

Editor's Note

Dear readers,

In this issue of PFJ, you will two exclusive reports on rice and tomato production in Pakistan by Dr. Noor Ahmed Memon. Rice is an important cash crop of the country and accounts for 2.7% of the value added in agriculture and 0.6% of GDP. Rice ranks as second amongst the staple food grain crop in Pakistan. Export of rice from Pakistan decreased from US\$ 2.18 billion in 2009-10 to US\$ 1.92 billion in 2012-13, thus showing decline of 19%. Pakistan mainly exports rice to UAE, Iran, Saudi Arabia, Kenya and Afghanistan.

Tomato is consumed in diverse ways, including raw, as an ingredient in many dishes, sauces, salads, and drinks. Tomatoes are being grown in all four provinces of Pakistan. The various varieties are grown over an area of about 52,300 hectares. The annual production of tomatoes in Pakistan is estimated at around 530,000 tonnes in 2011-12.

Expo Pakistan took place in Karachi from 26 -29 September 2013. The show inaugurated by president Mr. Mamnoon Hussain attracted around 1000 buyers from 70 countries. It is estimated that \$700 million worth of orders are placed compared to the US\$ 518 million generated last year. The exhibitors in our sector are highlighted on page 18 to 20.

The 10th Edition of the **International Food Processing Packaging Exhibition** was held on 5-7 September 2013 at Lahore Expo Center. Organized by Pegasus Consultancy, the event attracted more 120 exhibitors of which local participation was 37% while 63% were international exhibitors from 25 countries. The post show report highlighting the latest machinery exhibited by foreign and local manufacturers / agents, with food ingredients and chemical products are given in this edition for the interest of our readers.

Amina Baqai (Editor-in-Chief)

Editor-in-Chief
Amina Baqai

Managing Editor / Publisher
Sohail Aziz

Senior Editor / Publisher
Nadeem Mazhar

Hony. Editor
Dr. Noor Ahmad Memon

Media Manager
Shahid Aziz

Layout & Design
Emran Shah



Suite B-4, & B-6, 2nd Floor, 64/21,
Miran M. Shah Road, M.A.C.H.S,
Karachi - Pakistan.

Tel: +92-21-34311674, 34303101

Email: info@foodjournal.pk, Url: foodjournal.pk

Printed at Color Plus, Korangi Karachi.

Available on Gale Factiva and affiliated international databases through Asianet Pakistan.

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