Potato Production, Marketing And Export

Report Produced under

Fruit & Vegetable Development Project

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DIRECTORATE OF AGRICULTURE

(ECONOMICS & MARKETING) PUNJAB,

21-Davis Road, Lahore Ph: # 9200756

Fax: # 9203927 Website: www.punjabagmarket.info

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 (0800-51111). Any suggestion for improving the format and the contents of this publication would be welcome.

(Dr. Muhammad Rafiq-ur-Rehman)
DIRECTOR OF AGRICULTURE
(ECONOMICS & MARKETING)
PUNJAB, LAHORE.

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Potato Production, Marketing and Export

INTRODUCTION

Potato originated in the highlands of South America, where it has been consumed for more than 8,000 years. Spanish explorers brought the plant to Europe in the late 16th century as a botanical curiosity. By the 19th century it had spread throughout the continent, providing cheap and abundant food for the workers of the Industrial Revolution.

Today, potato is the fourth most important food crop in the world, with annual production approaching 300 million tons. More than one-third of the global potato output now comes from developing countries, up from just 11 percent in the early 1960s. Potato production in developing countries entered a new, rapidly expanding phase in the 1990s. Output surpassed 100 million tons by mid-decade, up from less than 30 million tons in the early 1960s. For the last ten years, potato production has increased at an annual average rate of 4.5%, area planted at 2.4%. More remarkable still is that as potato output continues to expand, the growth rate for area planted and production continued to accelerate. As a result, the growth rate in potato production has nearly doubled over the last twenty years.

Consumption in developing countries also increased: from 9 kg/capita in 1961-63 to 14 kg/capita in 1995-97 according to FAOSTAT (June 1998). These averages are still but a fraction of per capita consumption levels of 86 kg/yr in Europe or 63 kg/yr in North America, suggesting that ample room exists for continued consumption increases.

Recent statistics suggest that this trend is already underway in parts of the developing world.

In Asia, per capita potato consumption jumped from 12 kg/capita in 1991-92 to 14 kg/capita in 1994-96— a 16% increase in per capita terms over the last three years. In Africa, annual average consumption remained stable over the same period at 8 kg/ person as continued population growth absorbed all of the increase in aggregate production. For Latin America, per capita consumption for the region as a whole rose by nearly 15% in recent years from 21kg/yr to 24 kg/yr. Moreover, consumption increases in certain countries also merit mention, in particular, in Colombia, from 47 kg/yr in 1991-92 to 56 kg/yr in 1994-96; and in Peru, from 42 kg/yr in 1991-92 to 63 kg/yr in 1994-96, recovering sharply from the earlier downward trend in utilization.

A single medium-sized potato contains about half the daily adult requirement of vitamin C. Other staples such as rice and wheat have none. Potato is very low in fat, with just 5 percent of the fat content of wheat, and one-fourth the calories of bread. Boiled, it has more protein than maize, and nearly twice the calcium.

According to the (FAOSTAT, September 1998), potato production worldwide stands at 293 million tons and covers more that 18 million hectares. With the break-up of the former Soviet Union, China is now the world's largest potato producer. India ranks number four. Although potato production in Europe has fallen since the early 1960s, this decline has been more than offset by the growth in Asia, Africa and Latin America, thereby explaining the rise in global potato tonnage.

Asia. Growth in potato production in Asia in the 1990s has been spectacular, averaging 5.1% from 1985-87 to 1995-97. Several countries in fact have witnessed remarkable acceleration in recent years. These include China with a 6.2% average annual rate of growth in potato production over the last 10 years; Indonesia 10.6%; Nepal 8.8%. India and Pakistan saw their growth rates decline but they were still impressive at 4.6% and 6.0%, respectively.

Africa. Egypt, South Africa, Algeria, and Morocco produce more than 80% of all the potatoes in the region. Growth rates in production have been strong for each of these countries, with that for Egypt at over 5% per annum since 1961-63.

Latin America and the Caribbean. Potato production continued to expand over the last three decades at an annual rate of 2.2%. In recent years, growth in area planted has rebounded particularly in Ecuador 3.0%, Peru 2.0%, and Brazil 1.0%. As a result, output has risen sharply in these same countries: Peru 3.7%, Brazil 2.8%, and Ecuador 2.0 %.

The top ten potato producing countries along with their respective share in world production is given in the table:

World Potatoes Production

("000" Tones)

Sr. No.	Country	Year				% age Share
		2002	**2003**	**2004**	**2005**	
1	China	70233	68139	70036	73036	22.37
2	Russian Federation	32870	36746	35914	36400	11.28
3	India	25000	25039	24918	25101	7.96
4	Poland	15524	13731	13999	11009	4.3
5	USA	20856	20866	20886	19111	6.47
6	Ukraine	16619	18453	20755	19480	5.98
7	Germany	11472	10232	13044	11155	3.65
8	Belarus	7421	8649	9902	8185	2.70
9	Netherlands	7463	6469	7488	6836	2.25
10	United Kingdom	6966	5918	6316	6300	2.03
Top ten countries		20799	214196	223058	216633	69.02
Other 133 countries		97213	9648	98670	97515	30.98
Pakistan		**1839**	**1765**	**1883**	**1774**	**0.58**
World		**318012**	**310604**	**321728**	**314148**	**100.00**

