



**AGRIBUSINESS
SUPPORT FUND
(ASF)**

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ASF's International Markets Linkages Program Helps Pakistani Farmers Enter into High-Price Export Markets

Marketing of agricultural produce in international markets has always remained a weak area for growers and exporters, who generally have limited knowledge with respect to export markets. As a result, they end up selling their produce in the conventional and low-price markets at nominal rates.

In order to link growers and exporters to high-value horticulture markets, ASF provides matching grants for them to attend international exhibitions, trade fairs and study tours. These linkages have helped the par-

ticipants to access international markets and increase their commercial awareness. ASF support has also assisted export-



ers in earning themselves a higher and more favorable profile, and thereby enhancing their competitiveness in international markets. Some of the major events supported by ASF include: Fruit Logis-

tica Berlin, Germany; Herbal World, Kuala Lumpur, Malaysia; Garden & Landscaping Middle East Exhibition, Dubai, UAE; Agroprodmash, Moscow, Russia; Expo Pakistan, Kyiv, Ukraine; World Food Moscow, Moscow, Russia; World Food Ukraine, Ukraine; Expo 2007, Karachi, Pakistan; SAARC Trade Fair; Pakistan Trade Festival, Buenos Aires, Argentina; Food Agri Live-stock Asia, Karachi, Pakistan; and a number of marketing trips to potential international markets, including: Iran, UAE, Saudi Arabia, Italy, Australia, Oman, and UK.

Research on Bio Fuel Extraction - ASF Collaborates with National University of Science & Technology (NUST)

ASF has collaborated with ST Ventures Ltd. - a Public holding Company of National University of Science and Technology (NUST), in a project to develop a complete source of practical information on efficient and effective production of Bio Diesel at commercial level using Jatropa seeds according to the environmental and technological conditions of

Pakistan. ST Ventures was established with a strategic objective to commercialize the R&D outputs of NUST Schools, Colleges and Institutes. The project has three stages which cover the total value-chain of bio-diesel production using seeds of Jatropa Curcas plants, right from cultivation through oil extraction to bio diesel conversion. The agricultural

significance of this project is that, as Jatropa is a very hardy plant that survives in harshest of conditions with minimal care & water, it will utilize the barren wastelands in different areas of Pakistan that are lying unused due to either infertility of soil or scarcity of irrigation water and will fetch substantial revenues for owners of wastelands.

ASF Supports Introduction & Implementation of Agriculture Farm Information System in Local Languages



One of the greatest challenges in agriculture is to encourage the farming community in using modern technologies and practices. Among various successful interventions by ASF in this regard has been the introduction of information technology in the agribusiness sector. ASF has extended financial support to two progressive farmers of

Sindh for the purchase of a farm management software known as 'Agriculture Farm Information System' which was developed in Sindhi language by a local service provider.

This comprehensive software is basically a decision support tool that allows the farmer to keep a check on all operational activities taking place on the

farm on daily basis and monitor each cost component. The systems generates financial statements and other reports and can be accessed through the website from any place. The initiative has significantly helped farmers in reducing agricultural cost, increasing income and has also created employment opportunities for qualified people in the region.

"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"

Need More Information About ASF ? Contact Us

ASF has recently completed a 5-year matching-grants program wherein it provided 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 promotion 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 also supported BDS providers, research & development and private-sector extension services initiatives.

For further updates on upcoming grant schemes, please visit our website www.asf.org.pk or email us at info@asf.org.pk.



Balochistan Farmers Get Early Crop Advantage by Raising Vegetable Seedlings Under ASF-Supported Solar Tunnels

Realizing the success and benefits of solar tunnels approved by ASF during 2008-2009 for the farmers of Baluchistan, 240 more farmers from Baluchistan consisting of 24 Farmer Enterprise Groups (FEGs) successfully implemented 24 solar tunnels in Baluchistan with ASF support, during the year 2010. It is worth mentioning that standard capacity of these solar

tunnels was increased from 2000 sq ft to 6000 sq ft on request of the farmers. Mr. Abdul Qahar, President of Qahar and Jangir Shah Group said that the main benefit of these solar tunnels was of raising vegetable seedlings in tunnels during the months of January and February when it was not possible for them to raise the said seedlings in open fields (the season for raising seedlings starts in March).

He said that by the grace of Allah; all the fields of their group members were already filled with vegetable seedlings from their solar tunnel in the month of March. He also mentioned that since they had raised vegetable seedlings one month early than normal season, they are expecting advantage of early harvest to yield good prices for their produce in the market.

Corporate Affairs



Directors at the 22nd Meeting of BOD held in Lahore.

• The 22nd Meeting of ASF Board of Directors was held on March 31, 2011 in Lahore. During the meeting, the Board made important decisions including discussion and adoption of

ASF's future strategy after phasing out of Agribusiness Development & Diversification Project (ASF).

