



"Developing each district's own agro-economy"

PUNJAB

Agriculture & Meat Company





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Punjab Agriculture & Meat Company is a Government of the Punjab owned, non-profit organization, duly incorporated with SECP. The company is aimed at formalizing Horticulture and Meat sector through interventions at each tier of value chain i.e. production, processing and marketing (inland & export) under compliance of international quality standards through public / private channels.

VISION: "Developing each district's own agro-economy"

- Developing Halal Meat value Chain
- Developing Potohar as Olive production zone
- Developing Thal as seedless Citrus zone
- Developing Cholistan as seedless Grapes Valley & animal disease free zone
- Developing peri-urban vegetable production zones & kitchen gardening



Lahore Meat Processing Complex



Globalization of food trade and increasing consumer awareness regarding food safety standards contribute towards new demands for Halal, Healthy and Hygienic food. It is important to abridge the demand and supply gap through R&D initiatives for Halal meat supply system. Currently, Global Halal market of worth 600 billion dollars is facing supply gap due to constraints in terms of quality animal production and processing under the compliance regime of international quality standards. Pakistan possesses all imperative elements for Halal/ quality meat and its by-products' production through certified livestock farms and state of the art slaughtering and meat processing facilities in shape of Lahore Meat Processing Complex.

PAMCO (Govt. of Punjab, Pakistan) has established a State of the Art Meat Processing Complex for the supply of Halal & hygienic meat for local and export to the globe.

Salient Features of Meat Processing Plant

- Mechanical slaughtering lines for Beef & Mutton
- Meat processing Facilities
- Value addition of by-products
- Hygienic domestic supply chain
- Refrigeration, chilling, blast freezing and cold storage
- Blood Rendering, Compost & Waste Water Treatment Plants
- Meat technology institute in collaboration with University of Veterinary & Animal Sciences Lahore
- Compliance of standards at all tiers of value chain

Operations

- Processing capacity of 1500 Beef (large animals) & 18000 Mutton (small animals) per day
- One dedicated municipal shift

Objective

1. Provision of Hygienic & Halal slaughtering facilities of international quality standards for local and export consumption.
2. Conversion of by-products into useable material for other industries.
3. Improving meat processing efficiency by introducing mechanization and mass production.
4. Triggering quality meat animal production through backward integration.



Institute of Meat Technology

"Practical learning the meat sciences"

PAMCO has declared Lahore Meat Processing Plant (LMPC) as Institute of Meat Technology (IMT) for Human Resource Development in collaboration with University of Veterinary & Animal Sciences Lahore to benefit emerging meat industry and its requirements as per international quality standards.

PAMCO believes to enhance backward supply chain



PAMCO has initiated numerous projects to enhance backward supply chain including Save the Calf, Feedlot Fattening, Cross Breeding, Mutton farming, Ostrich farming & Animal Disease Free Zoning. These projects also aim to make assured registration, E. tagging, traceability of animals and implementation of international standards on livestock farms. PAMCO intends to ensure slaughtering of animals at LMPC reared at registered farms with PAMCO under the compliance of international quality standards.

► Save the Calf Scheme

"Care the calves, they will reward you"

"Save the Calve" is a strategic initiative of Punjab Agriculture & Meat Company to save calves that die or being slaughtered within the first month of age because dairy farmers were used to considered animal milk more valuable than to retain male calves but since the program is launched, now live-stockists consider calves more worthy than milk and retain them. Farmers having minimum 10 and maximum 100 calves of 3 weeks may participate in this program.

Compliance on farms:

Registration of farms

Antibiotic & chemical residual effects free animals

Compliance of International quality standards

Halal feeding of animals

Program's incentive:

- Rs.3200 cash incentive after 6 months on saved calves
- Technical backstopping
- Free vaccination
- Free E. tagging

Resulting in:

- Additional & disease free meat supply
- Triggering commercial meat production

► Feedlot Fattening

"Nourish your animal sufficiently"

Many factors responsible for low meat production including insufficient and improper nutrition, lack of veterinary coverage, poor marketing facilities, non-availability of inputs, lack of finances and absence of appropriate knowledge on feedlot fattening among the farming community.