Source: FAO

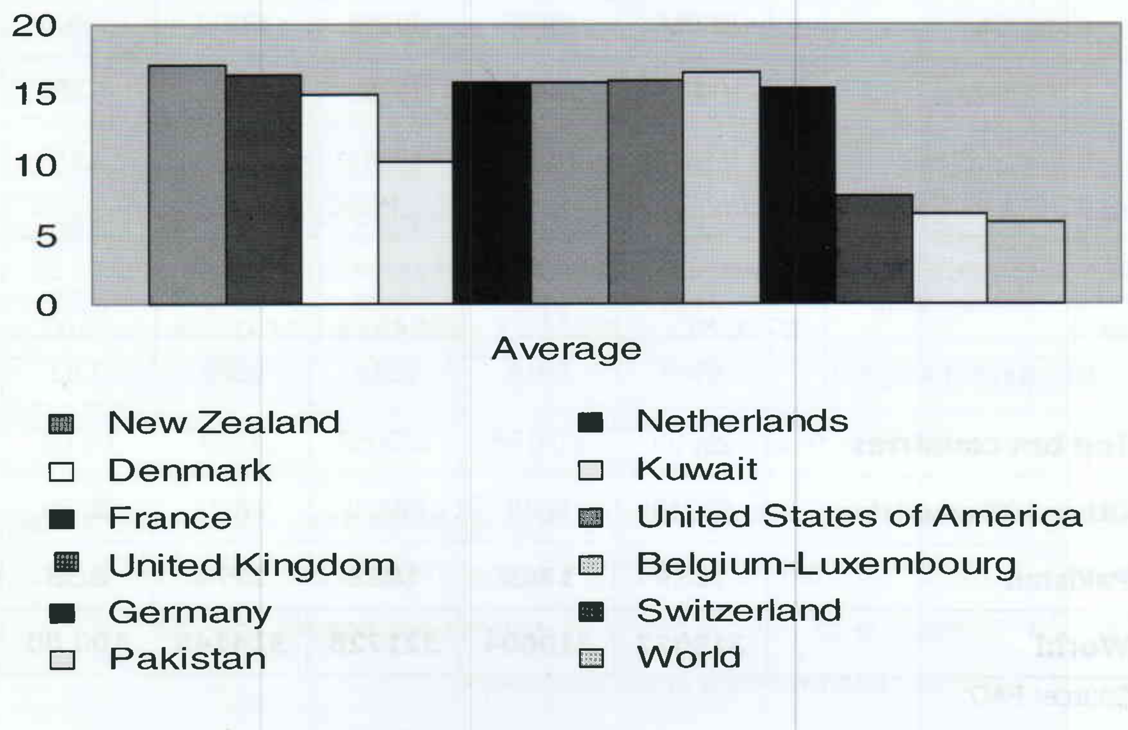
China is the top shareholder in the world production i.e. 22.37% and Pakistan shares only 0.58% in the world production as shown in table below. However the average yield of the country is a little higher than that of the world average i.e. 6.45 Tonnes per Hectare as compared to 5.775 for the world. New Zeeland is at the top of list regarding per Hectare yield which is 17.03 Tonnes per Hectare.

Potatoes Yield of Leading Countries in the World

(Tonns/ha)

S. No.	Country	2002	2003	2004	2005	Average
1	New Zealand	17.61	16.56	16.54	17.42	17.0325
2	Netherlands	16.89	15.25	16.97	15.88	16.2475
3	Denmark	14.91	14.62	14.73	15.06	14.83
4	Kuwait	9.34	10.2	10.28	10.69	10.1275
5	France	15.85	15.06	15.85	16.15	15.7275
6	United States of America	15.18	15.36	16.37	16.26	15.7925
7	United Kingdom	16.48	15.25	15.21	16.82	15.94
8	Belgium-Luxembourg	17.6	15.89	16.75	15.44	16.42
9	Germany	15.25	13.49	17.68	15.1	15.38
10	Switzerland	7.48	7.77	7.9	7.59	7.685
55	Pakistan	6.13	6.28	6.62	6.77	6.45
	World	5.72	6.24	6.09	5.05	5.775

Potato yield Tons/Ha



EXPORT AND IMPORT OF POTATO

Export of Potato

The 12 leading exporters hold approximately 77% of the total potato trade. Germany France and Netherlands are at the top of list whereas the Belgium is a new entrant. Pakistan stands at 12th position (the figures of export don't relate fiscal year).

Leading Exporters of Potatoes

(Export in Tones)

S. No.	Country	Year				% Share Last Year
		2002	2003	2004	2005	
1	Germany	1290243	1337114	1320537	1221203	13.95
2	Netherlands	1741565	1814271	1669616	1769121	20.21
3	France	1023504	1438611	1434335	1113338	12.721
4	Belgium	835279	971209	972842	963540	11.01
5	Canada	426161	466523	428069	436211	4.98
6	USA	315106	270743	220697	215983	2.47
7	Italy	312151	197608	183349	193654	2.21
8	Spain	204271	258389	232518	235616	2.69
9	U.K.	203050	264248	217438	289241	3.31
10	Turkey	25177	172301	149909	165706	1.89
11	Belarus	17624	49720	52870	47690	0.55
12	Pakistan	59987	79388	56066	65210	0.75
Top 12 countries		**6454118**	**7320125**	**6938246**	**6716513**	76.74
Other 123 countries		**2324667**	**2492397**	**1156647**	**2035486**	23.26
World		**8778785**	**9812522**	**8094893**	**8751999**	100

Source: FAO

Export of Potato from Pakistan

The export of potato from Pakistan was nominal up to the year 1996-97 which rapidly increased up to 121 thousand tones during the year 1998-99 but the momentum could not be maintained due to non-continuity in government policies and the quantum of export of potato has been reduced in the next years.

Potato is being exported to 18 countries from Pakistan in 1998-99 which has been curtailed to 13 countries during 2000-01. Out of which six markets has main share. This is more than 90% of the total exports. There is need to sustain/enhance our share in these existing markets and to explore new market s. Sustained production and consistent export policy may help in this regard. A regular supplier in the international market is preferred to that of an occasional one.

Export Constraints

- **Lack of information about incentives** offered by different countries from time to time for their export acceleration to help take proper measures to offset the same as far as possible through policy and policy instruments by the government for giving a boost to exports.
- Little know-how is available about **pre-harvest and post-harvest** technologies for export-oriented production of Potato to cater for requirement of international markets.
- **Cumbersome procedure** to have certificates for grading, phyto-sanitary, Quarantine and custom clearance from different offices.
- Lack of required **cool chain system** for proper transportation of perishables and shortage of cold storage facilities at Airports.
- **Air cargo facilities** especially in and around producing areas are either not available or too short to meet the requirements.
- **Main focus** of Trade Policy has been on manufactured items for export and not on the Potato, which have, much potential for export of the same.
- The existing **trade laws and institutions** are the same for all items of export while special regulations and procedures are needed for handling, loading, unloading, time scheduling for perishables.
- Trade policy has no workable mechanism to fix and review the **Minimum Export Prices (MEP)** for Potato.
- Trade policy does to **incentives the supervised export oriented** production of Potato and enforcement of international quality standards.

Suggestions for Enhancement of Export of Potato

- Export Promotion Bureau of Pakistan/Ministry of Commerce should create a **Web Site and build database** on all aspects of export of Potato. This facility should be accessible to all concerned to have required information within the shortest possible time for correct and prompt decision making in connection with export.

