



**PAFAID**

**THE PROJECT  
FOR AGRI-FOOD  
AND AGRO-INDUSTRY  
DEVELOPMENT  
ASSISTANCE IN  
PAKISTAN**

 The project funded by the  
GOVERNMENT OF JAPAN





## BACKGROUND AND RATIONALE

Agriculture constitutes the largest sector of the Pakistani economy and the majority of the local population, directly or indirectly, dependent on agriculture. Fertile soil, excellent geographical location, availability of rural labor force, and adequate climate for agricultural production create a large potential of Pakistan. However, the country's agricultural productivity is one of the lowest in the world due to a number of challenges and constraints. The main issues that contribute to the lower productivity include high post-harvest losses, obsolete food safety practices and limited knowledge on the importance of adequate food safety practices, access to required agricultural extension services, limited investments, and technology transfer and lack of access to resources. These challenges are even greater in Khyber Pakhtunkhwa and Balochistan and led to abysmally low development indicators, including agriculture and food safety-related indicators, in these provinces. The Government of Pakistan (GoP) adopted a long-term strategy for development in 2014, which aims at transforming Pakistan into an upper-middle-income country by 2025 and a top 10 global economy by 2047. Pakistan's National Food Security Policy also emphasized the importance of the livestock as a rapidly growing sector and central to the livelihood of its rural people. A partnership of the development sector organizations, including UN agencies, with GoP is critical in attaining the goals and objectives of the country's National Food Security Policy and that of the long-term strategy for agriculture development.



In Pakistan there are;

- > 35-40% post-harvest loss in the fruit and vegetable sector
- > 90% of the domestic agri-food products are non-conforming with any food safety and hygiene requirements
- > The extension agent to active rural population ratio was only 1: 6,881
- > The lack of financial resources & high costs, lack of machinery, lack of familiarity and adequate advice and preference for traditional practices are major constraints to accelerate the agriculture sector
- > Access to resources and rural infrastructure e.g. electricity, water, roads, transport, storage facilities are inadequate to meet the requirement of growth of agriculture

## INTRODUCTION OF THE PROJECT

To contribute to the improved agriculture sector in the country, UNIDO has developed “The Project for Agri-food and Agro-industry Development (PAFAID) Assistance in Pakistan” on the request of the Government of Pakistan. The project will contribute to enhanced productivity and compliance capacities of the cattle value chain in Khyber Pakhtunkhwa and apple value chain in Balochistan, which will support the upgrade of the agriculture and livestock sector at a sustainable manner and, in turn, will improve the livelihood of the stakeholders, particularly farmers and herders. The project is funded by the Government of Japan and the Japan International Cooperation Agency and will be implemented in the Peshawar, Abbottabad, Kohistan, and D.I. Khan Districts of Khyber Pakhtunkhwa and Killa Saifullah, Killa Abdullah, Pishin, Kalat and Quetta of Balochistan. This 48 month (September 2019 to August 2023) project will simultaneously support the relevant governmental bodies to offer adequate services to the industry in a sustainable manner and offer pilot application to the industry which can be also applied by other entrepreneurs. The project will follow a piloting approach for the apple and meat value chains to showcase best practices in selected districts within the provinces. The integration of gender and youth as an approach was considered throughout the project cycle. It will also pay attention to disseminate the developed know-how on best practices



in product compliance, traceability value addition, and productivity to actors, with consideration of economically more vulnerable groups, such as youth and women, as well as support the upgrading of their obsolete practices on-farm and processing level. Through the development of institutional capacities of the agricultural departments in KPK and Balochistan, they will be able to disseminate the developed code of practice (COP) after receiving training of trainers (ToT) from senior experts. This, in turn, will assist in the sustainability of the departments as an income generation opportunity and upscale of best practices in the long-term.



**The long-term goal** of the project is to revitalize the livelihood of value chain actors in Khyber Pakhtunkhwa and Balochistan, covering their daily income from the apple and cattle value chains and improve practices of food manufacturers and processors along with the related enabling environment.



