



PAKISTAN AGRICULTURE DEVELOPMENT (PAD)

The PAD project works with growers of tomatoes, red chilis, bananas, and dates in the Punjab and Sindh provinces of Pakistan to increase their incomes through a combination of strategic interventions that include the introduction of modern technologies, access to higher value markets, and increased availability of financial services.

linkages; facilitate trade relationships and research export opportunities; promote a coordinated and strategic approach to building market share by associations and promote food safety issues and requirements.

ACTIVITIES

- Provide farmers with better access to credit through innovative loan products.
- Provide in-kind grants that enable agro-processors, middlemen, and farmers' groups to purchase equipment and improve infrastructure for safe and product-conserving handling, processing and on-farm uses.

PROJECT GOAL/OBJECTIVES

- Increase agricultural productivity by building the capacity of producers in improved productivity and profitability; train producers in improved production techniques; post-harvest handling, marketing, sanitary and phytosanitary practices; and provide grants and loans for equipment and agriculture inputs.
- Expand trade of agricultural products by developing both domestic and export market

– PROJECT GOALS –

**39,192**individuals trained on
food security and production**76,850 MT**of commodities sold by project-
assisted agriculture producers**6,448**hectares of land under improved
technique and technology

FAST FACTS

DONOR: United States Department of Agriculture

TIMEFRAME: September 2016 – September 2021

FUNDING LEVEL: \$20,394,375

LOCATION: Pakistan

TARGET BENEFICIARIES: chili, date, banana and tomato producers

CONTACT INFORMATION: Farrukh Mirza, Chief of Party (farrukhm@winrock.org)

- Facilitate buyer-seller relationships and private partnerships to create strong links to markets that will give rural producers incentives to increase agricultural production.
- Disperse improved market information.
- Improve agricultural production techniques through targeted trainings provided by local resources.
- Reduce post-harvest losses and improve processing practices focusing on Good Agricultural Practices (GAP) training.
- Assist farmers in forming producer groups, cooperatives and trade associations and strengthen existing associations to capitalize on economies of scale, improved competitiveness and enforced quality standards.
- Utilize in-kind grants and training of trainers to build the capacity of agro dealers, input suppliers and equipment suppliers.

EXPECTED RESULTS

As a result of the proposed activities, the following are anticipated accomplishments:

- Increased capacity of government institutions
- Improved policy and regulatory framework
- Increased access to improved market information
- Improved capacity of key groups in the agriculture production sector
- Increased leverage of private-sector resources
- Increased availability of improved inputs
- Improved operational and farm management techniques
- Increased use of improved agricultural techniques and technologies
- Improved quality of land and water resources
- Expanded trade of agricultural products
- Increased value added to post-production agricultural products
- Increased use of financial services
- Improved marketing of agricultural products
- Increased access to markets for rural farmers
- Improved market and trade infrastructure
- Increased adoption of industry standards