- **One Window Facility** is highly imperative to providing prompt services to exporters. The WINDOW should remain open and operative round the clock.

- **Minimum Export Prices (MEP)** for Potato may be fixed to increase the foreign exchange earnings. A mechanism however, be developed for review of MEP with the help of provinces on the basis of local price trends from time to time.

- **The important offices of Commercial Counselors in all countries need to be activated** to make available prompt feed back on all aspects of trade with a business like approach.

- **Liaison Offices** should be created at Federal and Provincial levels for frequent interaction and exchange of experience and information to accelerate export as a **Joint Venture Activity**

- **Provincial Government** may be provided financial and technical assistance to produce Potato according to quality standards/demand for such items of the importing countries.

- A comprehensive, long term and **Sustainable Export Policy** is required to develop all kinds of infrastructure to help institutionalize the export.

- Favorable environment and conditions be created for promotion of **Export of Semi-Processed and Processed** Potato for value added export.

- The **Export Development Fund** with the Export Promotion Bureau of Pakistan may be utilized among other things for (a) Research & Development of Potato, (b) creation of key infrastructure for export (c) visit exchange programmed for producers, traders and exporters (d) study visits of provincial Agricultural experts to international markets and creation of database and network with provinces.

Import of Potato

197 countries are involved in potato imports. The leading 3 importers used the import for re-export. Approximately 65% import of the world is concentrated to 12 leading importers, whereas rest of the 185 countries deals only 35% of total import quantum. This is increased in last few years.

Leading Importers of Potato

(QTY "000" Tones)

S. No.	*Country*	2002	2003	2004	2005	%Share
1	Netherlands	1768198	1779821	1635579	1713435	16.78
2	Belgium	1053001	1009873	1046590	1059687	10.38
3	Germany	471689	559589	538017	560167	5.49
4	Italy	530154	584677	616643	596325	5.84
5	Spain	527224	680390	778493	732510	7.17
6	USA	400578	395665	342483	367521	3.59
7	France	323053	261895	363728	326589	3.19
8	U.K.	380584	306355	380588	379546	3.72
9	Russian federation	192971	508006	161220	125106	1.23
10	Canada	290872	239067	163650	191325	1.87
11	Portugal	221571	208163	252762	562114	5.51
12	Uzbekistan	2318	1623	351	793	0.0078
Top 12 countries		**6162213**	**6535124**	**6280104**	**6615118**	**64.79**
Others 185 countries		**4213584**	**5041365**	**3594892**	**3594892**	**35.21**
World		**10375797**	**11576489**	**9874996**	**10210010**	**100**

POTATO PRODUCTION IN PAKISTAN

For potato production Pakistan can be divided into eight agro-ecological zones, which differ significantly in altitude, latitude, longitude, topography, climate, soils and irrigation infrastructure. Consequently, these factors with socio economic and cultural factors have an impact on the farming system. The eight zones are as follows:-

(1) Irrigated plains of Sindh, Southern Punjab and Balochistan
(2) Irrigated plains of Central Punjab and South East NWFP
(3) Irrigated and rain fed plains of NWFP and Northern Punjab
(4) Irrigated lower valleys of NWFP
(5) Rain fed high valleys and hillside of NWFP, Northern Punjab and Azad Kashmir
(6) Irrigated high valleys of NWFP, Northern Areas around Chilas and Azad Kashmir

(7) Irrigated high valleys of Northern Areas and NWFP around Mastuj
(8) Irrigated high valleys of Balochistan, South and North Waziristan

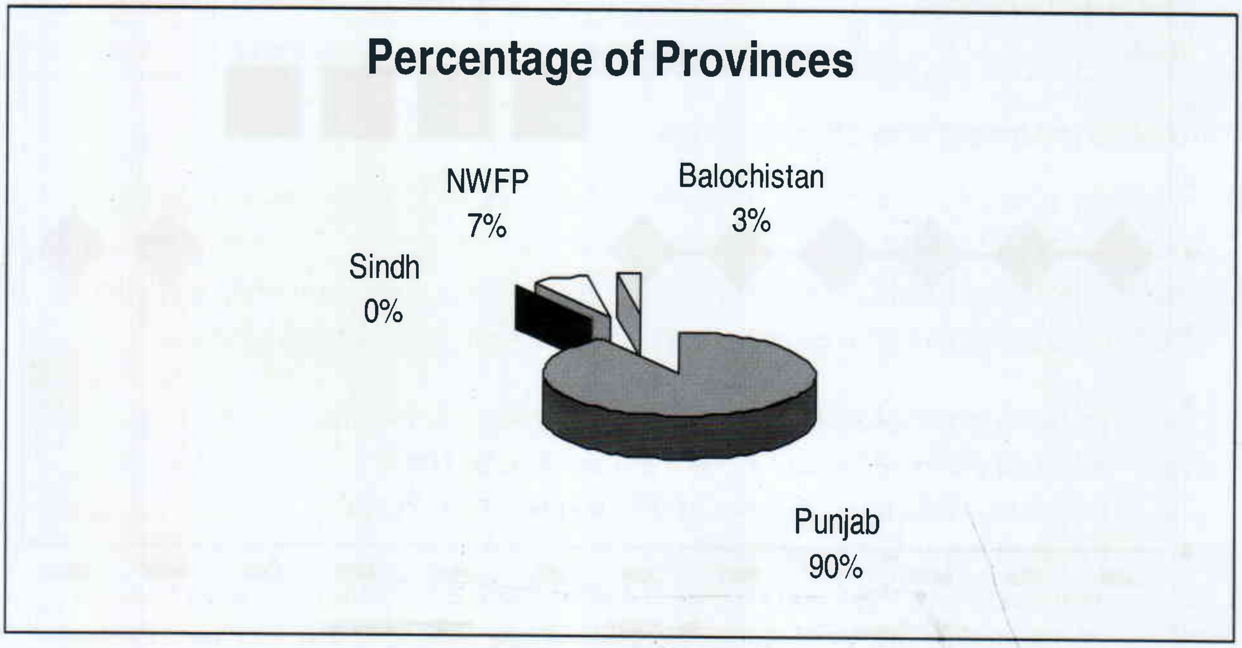
Potato has two crops winter and Spring Punjab gives 85% of country potato production and out of this share winter potato contributes 75%.

