

Agriculture Marketing Roundup

AUGUST, 2006



Agriculture Marketing Information Service

**Directorate of Agriculture
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website: www.punjabagmarket.info**

Agriculture Marketing Information Service (AMIS)

An effective marketing system is indispensable to accelerate the pace of economic development. Over all objective of Agriculture Sector is to increase farm productivity and ensure increased incomes for the farmers, especially small holders. Vision 2020 of the Government of the Punjab stipulates improved wholesale markets and marketing infrastructure as one of the main objectives. With the expected increase in the country's population and per capita income, marketing is set to play a crucial role in ensuring that consumers obtain food at reasonable prices and farmers get returns remunerative enough to keep them involved in agricultural activities.

The project Agricultural Marketing Information service has been launched by the Punjab Government, with a cost of 113 million Rupees to assist the producers and traders to decide where, when and at what price to sell their produce, for optimization of income.

Objectives

The project aims to enhance the efficiency of marketing system through provision of timely, reliable and usable market information to growers, traders, consumers and policy makers.

The specific objectives are as under:-

- Fulfill the information needs of all market functionaries including growers, traders (middleman), consumers, planners and policy makers for their general and specific use
- Collect process and disseminate the information on prices along their trends
- Interlinking of the markets and market committees through latest information devices like computers, internet & website facility, telephones and fax etc.
- Develop an early warning system indicating expected shortages, surpluses and price fluctuations
- Training of staff for collection, analysis and dissemination of market information
- Capacity building of stakeholders to **utilize** market information
- Generation of market news and bulletin, economic & statistical database and analytical reports
- Guide policy makers to take appropriate and correct decisions regarding resource allocation and policy intervention in the agriculture sector through providing up-date information
- Export promotion by provision of information regarding the prices in international market, required quality standards and demand of potential importers

The Project Provide following Services:

Website: www.punjabmarket.info

Toll Free No. 0800-51111

Hand Outs

Publication/Reports

Agriculture Marketing Roundup

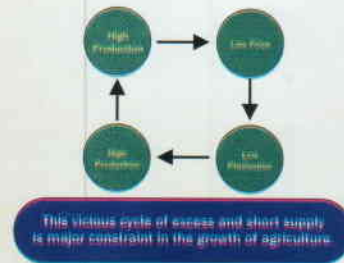
Electronic Rate Boards in Major Markets

Trainings

Seminars/Workshops

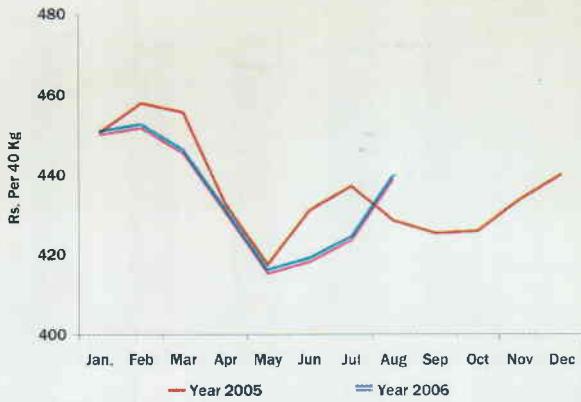
Agriculture Marketing Field Offices

Market Committee

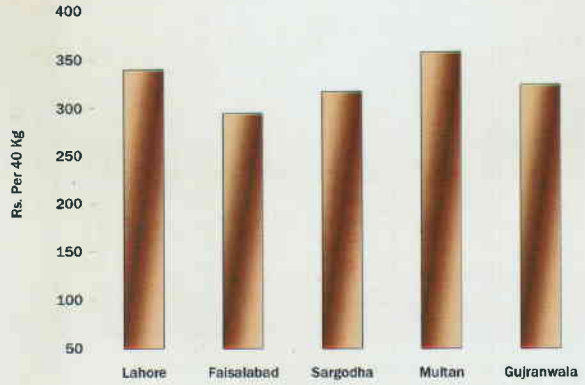


Market Situation Analysis

Wheat price is rising gradually the increase is likely to continue however at lesser rate.



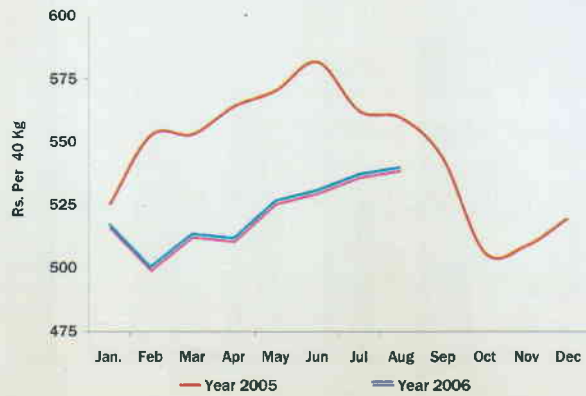
However, rain spells, which cause aflatoxin problem in maize is also holding the prices down. It is likely to take one more month to settle the problem. Price Comparison of Maize in Major Markets of Punjab



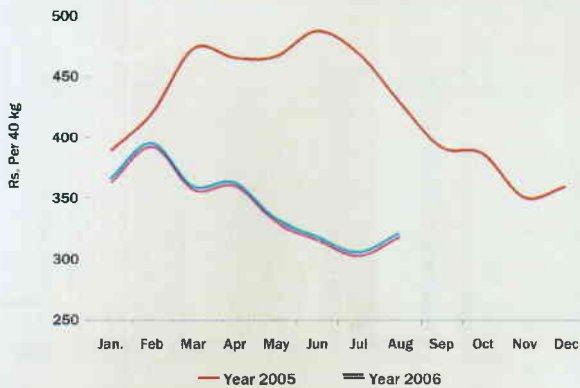
Wheat prices higher in Lahore and Faisalabad, Minimum at Gujranwala.