- The 14th meeting of ASF Audit Committee was held on March 31, 2011 in Lahore.
- The 10th meeting of ASF HR Committee was held on March 31, 2011 in Lahore.
- With the end of quarter, ASF successfully completed its inputs under a 5-year ADDP program funded by ADB. While activities

under the ADDP program have terminated due to closure of program, ASF is currently in process of formally phasing out of program as per ADB procedures.

- During the quarter, ASF successfully completed a flood-relief project funded by Concern Worldwide (USAID / OFDA). Under the project, wheat seeds and agricultural hand tools were distributed to 9,000 flood-affected households of district Muzaffargarh.

“Visit

www.asf.org.pk

and learn more

about ASF and

its grant

products”

ASF Grants Portfolio - 5,328 Nationwide Projects Worth Rs. 1.145 billion

The total number of approved projects under all categories till date is 5,328 for a total value of Rs. 1.145 billion.

ASF grants portfolio to-date includes support to 471 Existing Agribusiness Enterprises, 115 Start-up Agribusiness Enterprises, 712 Business Development Service (BDS) providers & consultants, 11 Research & Development projects, 70 Private Sector Agriculture Extension Services projects, Formation of 2,000 Farmer Enterprise

Groups (FEGs) and BDS support to 1,949 FEGs on nationwide basis.

Geographic distribution of projects is as follows:

- Punjab 1,433 projects
- Sindh 897 projects
- Baluchistan 834 projects
- Khyber Pakhtoonkhwa 1,451 projects
- Gilgit Baltistan 568 projects
- FATA 60 projects
- AJK 85 projects

In addition, to ensure appropriate implementation of its Grants components, ASF has formed strategic partnerships with leading Universities, Research Institutions, NGOs and RSPs, Certifying Bodies, Government Departments, Associations, and National and International Organizations.

What the Grant Recipients Say...

The role of Agribusiness Support Fund in organizing demand based training programs is excellent. The organization has good coordination with most of relevant departments and research institutes. The participants, which are represented by farmers, consultants, experts and other professionals, get chance to learn latest technologies being used by agribusiness communities globally.

Abdul Sattar Shah
Food Technologist
Agriculture Research Institute
Tarnab

ASF is the pioneer of GlobalGAP Certification in Pakistan. I attended Pakistan's first ever GlobalGAP Train-the-Trainers workshop organized and supported by ASF. This training produced several trainers who implemented GlobalGAP at many agribusinesses starting from the scratch. Now there are more than 25 GlobalGAP certified companies in Pakistan. Other than GlobalGAP I also attended ASF funded Lead Auditor Training courses like ISO 9001:2008 and BRC Global Standards for Food Safety. My current status of a leading auditor and trainer is due to the learning and confidence provided by ASF support.

Ghulam Ishaq
Agri Food Auditor
Bureau Veritas Pakistan Pvt. Ltd

Being an agriculturist I am pleased to share that the ASF's intervention to support establishment of Screen Houses for disease-free kinnow plants nursery has proved to be very successful with the grace of Almighty Allah. The farmers of area are really inspired with this project and they are looking forward to get maximum benefit out of this project. I would like to pay special thanks to ASF management on launching such a wonderful project, which is first ever activity of such type in the history of country.

Sohail Aftab Ahmed
Screen House Owner
Village Mateela Tehsil Kotmoman



Mr. Sohail Aftab Ahmed expressing his views while standing in front of his newly constructed Screen Houses



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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 creditworthiness to access financing for their enterprises. The company is governed by a private-sector led independent Board of Directors.

Some Success Stories & Milestones

- Distribution of wheat seeds and agricultural tools to 9,000 flood effected households (63,000 family members) in Muzaffargarh
- Project for Fruit Plant Nursery production in Screen Houses under insect-free environment on nationwide basis. (FIRST IN PAKISTAN)
- Provision of Solar Dryers for drying of fruits & vegetables on nationwide basis. (FIRST IN PAKISTAN)
- 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 on-farm mango washing, drying, grading and packing facilities in mango growing districts in Punjab & Sindh (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 ACDI / VOCA, USA (FIRST IN PAKISTAN)
- Extension services project for date sector in Punjab, Sindh, Balochistan and Khyber Pakhtoonkhwa.
- 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, Baluchistan.
- Establishment of certified fruit nurseries at KPK, 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 (KPK, 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 & KP)
- Support in pickles preparation, packing and marketing (KPK)
- Support in production, packing and marketing of cut-flowers (Nationwide)
- Support in setting up a Cattle Breeding & Extension Services Center (Gilgit Baltistan)
- Mushroom production & marketing projects (KPK & FANA)
- Onion seed production & Seed potato production projects (Sindh & KP)
- Milk collection, chilling and value-addition projects (Nationwide)
- Establishment of common facility centre for apple growers (KP)
- Solar Dryer Units for Chillies at District Umerkot (Sindh)