



# Agri-Marketing

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e-News



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## Agriculture Marketing, Government of the Punjab, Lahore

### **Probationary Officers of Civil Services Academy, Lahore of 37<sup>th</sup> Common training programme-filed work 3<sup>rd</sup> term visits Agriculture Marketing wing.**

The group of the Probationary Officers of Civil Services Academy, Lahore visited the Agriculture Marketing Wing on 2<sup>nd</sup> & 3<sup>rd</sup> August 2010 and the Special Secretary, Agricultural Marketing gave them an introductory presentation on the Agriculture Department Marketing Wing. Then the second presentation on “Study the problems faced by the small farmers in selling their agricultural produce to PASSCO and Food Department, Government of the Punjab, make recommendations for resolving the problems” was given by Mr. Munir Ahmed, Director Punjab Institute of Agriculture Marketing and Mr. Muhammad Ajmal, Project Manager (AMIS).



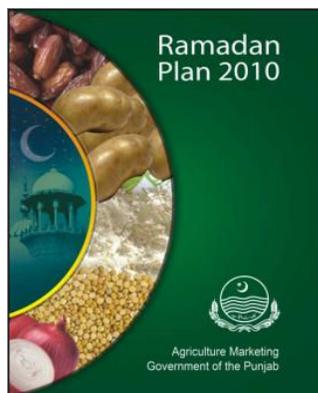
On second day the probationary officers visited the office of the Market Committee,

Lahore and Fruit & Vegetable Market, Badami Bagh, Lahore for watching the open auction of Agricultural produce.

### **Agricultural Marketing Wing prepares a Ramadan Plan-2010 for providing relief to the common man.**

Severe flooding affected millions of people, causing damage to housing, widespread destruction of infrastructure and adversely affected various crops in Pakistan. Overall, about 1.71 million acres of crop land have been damaged by flood in Punjab. This represents approximately 9.2 percent of the total cropped area in the province. Due to worst floods in history, following torrential rains in July and August the main highways were damaged and the supply line of the agricultural commodities was also cut off. The above story was the upcoming alarm of price hike. Under this situation, the supply of essential commodities to the people on affordable rates has become a great challenge for the government. To address this challenge, the Agriculture Marketing, Government of the Punjab, prepared Ramadan Plan-2010 for the sake of bridging the gap between

demand and supply chains of essential items.



The Agriculture Marketing Department took the following initiatives:

- Establish ment of “Fair Price Shop” in Ramadan Bazaars. The Chief Minister Punjab provided Rs. 60 million for the establishment of fair price shops.
- Five essential items potato, onion, dates, gram pulse and basin were supplied through these fair price shops on whole rates.
- Total sale of above five essential items was 4741.68 tons and about 23.70 Lacs consumers were benefited in Ramadan 2010 through these fair price shops. These five items were available on fair price shops in 1 and 2 kg packing so that maximum consumers may get benefit.
- Monitoring the daily arrival of agriculture produce in Fruit & Vegetable markets.
- The formulation and rationalization of “daily price list” on the basis of arrival and fairly open auction at fruit & vegetable markets.
- control the prices of agriculture commodities at retail level.

- Uploading of daily rates on the website of I&C ([www.ramzansahulat.punjab.gov.pk](http://www.ramzansahulat.punjab.gov.pk))

In response to these efforts, the prices of agriculture commodities were controlled and made stable during Ramadan 2010.

### **USAID/Firm principally agrees to provide financial assistance for the establishment of 2 Agricultural Produce Markets in the Flood Affected areas.**

USA Firm principally agreed to provide financial assistance for the establishment of 2 Agricultural Produce Markets in the Flood Affected areas. The proposed sites for the establishment of two markets are as under;

- Fruit & Vegetable/Grain Markets at Karror Lal Essan
- Fruit & Vegetable/Grain Markets at Derya Khan
- Fruit & Vegetable/Grain Markets at Jattoi district Muzafarghar
- Fruit & Vegetable/Grain Markets at Rojan District Rajanpur

After final selection of sites these markets would be designed on the modern lines. In this connection a meeting was held on 21-09-2010 with the USA Firm under the chairmanship of Special Secretary Agriculture Marketing in the committee room of Agriculture Marketing and the following participated;

1. Ahmed Hassan Ghazali, BEE Liason USAID/Firms
2. Farhan Ahmed Shah, USAID/Firms
3. Azim BEE Liaison USAID/Firms
4. Steven Shepley, Team Leader Asian Development Bank

5. Doeke Oosterbaan, Agribusiness Engineer, Asian Development Bank

These markets will be based on modern infrastructure and design. The proposed markets have been conceptualized and designed in a manner that transparency and efficiency is ensured and value addition is encouraged so that farmers get maximum price and consumers get some better quality for a reasonable price. A central auction system i.e. Dutch auction system will also be introduced in the markets.