**The short-term goal** the short-term goal of the project is to introduce improved practices and techniques in product quality, safety and productivity, the female and male farmers / herders as well as enterprises will be able to generate additional incomes by selling their food safety compliant and value added products in high-end markets.



# 1 NO POVERTY



**SDG 1** by creating new job opportunities and elevating people from poverty

**SDG 2** by contributing to improved food safety practices which improves domestic public health

# 2 ZERO HUNGER



# 5 GENDER EQUALITY



**SDG 5** by promoting gender equality through the project and opportunity for women to work

**SDG 9 (UNIDO's key SDG)** by introducing industrialized production and value-adding manufacturing practices



# 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



# 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**SDG 12** by aiming to reduce footprint of any industrial level activity by introducing environmental friendly production practices.




**SDG 17** by promoting partnership, especially among the public and private sector

# 17 PARTNERSHIPS FOR THE GOALS





# EXPECTED IMPACT AND RESULTS

EXPECTED IMPACT	EXPECTED OUTCOME	EXPECTED RESULTS
 5,000 additional jobs created	1,450 of female and male actors (sex and age disaggregated data) gaining new skills through UNIDO knowledge areas	Enabling environment with adequate policy framework and institutional capacity improved ▼
 25,000 people will have access to quality-assured products	35 firms with improved management practices, 10 of which upgraded enterprises should be women-led, women-focused, women-owned, and/or have at least 10% of women in staff or youth-led, youth-focused, youth-owned, have at least 10% of youth in staff	New support services in compliance and productive capacities developed ▼
 50,000 individuals will have improved livelihood	Average 10 % of the sales price of product increased for food safety and quality compliant product 12 of new technologies adopted	New applications at operator level piloted ▼ Value addition and market linkages created



# ASSUMPTIONS

Obsolete and missing public services (training, inspection and testing)

Unsafe food products without added value

Outdated policies and regulations (Gender & youth exclusion)

Low productivity and high post-harvest losses

## INPUTS



Improvement of enabling environment



Innovation



Value chain development



Gender & Youth

## IMPACT

Revitalized livelihood of apple in Baluchistan and cattle meat value chain in Khyber Pakhtunkhwa

5k

New jobs

25k

People access to quality product

50k

Actor with Improved livelihood

## OUTCOMES



Improved compliance and productive capacities piloted in the cattle meat value chain in pre-selected districts of Khyber Pakhtunkhwa



Value addition and improved compliance practices piloted for the apple value chain in Balochistan

## OUTPUTS

Enabling environment with adequate policy framework & institutional capacities improved

