



**AGRIBUSINESS
SUPPORT FUND
(ASF)**

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ASF Interventions Lead to Significant Poverty Reduction in Target Rural Areas of Pakistan - LUMS Impact Assessment Report

Lahore University of Management Sciences (LUMS) has completed a comprehensive impact assessment study on ASF program. Carried out under the supervision of Dr. Abid A. Burki, Professor of Economics and Director, Centre for Management & Economic Research, LUMS, the study was commissioned to investigate the emerging economic, social and environmental impacts and implications of ASF interventions in the agriculture sector of Pakistan. This study, which was a lengthy exercise taking 8 months to complete, happens to be the first ever detailed scientific study on any BDS market development intervention in Pakistan. The study confirms significant

reduction in poverty in the target rural areas covered under ASF program. Accord-



ing to the LUMS report, ASF support has led to substantial increase in real profit of treated Farmer Enterprise Groups (FEGs) farms, thereby increasing income levels of small-scale farmers. The program also significantly increased the technical efficiency and total factor productivity on farms. The report

also mentions about up to 139% increase in employment generation in treated farms,



which is an encouraging outcome in context of employment generation in rural areas. The report also confirms that ASF program to support BDS market development has been successful in correcting market failures in target sectors. Complete report is available on ASF official website www.asf.org.pk.

ASF's Export Certifications Support Project - A Much Needed Intervention to Boost Pakistan's Horticulture Exports

The international buyers are becoming more demanding day by day in terms of compliance of food safety standards, environmental, health and general safety issues, traceability and other quality standards. ASF Exports Certifications Support Project

has proved to be a timely intervention wherein, so far, 98 growers, processors and exporters, including country's leading exporters, have been provided support to acquire international certifications like: GlobalGAP, HACCP, Organic, ISO, IMC, BRC etc.

By providing support for capacity building & certification to exporters of horticulture, produce, the program promises to enable country to not only sustain, but to also increase, volumes of horticulture exports by entering into new international markets.



“Register your profile in our pool of consultants by emailing at info@asf.org.pk, if you can provide advisory & consultancy services to the agribusiness sector, e.g. : product design production, marketing, skills development, financial, legal, technical, general business strategy or any other services that would lead to outputs for a new, specifically identified market or that would develop new product(s) or would add value to existing products”

ASF's Integrated Mango Sector Development Program

On-farm Mango Pack Houses, GlobalGAP Certification & International Market Linkages

Realizing the importance of development of mango industry of Pakistan, for the first time in country's history, ASF started a series of integrated activities focusing on support for establishment of on-farm pack-houses, acquisition of GlobalGAP certification and establishment of linkages in international export markets by participation in international exhibitions & trade shows. Under the project, con-

tracts with mango growers for establishment of 36 on-farm pack-houses have been signed. These pack-houses, some of which are already complete and functional, are being established in Multan, Rahim Yar Khan, Khanewal, Tando Allahyar, Mirpur Khas, Hyderabad and Larkana. Most of these growers are also being provided grant support for acquisition of GlobalGAP certification which is key for entry into European mar-

kets. ASF support does not end here; these growers / exporters are also being supported to participate in international exhibitions and trade shows to market their certified produce in international markets. Up till now more than 20 growers /exporters have been supported to participate in international exhibitions & trade shows under the program which has become extremely popular due to its multiple benefits.

Need More Information About ASF Grant Products? Contact Us

ASF provides matching grants to farmers & agribusiness entities including start-ups in the horticulture, livestock & dairy sectors for the purchase of Business Development Services (BDS). A broad range of BDS includes: product design, feasibility study & business plans, marketing, policy making & planning, skills development, finance, business pro-

motion visits & participation in exhibitions, acquisition of quality certifications like HACCP, ISO, GlobalGAP, Organic, BRC etc; legal advice and general business strategy, provided that it can be demonstrated that the purchase of such services will lead to clear improvements in enterprise productivity, market penetration or product diversity that in

turn lead to increased profitability. ASF grant categories also include: support to BDS providers, research & development and private-sector extension services initiatives.

For detailed guidelines on grant eligibility criteria, application process, and funding mechanism, visit our website www.asf.org.pk or email us at info@asf.org.pk.