**A workshop on Mango, Citrus and Vegetable Component is conducted by the Punjab Resource Management Program Technical Assistance Management Agency (TAMA).**

A workshop was conducted on 26<sup>th</sup> August-2010 and different stakeholders participated in this workshop. In start Mr. Martyn Ambury gave a welcome address and introduced the Punjab Resource Management Program (PRMP). Mr. Farhan Aziz Khawaja, Special Secretary, Agriculture Marketing introduced the project. Then a presentation was given by the foreign consultants Mr. Rupert Knowles and Thomas Cunnigham.



The consultant also proposed some projects to resolve the issues;

1. Nursery Project; to foster a Punjab nursery industry producing high quality certified saplings to fulfill the requirements of fruit growers planting modern and competitive fruit orchards.
2. Farmer Training Project; Agriculture Department contracts private sector to provide extension services to at least 50% of farmers on 2-3 selected key fruit and vegetable crops in target districts.
3. Marketing Project: improve domestic marketing, increase processing, develop export markets.
4. Database Project; Database needed for statistics, planning, forecasting, contracting.

**Up-gradation of website [www.amis.pk](http://www.amis.pk) with the assistance of Punjab Information Technology Board (PITB).**

The Agriculture Marketing has its own robust website [www.amis.pk](http://www.amis.pk) with the following features;

**Daily Updated weather** of 30 major cities of Pakistan is available on the official website.

**Agriculture Statistics** area, production and yield of 36 major crops of Pakistan since 1947-48 to 2008-09 are also available on the official website.

**World Crop Data** latest international data of 12 Agricultural Commodities on area, production and percentage share is also available on the website.

**Prices by Commodities** Option is available to see the prices of 77 agricultural

commodities in different cities of the Punjab.

**Prices by Cities:** Option is also available to see the prices of all Agricultural Commodities in a city.

**Daily Price Change:** Daily price change of Agricultural Commodity can be observed over last day price of same commodity.

**Commodity price trend across the Punjab.** A report can be generated of daily prices of any selected Agricultural Commodity across the Punjab.

**Commodity Price Trend Over days.** Price trend can be generated by the selection of City, Crop, start date and end date for a specific period.

**Price forecast** of 13 essential agricultural commodities is being updated on the official website.

**Marketing Roundups** are published on monthly basis and regularly uploaded on the official website.

**Publications:** All Research Reports which are prepared & published under this project are also uploaded on the website.

**E-News Newsletter:** The activities which are being performed within the department are documented in the form of Newsletter and sent to the different stakeholders through e-mail on monthly basis. E-news newsletters are also available on the website.

**Information regarding Food Processing:** Basic information regarding food processing is also available on the official website.

**Post harvest practices:** Some articles regarding post harvest practices are also available on the website.

**Export Market:** Latest data regarding export from Pakistan is also available on the website.

**List of Exporters:** A list is available of prominent Pakistani exporters of Fruit, Vegetable and Rice for quick reference.

**Investment Option:** Updated pre-feasibility studies of agro based industries are also available on the website.

**Agro-based industries:** Basic information regarding agro-based industries like Name of industry, its Addresses & Telephone Nos. are also given on the official website for direct approach of farmers to the processors.

**Quality Standards:** Codex standards for oranges, Tomato, wheat, Rice, Mango and Pulses are also given on the website.

**Activity Calendar:** Harvest calendar of 61 different crops is also been available on the website.

**Cost of Production/Cropping Pattern.** Cost of Production of 17 major crops is also available on the website.

**Agriculture Produce Market Ordinance 1978 & Rule 1979.**

**Contacts:** Addresses & telephone Nos. of all the district headquarter offices i.e. Extra Assistant Directors of Agriculture (E&M), Market Committees of the Punjab and complete addresses & Telephone Nos. of

Project Staff are also available on the website.

**Discussion Forum:** The visitor of this website may also contact the AMIS team as well as other visitors through discussion forum.

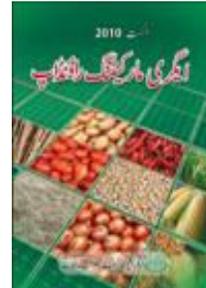
**Reporting Server:** Year, Month and City wise Reports can be generated through this reporting server at Prices link on the website.

Now the proposed initiative of up-grade of amis.pk consists of publishing data of international commodities exchanges and improving report generation (both current & historical). The PITB will assist the Agriculture Marketing in publishing international rates of Sugar, Wheat, Rice, Maize and Cotton from the following main commodities exchanges;

- Chicago Board of Trade (CBOT)
- New York Mercantile Exchange (NYMEX)
- Chicago Mercantile Exchange (CME)
- National Stock Exchange of India

## **Agriculture Marketing Wing Publishes Agri-Marketing Roundup for August-2010.**

Agri-Marketing Roundup is a monthly publication of Agriculture Marketing, Government of the Punjab.



The current publication of Agri Marketing Roundup focuses especially on the comparison of country's production with

International production, Local production trend of crops, Share of provinces in crop production, comparison of crop production in different districts of the Punjab, International prices and local prices of different agricultural commodities. Its PDF file is also available on the website

[www.amis.pk](http://www.amis.pk).

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