IRRI Rice Prices firmly held around previous month level which is likely to reduce with the start of harvest during next month.



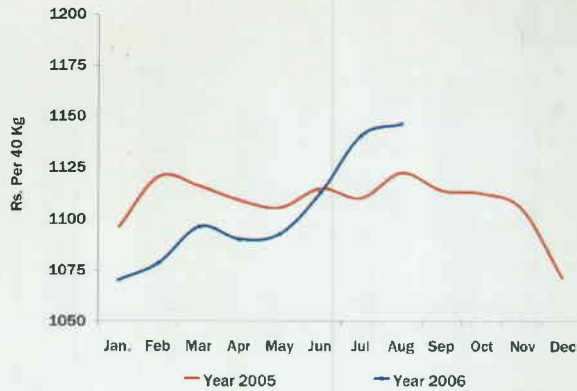
Maize prices lower than last year due to Bird Flu crises in poultry. Revival has been initiated this month which is likely to continue in coming months.



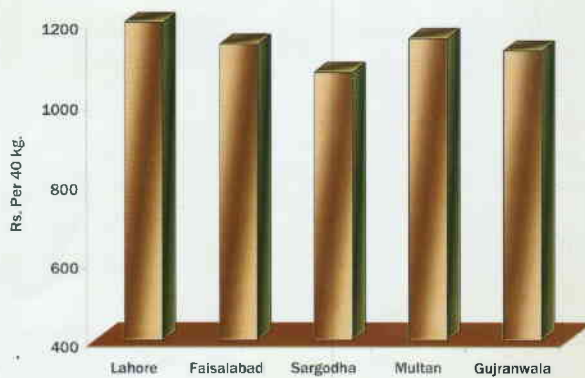
In addition new crop of coarse rice from Sindh belt is still one month away. On arrival of this crop in Oct-Nov, price of Irri rice will show a declining trend.



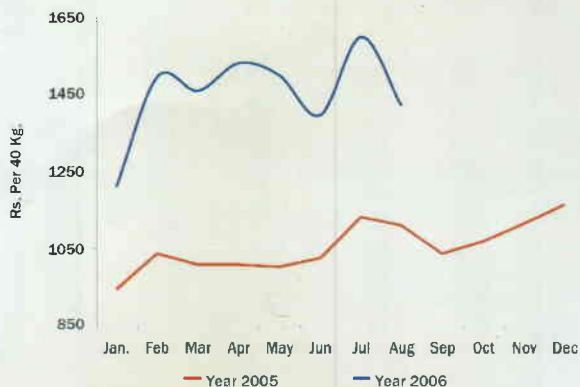
Rice Super prices started rising after the month of May and presently these are fairly high as compared to the last year due to better export performance.



This year for the first time in the country's history export of both fine and IRR1 rice has crossed the line of one billion dollar. The crop size is good and can touch the previous year level. World prices were still ruling high and exporters intended to improve the export.



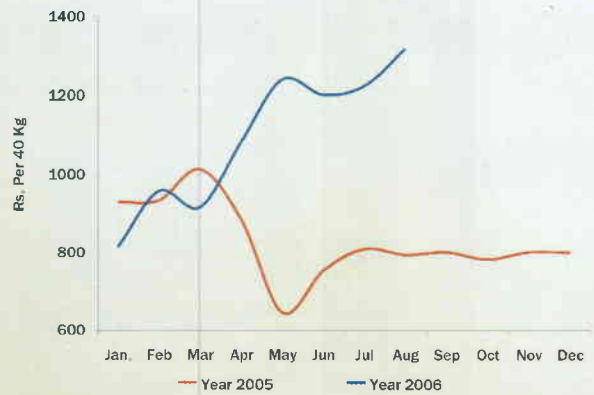
Sugar the sugar prices remained highly erratic through out the month but finally declined up to ending week.



The supply position remained a bit comfortable due to steady arrivals from the local markets the import channel and Trading Corporation of Pakistan.



Gram prices remained high due to less production. The Gram production, during year 2005-06, declined to 527 thousand tons from 868 thousand tons showing 39.3 per cent decline from the last year. Whereas, the annual country consumption requirement, stand around 750 thousand tons. This gap of 118 thousand ton has to be met from import of commodity.



In the coming month the price may further escalate due to increase in demand of "Basen" made from grinding of black gram, usually consumed in large quantities during the Holy Month of Ramazan.