3,700 Farmers to Benefit from Livestock Extension Services

Project: ASF Supports Okara Buffalo Breeders Association (OBBA)

ASF has approved support of Rs. 2.00 million for Okara Buffalo Breeders Association (OBBA) for provision of Livestock Extension Services mainly to the 3,700 livestock farmers who are members of the association.

Working under the supervision of Dr. Muhammad Safdar, President, OBBA, the Association will focus on preservation and promotion of pure Nilli breed, having high milk yield in the region, through its Breeding Technology Centre (BTC) by

providing extension services in the field of breed and feed management and by also offering other facilities such as buffalo-bull semen sexing, IVF & embryo transfer, and use of trans-vaginal ultrasound in their Buffalo Breeding Centre in Okara.



Corporate Affairs



- Nineteenth meeting of ASF Board of Directors was held on February 8, 2010 at Lahore.
- One meeting of the Appraisal Panel Committee was held dur-

Participants at the 19th Meeting of ASF Board of Directors held on February 8, 2010 at Lahore.

ing the quarter to approve 99 matching-grant projects valuing Rs. 53.172 million.

- During the quarter, ASF signed contracts with Rural Community

Development Society (RCDS), Taraqee Foundation and LASOONA for formation of additional 320 Farmer Enterprise Groups (FEGs) in Punjab, Balochistan and Khyber Pukhtoonkhwa (formerly NWFP) respectively.

- During the quarter, ASF organized various training programs in collaboration with NWFP Agricultural University, Peshawar and Pakistan Council for Industrial and Scientific Research (PCSI), Peshawar.
- ASF signed an MoU with Sohni Dharti TV Channel, an upcoming agricultural TV channel, for providing support for production and telecast of Documentaries on latest technologies in the agriculture sector.

ASF Grants Portfolio - 3,861 Nationwide Projects Worth Rs. 688.212 m

During the 3rd quarter of 2009-10, a total of 99 matching-grant projects (3rd quarter of 2008-09, 261 projects) for an amount of Rs. 53.172 m (3rd quarter of 2008-09 Rs. 32.78 m), including beneficiaries' share, were approved under the various grant components. Furthermore, contracts for formation of additional 320 FEGs were also signed. This brings the total number of approved projects under all categories

to 3,861 for a total value of Rs. 688.212 m to-date.

ASF grants portfolio to-date includes support to 345 Existing Agri-Business Enterprises, 96 Start-up Agribusiness Enterprises, 696 Business Development Service (BDS) providers & consultants, 11 Research & Development projects, 23 Private Sector Agriculture Extension Services projects, Formation of 1,570 Farmer Enterprise Groups

(FEGs) and BDS support to 1,120 FEGs on nationwide basis.

Geographic distribution of projects is as follows:

- Punjab 1,111 projects
- Sindh 590 projects
- Baluchistan 672 projects
- Khayber Pukhtoonkhwa 902 projects
- FANA 472 projects
- FATA 29 projects
- AJK 85 projects

“Visit www.asf.org.pk and learn more about ASF and its grant products ”

What the Grant Recipients Say...

On behalf of my farmer group members, I would like to thank ASF for providing support to us for establishing a solar dryer here in Bara, Baltistan. Now when we go to market and sell apricots hygienically dried under ASF supported dryer, we get much higher prices which we know is due to neat, clean, nicely packed apricots. Other villagers are also coming to us to learn about this technology. Thank you ASF for increasing our incomes.

Sajjad Hussain
Farmer Member / President
SAPNA FEG, Baltistan

With ASF's support, we have now available with us a team of trained auditors for Organic, Global-GAP and BRC certifications. We have one GlobalGAP certified Trainer who cleared the exam conducted by Food-Plus, Germany under the ASF supported program. We also have 5 persons who have cleared the BRC auditor's exam for safety of food version-5. It indeed is heartening to see organization like ASF supporting a growing certification body like Bhoimbhal & Co.

Abdus Sami Kazi
Senior Auditor Certifications
Bhoimbhal & Co. (Pvt) Ltd.

My company's experience with ASF is very much progressive and admirable. Last year we conducted series of 4 training programs on Tunnel Farming which were supported by ASF. We were very much impressed with the response we got from the market. It's amazing to see the way ASF supports the agribusinesses. It's not just the financial support you get from them; they also give you motivational support to serve the agriculture sector of the country. Thank you ASF!

Abubakr Siddique
Chief Executive Officer
Agri-Development Services



A group photograph of successful participants of training program on Herbal & Medicinal Plants organized at PCSIR, Peshawar with the support of ASF.