Province Wise Production of Potato in Pakistan

("000" Tonnes)

YEAR	Punjab	Sindh	NWFP	Balochistan	Total
2000-01	1479.7	7.5	119.3	59.6	1666.10
2001-02	1548.8	2.9	115.6	54.3	1721.60
2002-03	1761.9	2.5	133.7	48.2	1946.30
2003-04	1775.2	2.9	119	41	1938.10
2004-05	1768.55	2.7	126.35	41.35	1938.95
Total	8334.15	18.5	613.95	244.45	9211.05
Percentage	90.48	0.20	6.67	2.65	100

Source: Agriculture Statistics of Pakistan

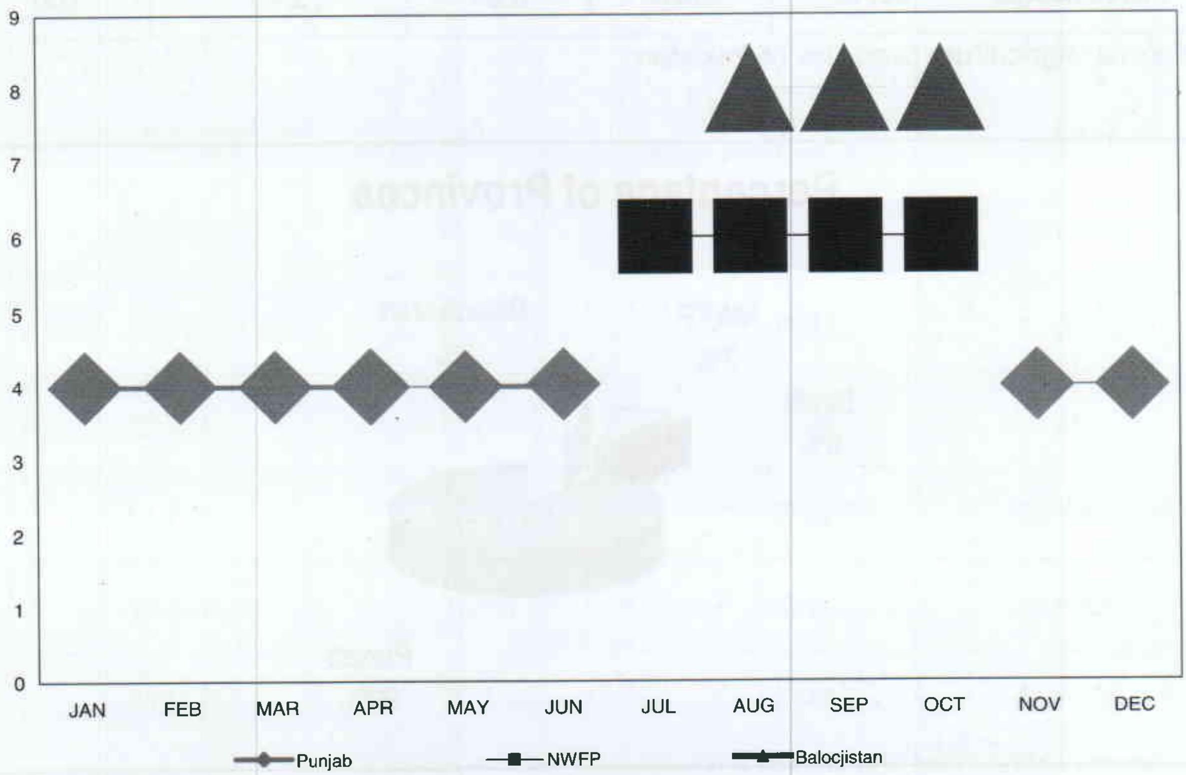


TRADE CYCLE OF POTATO

Altitude, latitude, longitude, topography and exposure to the sun determine planting time, length of growth period and harvest time for potato in each zone. The availability of potato from different zones/provinces is as follows:

Province	Major Producing Areas	Availability in Market
Punjab	Sialkot, Gujranwala	November to May
	Sheikhupura, Sharqpur, Lahore, Okara, Sahiwal	December to June
NWFP	Mansehra, Abbotabad, Bannu, Peshawar	July to September
	Sawat, Balakot, Gilgit, Sakardu	August to October
Balochistan	Mastung, Poshin, Qalat, Khuzdar, Ziarat	August to October

Potato Trade Cycle



POTATO PRODUCTION IN PUNJAB

Punjab contributed to the extent of 90% in potato production and is cultivated on an area of more than 200 thousand acres. In spite of fluctuations the trend of potato as shown by the table given below cultivation is increasing.

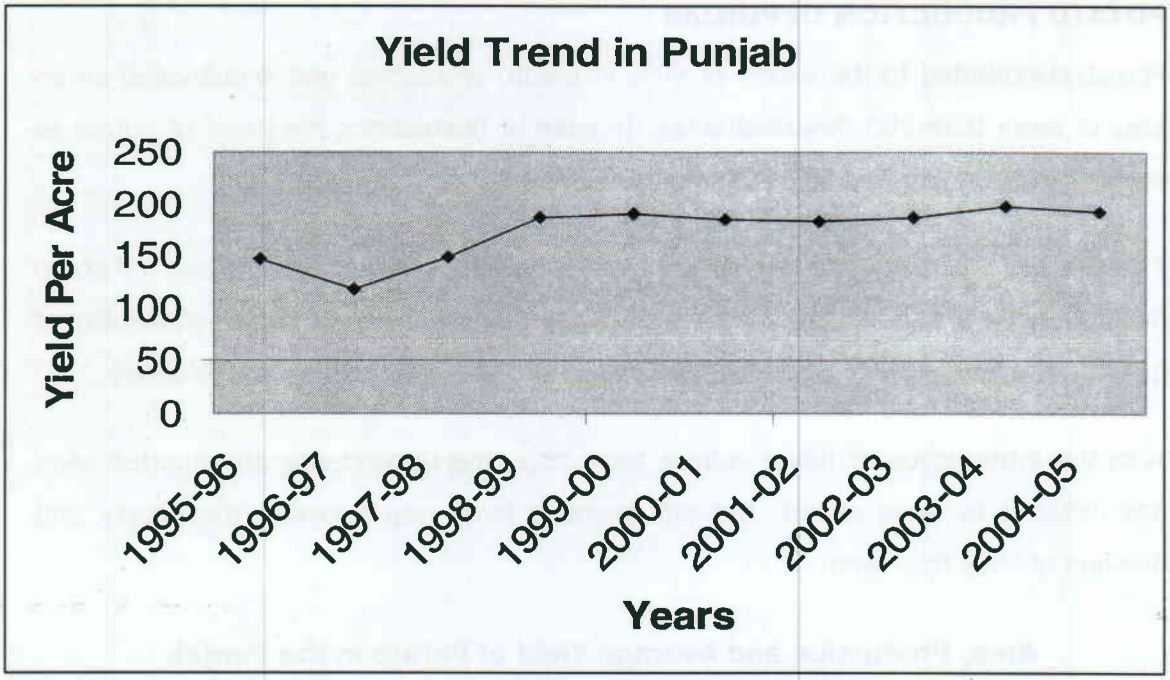
The average yield of potato is increasing as a long-term trend however there are sharp fluctuations in the short run. The yield is affected by the last year prices, availability of quality seed and fertilizer, incidence of disease and above all the water availability.