New support services in compliance & productive capacities developed

New applications at operator level piloted

Value addition & market linkages created



1450 people gained new skill



12 new technologies



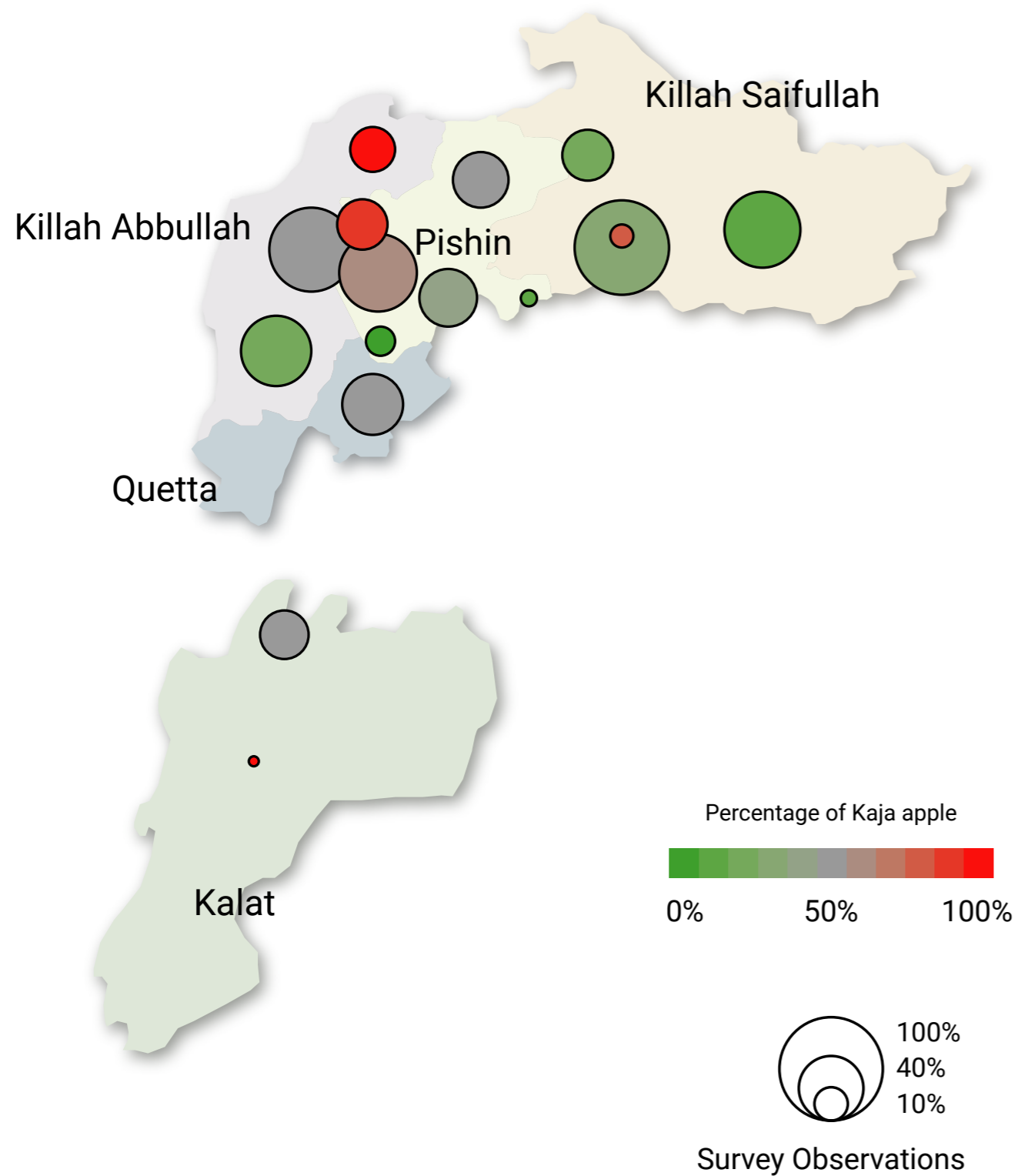
35 upgraded enterprises



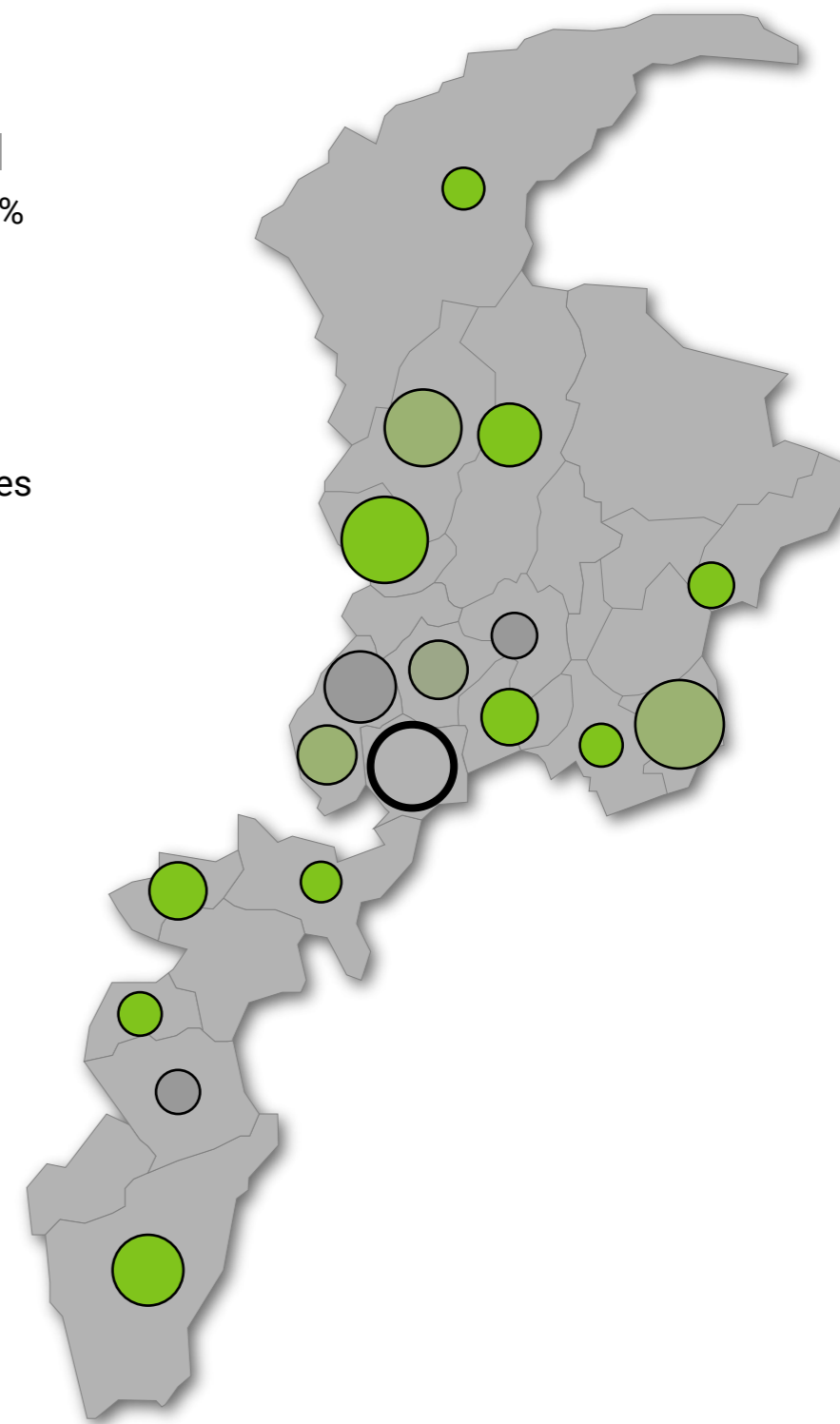
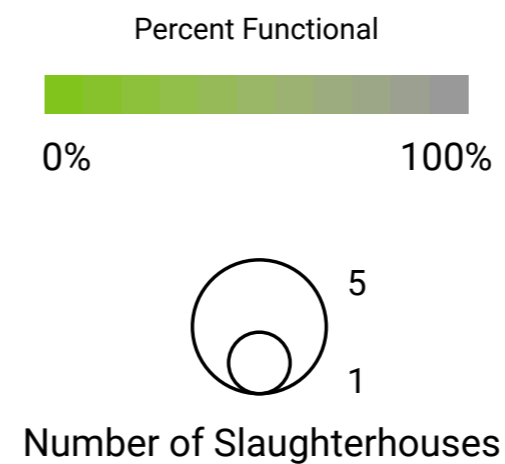
10% sale price increase

## PROPORTION OF 'KAJA' APPLE GROWN

Across surveyed tehsils (districts) in Balochistan



## DISTRIBUTION OF SLAUGHTERHOUSES ACROSS KP



Circles with dark grey strokes signify share of slaughterhouses under Cantonment Board





[www.pafaid.org](http://www.pafaid.org)