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Agribusiness Support Fund (ASF) is a “Not-for-Profit” company registered with Securities & Exchange Commission of Pakistan (SECP) under Section 42 of Companies Ordinance 1984. The company was established by Ministry of Food, Agriculture & Livestock (MINFAL) with the support of Asian Development Bank (ADB). It provides financial support to farmers, farmer groups and entrepreneurs for hiring demand-driven technical and managerial services on a matching grant basis to improve their productivity, competitiveness and credit-worthiness to access financing for their enterprises. The company is governed by a private-sector led independent Board of Directors.

Some Success Stories & Milestones

- Extension services project for farmer communities of D.I.Khan & Zhob for value-addition and marketing of Pine Nuts (FIRST IN PAKISTAN)
- Support for establishment of farm-level mango washing, drying, grading and packing facilities in Multan & Rahim Yar Khan (FIRST IN PAKISTAN)
- Support for establishment of Plant Tissue Culture Laboratory for Bananas in Tando Allahyar Sindh (FIRST IN PAKISTAN)
- GlobalGAP Certification projects for Citrus & Mango in Bhalwal, Sargodha, Multan & Tando Allayar (FIRST IN PAKISTAN)
- GlobalGAP Train-the-Trainer workshop in Pakistan conducted by M/s FoodPlus, Germany (FIRST IN PAKISTAN)
- Training program on “British Retail Consortium 3rd Party Auditors” in collaboration with Pakistan Standards & Quality Control Authority (PSQCA), Karachi (FIRST IN PAKISTAN)
- Training programs on Off-Season Farming in collaboration with University of Agriculture Faisalabad & Arid Agriculture University Rawalpindi (FIRST IN PAKISTAN)
- British Retail Consortium (BRC) UK trained professionals (FIRST IN PAKISTAN)
- Technical expertise for establishment of fresh fruit & vegetable processing unit in Karachi (FIRST IN PAKISTAN)
- Launch of Private-sector Agriculture Extension Services Projects (FIRST IN PAKISTAN)
- Gladiolus production & marketing in Baluchistan (FIRST IN PAKISTAN)
- Sustainable Apricot drying, processing and marketing in FANA (FIRST IN PAKISTAN)
- Training program on “Value Chain Development” in collaboration with ACIDI / VOCA, USA (FIRST IN PAKISTAN)
- Training program on “Controlled Atmosphere Storage of Fruits & Vegetables” in collaboration with University of Agriculture Faisalabad
- Training program for Dairy Farm Managers / Owners in collaboration with COMSATS Institute, Lahore
- Training programs on Dairy Farm Management in collaboration with Nestle Pakistan Ltd
- Support for Business Plan Competition (Agribusinesses) at Lahore University of Management Sciences, Lahore
- Support for technical expertise for Rs. 100 million Controlled Atmosphere Multipurpose unit in Karachi
- Support to fruit & vegetable processors in obtaining HACCP certification (Nationwide)
- Establishment of off-season floriculture farm in Loralai, Baluchistan
- Capacity building support to All Pakistan Fruit & Vegetable (Importers/Exporters) Association
- Support to more than 150 farmers in setting up apricot dehydration units in Gilgit, FANA
- Establishment of certified fruit nurseries at NWFP, FANA and AJK
- Support in preparation of feasibility reports & business plans for various projects (Nationwide).
- Support to farmers of Baluchistan for participation in Floricultural Training Program in India
- Support in establishment of Floral Nursery by a woman-owned business (Lahore)
- Support for introduction of a new Tomato variety (NWFP, FATA, & Sindh)
- Off-season vegetables production (Nationwide)
- Improvement in packing of grapes & apples and access to new markets (Baluchistan)
- Support in Strawberry Cultivation, Packing & Market access (Punjab & NWFP)
- Support in pickles preparation, packing and marketing (NWFP)
- Support in production, packing and marketing of cut-flowers (Nationwide)
- Support in setting up a Cattle Breeding & Extension Services Center (FANA)
- Mushroom production & marketing projects (NWFP & FANA)
- Onion seed production & Seed potato production projects (Sindh & NWFP)
- Milk collection, chilling and value-addition projects (Nationwide)
- Establishment of common facility centre for apple growers (NWFP)
- Solar Dryer Units for Chillies at District Umerkot (Sindh)