With the introduction of tissue culture technology the dependence on imported seed has reduced to large extent. But still there is large gap between the supply and demand of virus free seed.

Area, Production and Average Yield of Potato in the Punjab

YEAR	Area (000 Acre)	Production(000 (tones)	Average Yield (Mds/Arce)
1995-96	155.93	851.6	146.32
1996-97	176.68	779.1	118.14
1997-98	219.68	1223.9	149.27
1998-99	231.01	1604.01	186.04
1999-00	231.57	1648.01	190.67
2000-01	215.16	1479.69	184.26
2001-02	226.16	1548.79	183.16
2002-03	252.55	1761.9	186.12
2003-04	239.95	1775.2	198.22
2004-05	244.67	1833.87	192.86

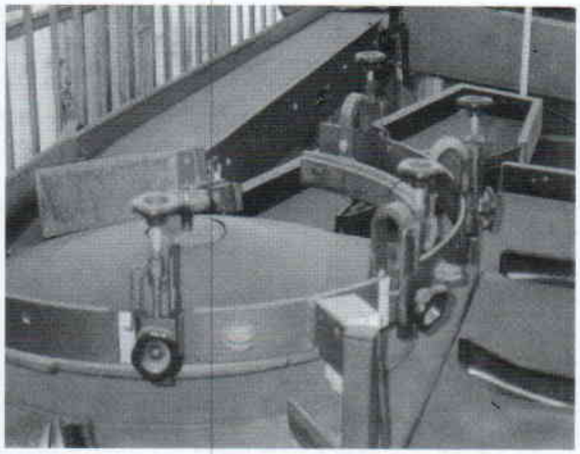
Source: Agriculture Statistics of Pakistan



HARVEST AND POST HARVEST TECHNOLOGY

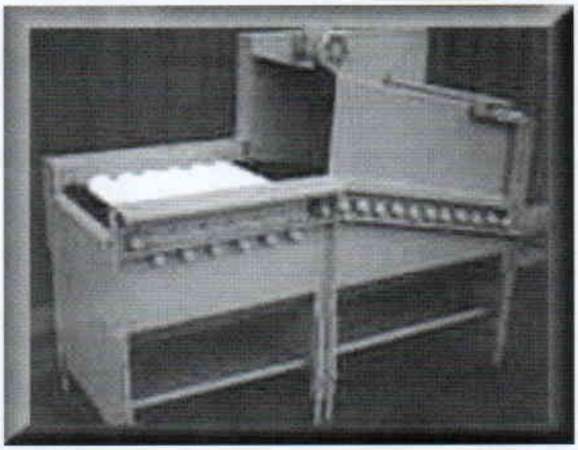
For the cultivation of vegetables farmers spent their time and money. They work hard from the preparation of land up to the harvesting to get good crop and ultimately good profit.

In agriculture post harvest stage is as important as pre harvest activities. It is estimated that in the developing countries the post harvest loses range from 25 to 40 percent. We can maintain the standards of Vegetables and reduce the post harvest losses by adopting the proper post harvest technology. Following are the some relevant issues regarding post harvest technology:



Potato Grader

Maturity of the crop is as an important stage because different vegetables have different stages of maturity. Keeping in view the proper tiem of maturity, we can reduce the post harvest losses to some extent. In potato crop maturity can be judged by the observing the leaves of the plants.



Fruit & Vegetable Washer

Harvesting is the important stage after the maturity to reduce the post harvest losses. Mechanized harvesting should be adopting. With the mechanized harvesting the crop is handled properly and reduces the chances of surface injury etc in the figures.

Rotary Potato Digger

Packing Sheds are the places where there are all resources available for Washing, cleaning, drying and grading of the crops for getting reasonable prices from the market. The equipments for washing and grading of the potato crop are shown in the figures.

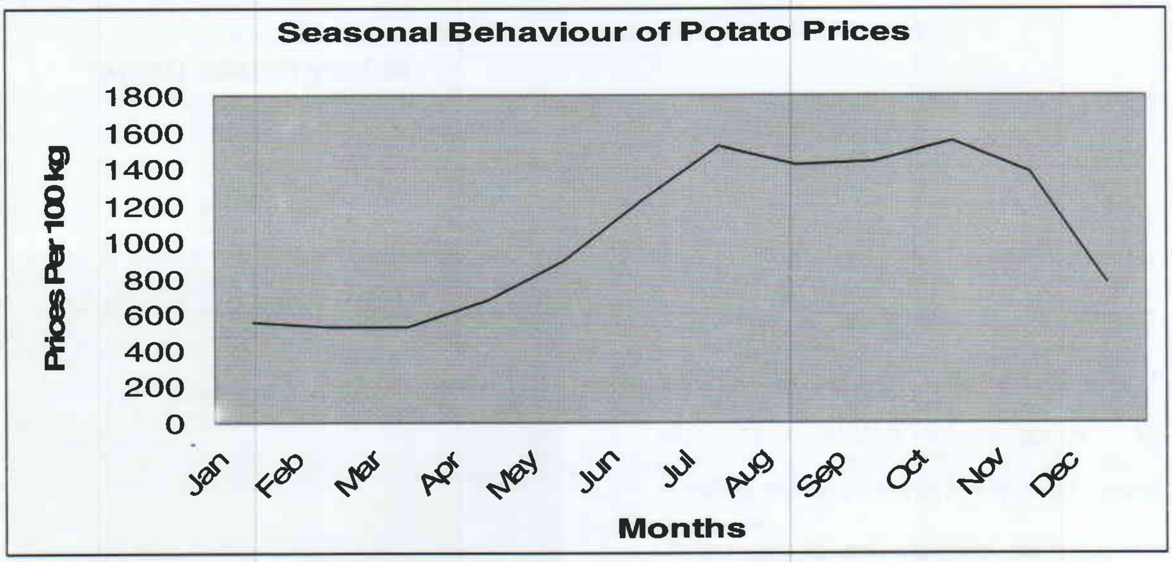
Potato Digger Shaker

MARKETING OF POTATO

Punjab is the major supplier of potato to the whole of the country however the prices are lowest during the supply period of Punjab that is from December to May. The same is indicated in the table given below:

