

The firm’s CEO Kamran Khalili told BR Research that export business was facing the brunt because Pakistan’s competitors in regional meat market India, Australia, Brazil had witnessed currency depreciation, whereas Pakistan’s had not. This had negative fallout on Pakistan’s meat exports to the region.

The company has also been facing margins pressures on account of higher livestock pricing, which according to Kamran rose 8 % in the year ended June 2017. Meanwhile, he maintains, the price of animal skin has eased to Rs1700 from Rs4000 in the year before, because the leather industry is not faring well.

Kamran says the company is currently operating at 30-35 percent capacity, and it’s in the process of adding fresh capacity by November this year, when the much-awaited Lahore plant will commence operations.

That plant will have a capacity of 9000 birds per hour (chicken segment) and processed meat capacity of 50 tons per day.



Pakistan to explore markets for export of meat, dairy products

Pakistani government is seeking to explore new markets for export meat and dairy products. With a focus on Global Halal Food Trade Pakistan eyes on international markets to export poultry and poultry products.

With many Muslim countries being dependent on imported meat, Pakistan is aiming to significantly increase its exports, according to The Nation.

The country is focusing on modern and hygienic slaughterhouses in order to maintain the international standards for frozen or chilled red meat. Pakistan is targeting for market access in Russia, China, South Africa, Egypt, Hong Kong and Indonesia besides the Middle East countries for meat and meat products, said the source.

In 2016, Pakistan exported around US\$157mn of beef. According to the industry experts, the country has been producing more poultry products in the last five to seven years. However, it has not been able to market its poultry overseas because of the ban by some countries on the ground that internationally accepted healthy, hygiene and quarantine standards were either not met or otherwise not accredited by the relevant government agencies.

With the UAE lifting the ban on importing poultry and poultry products



from Pakistan, the country is expanding to reach other international markets.

FrieslandCampina, The Netherlands-based multinational company, has taken more than 51 % of Karachi-based Engro Food Pakistan. According to the source, this is one of the biggest private sector investments in poultry industry of Pakistan, which amounts to around US\$450mn.

With this, the country hopes to improve export of dairy products in key international market.

Training on Ostrich farming concludes

Recently a two day 3rd National Training on Commercial Ostrich Farming concluded at Pir Mehr Ali Shah, Arid Agriculture University, Rawalpindi (PMAS-AAUR).

The training was organized by the Station for Ostrich Research & Development -Faculty of Veterinary and Animal Sciences, with an aim to train & guide the ostrich farmers about, Hay & Silage making for sustainable Ostrich and for the promotion of ostrich farming in Pakistan.

At the concluding ceremony Prof. Dr. Rai Niaz Ahmad Vice Chancellor PMAS-AAUR was the chief guest and was also attended by Deans, Directors, faculty members and ostrich farmers from all wide the Pakistan.

While addressing, Prof. Dr. Rai Niaz Ahmad, Vice Chancellor PMAS-AAUR, keeping in view the growing needs of industry in Pakistan and its scope all over the world said, "The booming trend of Ostrich farming in Pakistan is no doubt the best source of foreign earnings but also it is suitable alternate to meet with the high demand of livestock and to cope with food shortage in future." ♦

