



100,000 tonnes target set for Mango export in 2018

The export of mango from Pakistan would commence from May 2018 during the current season of mango while the export target of mango has been set as 100,000 metric tons. Foreign exchange of USD 95-100 million would be generated by attaining the export target of 100,000 tons. The Pakistani mango would be part of an essential menu for millions of Muslim fasting globally while it's export during the holy month of Ramzan would be an added advantage for the export.

According to the Patron-in-Chief of PFVA & Vice President FPCCI, Waheed Ahmed, the production of mango is expected to be less than 35% due to bad effect of the acute shortage of water and global warming. The CPEC route would also be utilized first time to export mango to China.

Devaluation of Pakistani currency coupled with the export of mango during fasting month would further enhance export revenue, Waheed informed. Due to 50% reduction in production of mango than last year, the export target of 100,000 tons was restricted to 81,000 tons only Waheed further added.

The Gulf countries, United Arab Emirates, Saudi Arabia and European countries would be major buyers of Pakistani mangoes, however, queries in

abundance from Chinese buyers are pouring in, expressing keen interest for import of Pakistani mangoes.

It would be the first time that Pakistani mangoes would be exported to China through CPEC route and around 500- 2000 tons is anticipated to be exported to China.

China can emerge as a big market for Pakistani mango, once it's fully developed where 20,000 tons of mango could be conveniently exported while 150 tons of mango is to be exported to Japan. Mango promotions in China, Maldives, and European countries would be held during this year to further enhancement of export of mango.

Iran is also an important buyer, however, due to the unprecedented devaluation of Iranian currency, the exporters are not expecting to get the good return value of their export.

Simultaneously with low production the smaller size of mango is also of great concern to the exporters. Due to increase in demand and shortage of supply this year, the wholesale price of mango is expected to increase.

Minister for teaching farmers latest techniques

Punjab Agriculture Minister Sardar Tanvir Ilyas has said the provincial government is devising the ways to disseminate latest production technology/techniques to the farmers on their doorstep.

During a meeting, he directed the field staff concerned to teach farmers latest techniques and start model farming. The minister said the government would also chalk out a road map in the interest of the farming community. The government will devise ways for better marketing system in agriculture sector, ending the role of middleman. Later, Sardar Tanvir Ilyas chaired a meeting of divisional heads of Food Department of Multan, Bahawalpur, DG Khan and directed them to take steps for safety of the wheat reserves during monsoon rains. He also directed them to monitor the flour prices on a daily basis and report him on a weekly basis.



Saudi Government gifts 80 tonnes dates for people of Pakistan

The Saudi government recently handed over a gift of 80 tons of dates to the World Food Program for distribution among the needy people of Pakistan to help meet their nutritional needs. The Charge d' Affairs of the Embassy Habiballah Al-Bukhari handed over the consignment of dates to the World Food Representative Finbarr Curran before inking an agreement, at a ceremony held here at the embassy of the Saudi Arabia.

The World Food Program would distribute the dates amongst the registered families on behalf of the Government of Saudi Arabia.

The donation has come from the King Salman Humanitarian Aid and Relief Centre that has emerged as an international model of excellence for the provision of humanitarian aid. Saudi Charge d' Affairs Habiballah Al-Bukhari said the gift of the dates to Pakistan was an annual feature and reflective of the fraternal bonds between Pakistan and Saudi Arabia.

He said Saudi Arabia was a pioneer in reaching out to the most needy and was doing it as its religious and moral obligation. He said the Kingdom, being a regional leader in these efforts donates almost 1.9 % of its Gross National Product to around 80 countries, in the form of humanitarian, development and grant assistance.

Finbarr Curran WFP Representative and Country Director said his organiza-

tion has had a long standing relationship with Pakistan and had also worked with Saudi Arabia in assisting it to reach out to the needy people across the globe.

