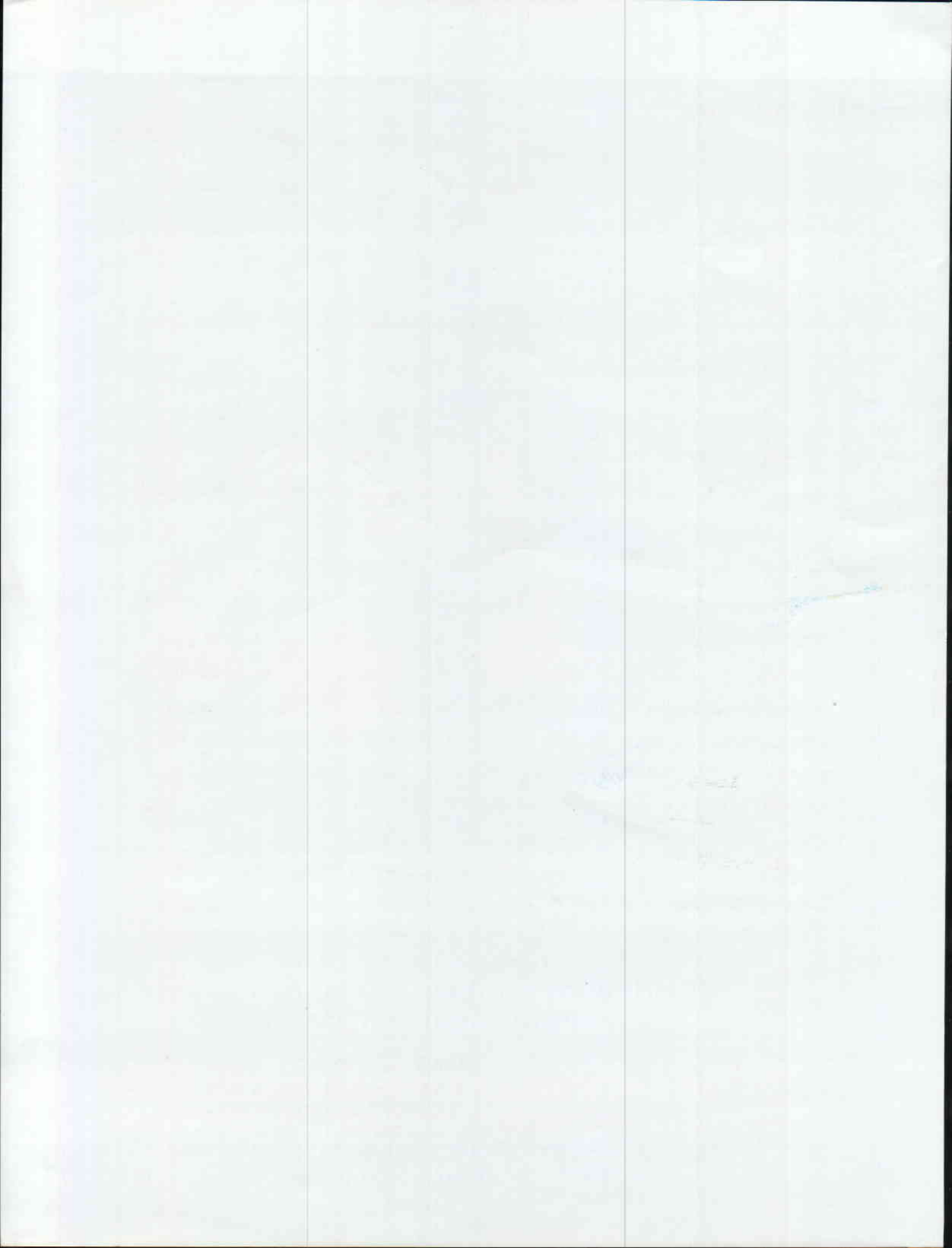


Potato Production, Marketing And Export



Report Produced under
Fruit & Vegetable Development Project
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Foreword

To enhance the production of Fruit and Vegetable in the Punjab to meet the rising demand of mass population. The Government of the Punjab Agricultural departments has approved an umbrella project titled "Fruit & Vegetable Development Project" with the cost of 664 million. The objectives of the project are as follows:

- **To enhance production of Horticulture crops.**
- **To improve the Quality of Horticulture crops.**
- **To improve the marketing of Horticulture crops.**

This report relate to Potato through a planed effort, keeping in view the above objective. Available information is updated; further required data has been collected and processed.

The information collected has been compiled into a booklet form to be used as reference/benchmark by all the stakeholders' viz. producers, processors, traders and exporters to enable them to plan an effective role in the World's production, productivity and export. The efforts made by Mr. Kazim Abbas Jalvi, Agricultural Economist FVDP & Mr. Muhammad Irfan Bhatti analses and composition to compile the information are highly acknowledged.

To update the information is regular activity. All the stakeholders can obtain the latest information from the Directorate through toll free telephone Number (0800-511111). Any suggestion for improving the format and the contents of this publication would be welcome.



(Dr. Muhammad Rafiq-ur-Rehman)
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