PAMCO studied the causes of low productivity in animals and launched "Feedlot fattening" project by providing education & cash incentives to the farmers.

Salient Features:

- Registration of Beef Fattening Farms
- Min.10 & Max 200 animals per farm
- Provision of training & technical services
- Vaccination & e-tagging free of cost
- Rs.1500 per animal as financial support after 4 months
- Ensuring Compliance & Certification

Resulting in:

- Additional & disease free meat supply
- Triggering commercial meat production



PAMCO's initiatives in Horticulture

CM Punjab vision, developing "Each district's own agro economy"



Allah Almighty has blessed Pakistan with diversity of climates, which make possible to grow large variety of fruits and vegetables in the country. After soil and water analysis, PAMCO has divided Punjab into three appropriate yield production zones, development of Pothohar as Olive valley, Thal as citrus valley and Cholistan as grapes valley by providing more than 19,000 imported plants to farmers in first phase to develop nurseries in their respective regions. Now nursery growers are successfully multiplying the plants.

Potohar as Olive production zone

Punjab- Pakistan has world largest (3.18 million hectares) Potential area for olive production but inappropriately we are spending on oilseed estimated USD 1.7 billion annually.

Punjab Government has planned to exploit the potential of olive production in the province. In this regard, PAMCO has taken initiative to develop certified nurseries through private sector starting from Potohar including Attack, Rawalpindi, Chakwal, Talagang, Jehlum and Khushab districts.

Economic Impact of Nurseries:

- 10 Nurseries catchment area	27,000 acres
- Impact on 27,000 acres	USD 78.30 million
- Potential area in Punjab	8,000,000 acres
- Target area 5%	400,000 acres
- Expected impact of 400,000 acres	USD 1160 million

PAMCO Facilitates:

- Provision of technical backstopping
- Provision of certified disease free genetic material (sapling, plants, cutting) to farmers
- Technical backstopping of farmers
- Compliance and certification



Peri-urban vegetable production zones & Kitchen Gardening

That's appropriate usage of spare land

Vegetable is a major ingredient of human food but its price is rapidly increasing and quality is decreasing, keeping in view the worst situation, PAMCO has adopted an integrated value chain approach through developing models to enhance productivity and profitability of vegetable growers.

PAMCO has initiated development of peri-urban vegetable production zones and kitchen gardening to promote the concept of green markets without involving middlemen & vegetable production at household level for hygienic and low cost vegetables.

PAMCO Facilitates:

- Free certified seeds
- Training & technical support



Developing Thal as Seedless Citrus zone

Growing Seedless Citrus in Punjab

Citrus is the largest group of fruits being produced in the country having high potential of export and ability to fulfill local needs. Production of Seedless citrus will open new doors for foreign reserves because it is highly required in western countries. Pakistan is among top 13 citrus producing nations, about 200 thousand hectares is under citrus cultivation in Pakistan. Now PAMCO has introduced seedless Citrus varieties to meet the emerging export requirements.

Significance of Citrus cultivation:

Yield/acre

World Average	6.7 t
USA	15 t
India & Iran	6.2 t
Pakistan	4.2 t

Issues of citrus products in Pakistan

- Low yield
- Wastage
- Storage
- Lack of seedless varieties
- Absence of compliance regime at value chain
- Processing / value addition

PAMCO has established different kinds of nurseries including, Seedless Citrus, Washington Navel, Clementine orange, Salustiana and Valencia Late in Thal region (Leyyah and Bhakkar districts).

PAMCO provides:

- Establishing mother plant nurseries in private sector
- Certified disease free genetic material (sapling, plants, and cutting) for commercial nursery raising program
- Technical training of farmers
- Compliance and certification system

Cholistan as Seedless Grapes Valley

Growing Seedless Grapes in Punjab

Keeping in view the success story of Indian Rajasthan as "Grapes Valley", PAMCO has initiated to develop Cholistan as Grapes production zone due to similar soil and climatic conditions. Northern part of Lesser Cholistan includes an irrigation zone of 280,000 hectares served by a canal network, where only 130,000 hectares are commendable but only a small part is actually irrigated. PAMCO has developed nurseries with private partnership to use the idle land.