He said the WFP was looking forward to further the partnership with the Government of the Kingdom of Saudi Arabia and the King Salman Humanitarian Aid and Relief Centre, in their efforts to extend their reach with the cooperation of the Government of Pakistan to improve food security and nutrition in the country.

The representative of the Saudi Ministry of Finance Mohammed bins Saad Al-Haqbani, Director of the Office of the King Salman Humanitarian Aid and Relief Centre in Pakistan was also present on the occasion.

Water and livestock connection

Agriculture is the single largest sector of Pakistan's economy, which accounts for a quarter of GDP. Despite its relatively lower contribution in the GDP, the importance of agriculture lies in the fact that it employs 44 % of the labour force, supports about 75 % of the population and accounts for more than 60 % of foreign exchange earnings. Textiles comprise 64


% and food products 11 % of total Pakistani exports-both are largely dependent on agriculture.

Livestock production plays an important role in the rural economy by supplementing family incomes and generating employment particularly among the landless laborers, small and marginal farmers and women. Currently, 35 million of the rural population is engaged in raising livestock having 2-3 buffalo and 5-6 sheep/goat per family. Livestock sub-sector contributes 55 % to the agriculture sector and about 12 % to the GDP of Pakistan. Total livestock population is estimated at 55 million heads, out of which 23 million or nearly 42 % are found only in Baluchistan province. Pakistan is a fourth largest milk producing country in the world and a major exporter of meat to the neighboring countries. By developing a growth process powered by small farmers, Pakistan can attain more sustained economic growth and poverty reduction targets.

The available fresh water for livestock production is influenced by several factors such as the type of animal, the physiological status of the animal, physical activity, type and amount of feed, temperature of the ambient environment. The animals that have ad libitum water availability compared with constraints water supply

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produces twice the amount of milk and butterfat. Similarly, the pregnant animals have higher water demands compared to the non-pregnant.

The water is consumed for two major purposes i.e. heat loss and digestion of feed-stuff. For livestock production, the water used is divided into two major categories; drinking and process water and water used for the production of the animal food like feed, fodder and grazing grasses which is blue as well as green water. For livestock production, the highest amount of water is utilized towards the production of the animal feed. Although these requirements vary from species to species and in different production system, generally the poultry and dairy require higher quantities of water compared to cattle.

In Pakistan, water has acquired an important place for future food security and sustainable and inclusive economic development. Therefore, the frontline challenge is, therefore, to tap available funding to take necessary technical measures for preserving existing water resources and develop new water supplies. It is necessary to mention that freshwater resources depend largely upon the rainfall therefore even small climate variations can make a huge impact on the available water resources of Pakistan.

Therefore, Pakistan should take policy initiatives to cope with the projected climate changes and their impact on agricultural economy and environment. This would require improved on-farm water management strategies, development of water-tolerant crops and value addition in crops and livestock sector.

In addition to big storage dams, Pakistan also needs to work on small initiatives to help farmers with access to irrigation water. In rain-fed areas, many farmers have invested in rainwater harvesting structures for supplemental irrigation and for recharging aquifers. These structures have been built by individuals as well as by local groups and/or communities. These initiatives have helped small farmers to get better yields as compared to the earlier time when these structures were not in place. Therefore, supporting these initiatives and helping to sustain them will be crucial to producing more food, increase current levels of water use efficiency and fight poverty.

Khalq Cattle Farm to have modern facilities

A local cattle farm is all set to be inaugurated in June, 2018 to give people of Karachi an opportunity to buy quality sacrificial animals under a scientifically controlled, well managed and organized environment that is altogether missing in other makeshift animal markets established in the city every year during the season of Eidul Azha.

The Khalq Cattle Farm is situated well within the reach of people of Karachi as being located in Gadap Town, off M-9 section of Motorway. The Cattle Farm is just half-an-hour drive away from the famous Sohrab Goth area that is also the starting point of M-9 Motorway.