Average Monthly Wholesale Prices in Major Markets of Punjab

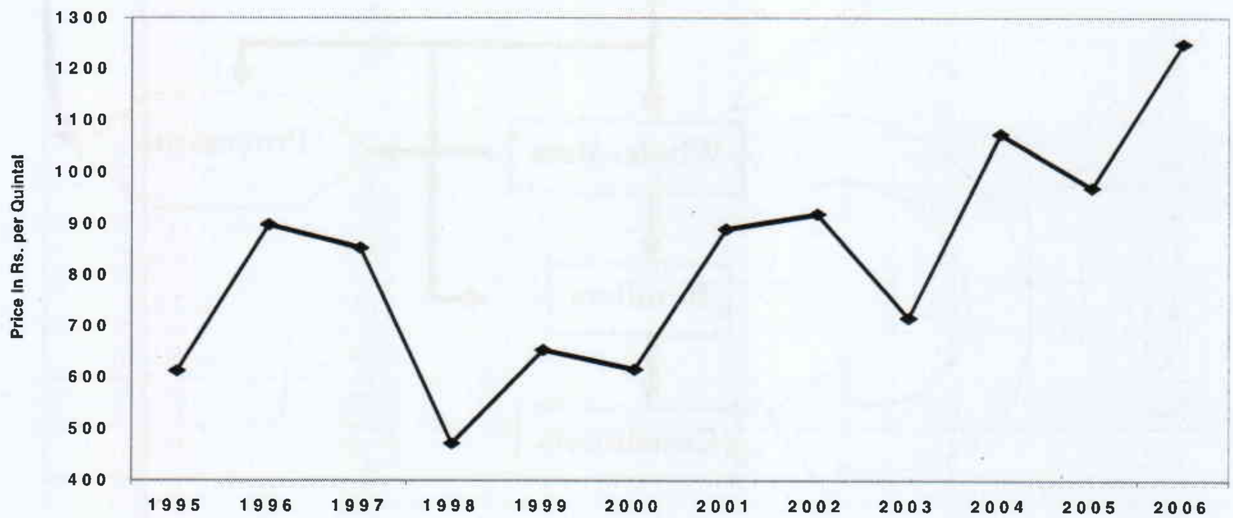
Month	YEAR				Rs. per Quintal Average
	2002	2003	2004	2005	
Jan	535	428	374	873	552.50
Feb	577	372	336	816	525.25
Mar	612	347	352	801	528.00
Apr	595	327	500	1281	675.75
May	744	411	742	1710	901.75
Jun	1142	732	1270	1753	1224.25
Jul	1396	1006	1652	2037	1522.75
Aug	1242	1127	1607	1720	1424.00
Sep	1258	1208	1567	1703	1434.00
Oct	1223	1110	1967	1889	1547.25
Nov	1111	988	1568	1846	1378.25
Dec	590	542	954	1014	775.00

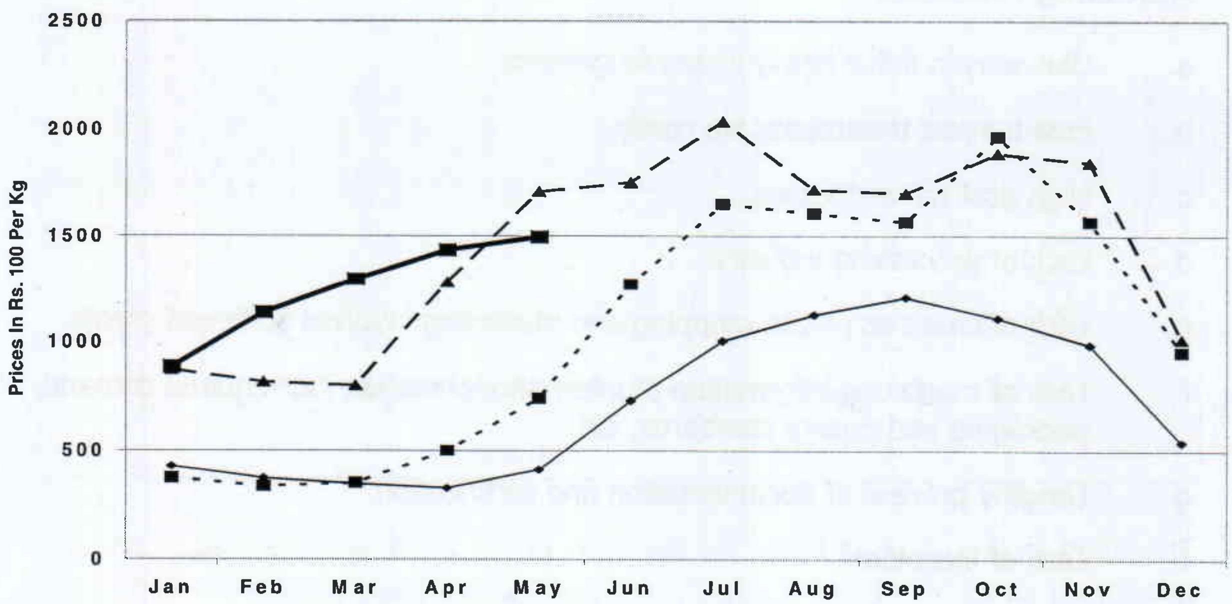


The trend in the graph is based on the table no 12 given in the annexure and is worked out for the last 3 year average in the major markets of province.