Grapes Production in Cholistan:

- Cholistan has 0.6 million sweet water zone (highly valuable)
- Conducive climatic and soil conditions for grapes production
- Highly recommended by local experts/researchers for grapes

Focus:

- Encouraging development of viticulture in Cholistan area.
- Introducing commercial nursery raising program for investors.
- Catalyzing agro-industrial growth related to grapes in different parts of the Punjab.
- Selected varieties to be propagated, Thompson seedless, Kings Ruby and Perlette.
- Compliance and certification system
- Technical training of farmers



UPCOMING PROJECTS

Mutton Production Community Goat Farming in Punjab



PAMCO has explored commercial goat farming opportunities through foreign investment for raising 1 million goats annually in different areas of Punjab.

Foreign investors:

- Establish nucleus Goat/Sheep farms
- Register community in surrounding areas
- Distribute female Goat/Sheep to registered communities
- Registered communities return all male kids of two months to nucleus farms

Cholistan animal disease free zone



PAMCO has planned to develop Cholistan (the largest deserts of the country comprising three districts Bahawalnagar, Bahawalpur, and Rahim Yar Khan) as animal disease free zone for the purpose of export of Livestock products as per international standards. Total Cholistan's area is 66, 55,360 acres and Livestock population in the area is 13, 18,000 heads. PAMCO will ensure disease free status of farms. Farmers and staff training and community mobilization of Cholistani people is also part of project.

Ostrich farming



Today Ostrich farming is among the world's fastest growing agricultural businesses for meat. Ostrich meat is far better healthy as it contains less fat, and cholesterol. It is serving global markets for meat, leather, eggs, feathers, oil & other products. It is estimated that ostrich farmers are meeting only 10 percent to the consumer demand.

Climate and land of Pakistan is very suitable for ostrich farming. It is an opportune time for Pakistan to capture its share in the international market by rearing the Ostrich commercially for local and international market.

PAMCO is striving to develop ostrich farming in Pakistan providing:

- **Technical support:** designing feasibility & assistance on ostrich farming
- **Incentive:** Financial support of one trio chicks for the farmers rearing 10 trio chicks and two trio chicks for rearing 20 trio chick.

Cattle Crossbreeding

Cattle Crossbreeding with exotic beef semen

Punjab Agriculture & Meat Company has launched Cross Breeding project to produce beef breed specified animals for sufficient and cost effective meat for local consumption and export to the Globe. Existing cattle breeds in Pakistan are specified for dairy and drought type. We can only abridge the demand and supply gap if we cross our local non-descript and low producing cows with the semen of exotic beef breeds.

The major activities in this program include:

- Training of technical staff
- Farmer's training and awareness campaign
- Insemination of non-descript cattle cows with the semen of exotic beef breeds.
- Facilitation for developing direct linkage of meat processors with meat animal producers.
- Tagging and Vaccination of animals



Punjab Halal Development Agency (PHDA)

Developing & Projecting Pakistan as Halal Hub

Punjab Halal Development Agency (PHDA) is a Halal development and Certification Body owned by Government of Punjab. PHDA has been aimed at formalizing the Halal sector i.e. Halal Standards development, Halal Products' Certifications, Halal Business Projection, Human Resource Progression, Compliance regime of Halal food safety standards and promote Pakistan as "Halal Hub" in the world.

Agency is established under the administrative control of Provincial Livestock and Dairy Development Department (Government of the Punjab) with its Secretariat at Punjab Agriculture & Meat Company (Government of the Punjab).

PHDA Offers:

- Halal Products' Certification
- Audit of Halal Standards
- Capacity Building Trainings
- Liaison with International Halal Agencies
- Awareness of Halal Trade/ Markets
- Advisory Services



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