The farm project is being launched with the slogan: "Qurbani only with Khalq".

The basic idea behind formation of the Cattle farm company is to produce and market well-pedigreed animals to consumers in a fully organic and natural environment.

There are a number of features of Khalq Cattle Farm, which makes it well distinguishable among other makeshift cattle markets, which will be established in and around the city during the upcoming season of Eidul Azha.

Some of these distinguishing features of the Cattle Farm are: Presence of management, which is well educated in the field of cattle farming; a good portion of the revenue proceeds of the farm will be spent on research and development activities to improve the field of cattle rearing and farming; provision of excellent growing environment for cattle; best organic feed for animals; no use of artificial boosters to artificially enhance immunity and health of the sacrificial animals; availability of best experienced and trained staff to deal with the customers; and provision of excellent medical facilities for the cattle.

"With provision of all these modern facilities and scientific features, we can fully assure our prospective customers that the price range of sacrificial animals at our farm would be fully within their purchasing power. We also assure you that there will not be any element of exploitation, fraud, deception, and fleecing that is otherwise becoming a brazen practice during the season of Eidul Azha," said co-owner of the farm Asif Shahzad.





Need stressed to promote Ostrich farming

Experts have stressed the need for the promotion of ostrich farming, which is a lucrative business. Addressing a ceremony to mark the Farmers Day recently, livestock expert Dr Taimoor Alam said that all types of assistance with subsidy was also being provided to farmers. The Livestock and Dairy Development Department was also providing Rs 10,000 subsidy per ostrich, he said and added that ostrich farming could also contribute to eliminate unemployment. The ostrich meat is a great food for human health, he said. He urged farmers to consult with the livestock department for the promotion of ostrich farming.

The ostrich farming can be started with 25 birds and each bird can gain hundred kilogram weight within ten months, he said and added that its taste was similar to mutton. The livestock department has started distribution of ostrich meat in different cities and it was also available at various prominent sale points, he added.

CPEC to help country become self-reliant: PEW

The Pakistan Economy Watch (PEW) recently said that CPEC will make the bumpy road to country's self-reliance smooth. The journey will begin from self-reliance in the field of energy which will soon include many other sectors including local and regional trade, it said. The proj-

ect will also boost Pakistan's production, revenue, defence capability, internal security, political strength, international image and sustainable development, said Dr Murtaza Mughal, president PEW.

He said that the initiative will put Pakistan on the path of progress which is not acceptable to some countries including USA and India as it will damage their dominant position in the region. China has remained a very close ally of Pakistan since decades and now economic interests have brought both the nations together which will help Pakistan resolve many problems, he added. Poverty is rising in Pakistan which has a positive relation with environmental degradation and climate change.

The poor try to consume whatever is available for their survival, so natural resources become the first victim but the CPEC has the potential to change the situation.



The creation of new economic centers across the country under CPEC will discourage migration of rural people to the cities ensuring overall development and help resolve the issue of poverty and climate change. Murtaza Mughal said that CPEC is a ray of hope for the people of Pakistan but some elements continue to criticise CPEC on different baseless grounds which is result of lack of information.

Focus on improving performance of institutions

Caretaker Provincial Minister for Agriculture, Food and Planning and Development Sardar Tanvir Ilyas Khan presiding over a meeting received briefing on various departments of the ministry particularly agriculture and food.

Secretary Agriculture Muhammad Mehmood, Secretary Food Shaukat Ali and Additional Director General Punjab Food Authority Rafia Haider gave briefing about performance, targets, challenges and other significant matters of the respective departments. Briefing the minister, Secretary Agriculture Muhammad Mehmood said the agriculture department was being developed on modern lines. Major target of the department was to ensure welfare of farmers and provide solutions to their problems besides enhancing per acre production of crops. Tanvir expressed satisfaction over the performance of various sections of the ministry. He said "I will work for the promotion of mutual cooperation and harmony among institutions." ♦