Price Trend of Potato

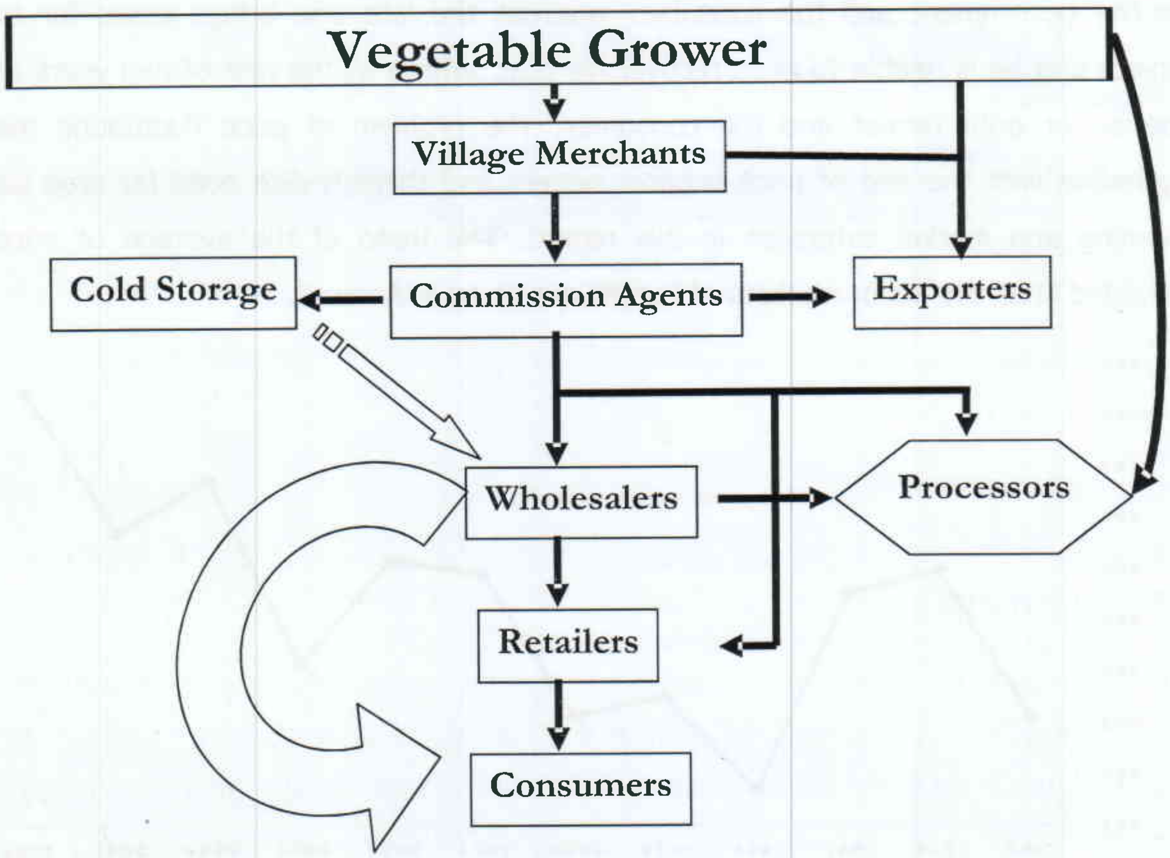
The long term price trend of potato is increasing with sharp fluctuations in a cyclical fashion. There is a sharp rise in prices after every 3 years, which is followed by correspondent sharp decline in the next year. The first year of the cycle is a problem for the government and the consumer whereas the late one brings crises for the grower and he is unable to even recover his cost. Where as the rest of two years are normal for both farmer and the consumer. The problem of price fluctuation may aggravate with the end of price support system and there is dire need for crop size planning and market extension in this regard. The trend of the average of prices prevailed in all the major markets of Punjab are given in Annex-I.





MARKETING CHANNELS

Following are the market intermediaries, involved in marketing of potato from grower to consumer.



Marketing Problems

a. Glut season inflict heavy losses to growers.

b. Post harvest treatments are costly.

c. High post harvest losses.

d. Lack of processing industry.

e. Lack of credit as potato cropping and marketing involves sufficient credit.

f. Lack of marketing information of international market i.e. required demand, packaging and quality standards, etc.

g. Lengthy process of documentation and certification.

h. Lack of incentive.

MARKET FEE SCHEDULE AND COMMISSION

Market fee schedule

Market fee schedule is issued by the market committees throughout the Punjab province for fruit and vegetable (Fresh/dried) is Re 1 per 100 kg and potato falls in this category.

Commission

The workers of market committees can not over charge the commission beyond the fixed rate; Following are the rates of commission:

Commission agent	3.12% on vegetables
Dalal	20 pasa per 100 kg
Kanda Tola	0.20 pas per Rs.100
Paladar	unloading 0.20 %, weighing 0.305
Changar	0.20 %
Boria/Barwala	0.30%

POTATO TRADE

Potato production in developing countries entered a new, rapidly expanding phase in the 1990s. Output surpassed 100 million tons by mid-decade, up from less than 30 million tons in the early 1960s. For the last ten years, potato production has increased at an annual average rate of 4.5%, area planted at 2.4%. More remarkable still is that as potato output continues to expand, the growth rate for area planted and production continued to accelerate.

As a result, the growth rate in potato production has nearly doubled over the last twenty years. Confounding many commodity projections specialists, growth rates for area planted have also accelerated.

Many developing countries have recently become much more integrated into the international potato trade. This phenomenon is partly the result of the worldwide trend toward lower tariffs and non-tariff barriers and the emergence of regional trading blocs. Unfortunately, the

volume and value of such trade is not always readily apparent because published trade figures frequently do not include data on processed potato products (e.g., frozen French fries, chips, starch).

Nevertheless, recent studies suggest that many countries will need to accelerate the development and diffusion of yield-increasing technology if they want to remain competitive in the emerging global market for potatoes in the years ahead.

RECOMMENDATIONS

1. Mechanization should be adopted at farm level.
2. To meet export needs, "Pesticides Residues Tests" facilities should be provided for each main market.
3. Cold storage and transport facility at cheaper rates.
4. Training of growers, traders for grading and packaging and other processing techniques.
5. General behavior of public sector involved in this channel, must be encouraging to grower, trader and exporters.
6. Association with members from growers, traders, processors, pesticide and fertilizer companies, exporters, researchers (on production and plant protection), market exports, should be established, to improve the links among themselves, for sorting of problems and seeking viable solutions.
7. Processing industry should be established. For this every possible incentive should be provided from public sectors, to encourage its rapid development.
8. Development of allied industry to processing industry is also required i.e. packaging industry, transport infrastructure.

Annex-I

MONTHLY AVERAGE WHOLESALE PRICES OF POTATO

Year, 2002	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lahore	530	640	662	680	800	1117	1420	1290	1320	1312	1075	588
Faisalabad	559	572	600	549	761	1125	1360	1205	1185	1087	1125	541
Sargodha	537	585	629	578	733	1068	1340	1220	1328	1218	1143	606
Multan	550	570	600	605	763	1325	1500	1330	1260	1325	1187	672
Gujranwala	500	517	569	565	662	1075	1360	1165	1195	1175	1025	544
Average	**535**	**577**	**612**	**595**	**744**	**1142**	**1396**	**1242**	**1258**	**1223**	**1111**	**590**

Year, 2003	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lahore	488	450	363	355	450	690	1100	1105	1180	1070	1120	530
Faisalabad	381	348	319	362	422	795	962	965	1135	1072	989	527
Sargodha	453	359	355	301	399	750	1122	1287	1335	1260	917	525
Multan	446	353	364	300	391	662	972	1210	1230	1097	960	610
Gujranwala	370	350	332	317	393	762	875	1067	1160	1050	955	520
Average	**428**	**372**	**347**	**327**	**411**	**732**	**1006**	**1127**	**1208**	**1110**	**988**	**542**

Year, 2004	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lahore	430	350	390	570	780	1210	1550	1480	1440	1890	1512	926
Faisalabad	323	342	343	497	740	1350	1775	1594	1535	1850	1625	937
Sargodha	396	321	355	512	725	1325	1805	1905	1820	2205	1545	985
Multan	382	331	331	470	743	1235	1602	1570	1635	1890	1584	1024
Gujranwala	340	338	340	450	720	1230	1530	1485	1405	2000	1575	900
Average	**374**	**336**	**352**	**500**	**742**	**1270**	**1652**	**1607**	**1567**	**1967**	**1568**	**954**

Year, 2005	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Lahore	890	860	850	1340	1616	1730	2050	1680	1650	2000	1830	1010
Faisalabad	865	765	732	1260	1725	1735	1905	1610	1669	1865	1809	1020
Sargodha	850	787	811	1290	1825	1808	2040	1885	1856	2230	1790	1085
Multan	876	785	853	1233	1687	1853	2244	1825	1800	1680	2102	1015
Gujranwala	885	885	760	1280	1695	1640	1946	1600	1538	1670	1700	940
Average	**873**	**816**	**801**	**1281**	**1710**	**1753**	**2037**	**1720**	**1703**	**1889**	**1846**	**1014**

Year, 2006	Jan	Feb	Mar	Apr	May
Lahore	920	1180	1340	1500	1660
Faisalabad	873	1095	1230	1315	1475
Sargodha	860	1200	1435	1510	1500
Multan	890	1190	1309	1495	1500
Gujranwala	840	1075	1210	1410	1388
Okara	932	1077	1241	1374	1452
Average	**886**	**1136**	**1294**	**1434**	**1496**

Agricultural Marketing Government of the Punjab

INTRODUCTION

The Agricultural Produce Markets Act. 1939 was promulgated on the recommendation of Royal Commission constituted by the British India Government during 1927. The sole-intention of the act was to regulate the Agri. Business so as to do away the evils and vices which ultimately tended to the deprivation of the grower form his fair return of his produce. The market committees were established under the provisions of above said act which were assigned noble pursuit i.e. Safeguard the interest of grower.

The Act of 1939was replaced by the Punjab Local Government Act, 1975, but for legal and technical reasons, the provisions of the act could not be enforced. Later, the relevant provisions of the Punjab Local Government Act, 1975 were replaced by the Punjab Agricultural Produce Markets Ordinance (PAPMO), 1978 and rules were framed during 1979.

VISION OF AGRICULTURAL MARKETING:

To increase profitably of the growers through modern marketing infrastructure, competitive marketing environment and entrepreneurial capacity building

FUNCTION:

- Managing 325 Agricultural Markets in Punjab including Grain, Fruit & Vegetable and Feeder Markets
- Supervision of 133 Market Committees in Punjab
- Establishment of New Markets
- Collection and dissemination of marketing information
- Release of Daily Price Bulleting through Electronic & other Media
- Economics of Crop and Price analysis report on various Crops
- Survey and studies
- Monthly Price and Corps situation report on various Crops
- Supervision of Sunday/Friday Bazaars
- Supervision of Ramzan/Sasta Bazaars

MARKET COMMITTEES IN PUNJAB

Market committees is a corporate body established under section 7 of the PAPMO, 1978, Exercising control on sale/purchease of Agricultural produce in its area notified under section 4 of the said Ordinance

DUTIES OF MARKET COMMITTEES

To enforce the Provisions of Ordinance and Rules
To Establish Agricultural Produce Markets
Collection and dissemination of prices of agricultural produce
Coordination with District Administration for organizing Sunday/Friday Bazaars/Ramzan/Sasta

INTIATIVES FOR IMPROVEMENT OF AGRICULTURAL MARKETING

A separate ministry of agricultural marketing has been created
A CORPORATE BODY "Punjab AgriMarketing Company" (PAMCO) has bee established for improvement of agricultural marketing with private sector
Participation
Agricultural Marketing Information System (MIS) has been established, Website www.punjabagmarket.info has been launched
Toll free No.0800-51111 has been installed
Establishing the markets under private sector allowed for healthy competition with public sector
Existing Agricultural Produce Markets Laws are being revamped
A Task Force has been constituted to guide formulation of policies for improvement of Agricultural Marketing
Creating awareness and compliance of WTO agreement
Infrastructure in existing 30 markets in being upgraded
Cold chain is being established to maintain quality of exportable perishable commodities in producing area under PAMCO
Training programme for growers, commission agents and other dealing in agricultural produce especially fruit & Vegetable being arranged
Importers and potential investors form other countries are being encouraged to boost export and enhance investment
Workshops, seminars, conferences to create awareness about the Agricultural Marketing System
Agreement/protocols and MOUs on Phytosanitary Requirements for Export of Rice, Citrus and Mango have been signed between MINFAL and AQSIQ.