

PHDEC Newsletter – November 2025

From the Office of the Chief Executive Officer,
Pakistan Horticulture Development & Export Company

November 2025 marked a month of impactful initiatives by PHDEC, aimed at enhancing product quality, promoting value addition, and expanding export opportunities for Pakistan's horticulture sector. Through nationwide workshops, stakeholder engagements, and strategic collaborations, PHDEC continued its mission of strengthening competitiveness and developing sustainable export pathways.

Key Highlights of November 2025

1. Capacity-Building Workshops Across Major Horticulture Clusters

PHDEC organized a series of technical workshops focused on branding, packaging, certification, and postharvest management:

- **Mingora, Swat:** Training on certification, packaging, and branding for peach and persimmon value adders, including live demonstrations of fruit slicing and processing technologies.
- **Sharqpur, Punjab:** Launch of the *Guava Bagging Pilot Project* along with practical training for growers to ensure high-quality, pest-free guava for premium markets.
- **Multan:** Workshop on standardized packaging and branding for value-added mango and horticulture products to enhance their global market appeal.
- **Sargodha:** A comprehensive session on citrus harvest, postharvest management, and efficient logistics solutions to improve Kinnow export readiness.

2. Strategic Stakeholder Engagement

PHDEC engaged leading research and technical institutions to address value chain challenges:

- **BARDC & ARI Quetta:** Consultations held to finalize a roadmap for promoting saffron cultivation in Balochistan, including tuber multiplication, advanced drying technologies, and market development initiatives.
- **BZU Multan & ESOLS:** Collaboration to standardize mango dehydration products, improve processing equipment, and strengthen certification and branding systems.
- **Mango Value-Added Entrepreneurs:** Engagements to support online marketing, packaging, and branding of dehydrated mango products.

3. Documentary on PHDEC Mango Bagging Initiative: Enhancing Quality, Sustainability, and Export Competitiveness

- The Pakistan Horticulture Development & Export Company (PHDEC) produced a documentary—part of a broader awareness initiative and available on the PHDEC website and YouTube channel—

to highlight the benefits and best practices of mango bagging. This technique focuses on improving fruit quality, enhancing export potential, and reducing pesticide usage.

- PHDEC’s mango bagging initiative has emerged as a significant success story, transforming the quality of Pakistani mangoes by protecting fruit from pests, improving appearance, minimizing pesticide application, and facilitating access to high-value international markets. Launched as a pilot project in 2023, the initiative expanded rapidly, with millions of bags distributed during 2024–2025, demonstrating its effectiveness in enhancing quality and compliance with international standards, while increasing growers’ income and export opportunities.

4. PHDEC at FoodAg-2025 – A Landmark Achievement

PHDEC played a central role in FoodAg-2025, held in Karachi from 25–27 November:

- **55 exhibitors sponsored** from all regions of Pakistan, showcasing fresh produce, dehydrated fruits, floriculture, olive products, and specialty items.
- Facilitated **targeted B2B meetings with 800+ international buyers**, resulting in projected horticulture export deals worth **USD 30 million**.
- Compiled a directory of 120 exhibitors to strengthen industry collaboration.
- Contributed to knowledge-sharing sessions in FoodAg-2025 on MRL management, branding, citrus by-products, and value addition.
- Presented the *Mango Bagging Success Story*, highlighting export gains driven by improved quality and reduced pesticide use.

5. Future Directions

PHDEC advanced several strategic initiatives:

- Expansion of mango and guava value-added clusters through standardized processing, packaging, and certification.
- Continued advocacy for cold chain and logistics improvements through engagement with NLC.
- Strengthening postharvest practices, support in certifications through EDF funded project, and market access protocols by engaging trade missions for citrus & potato exporters.

“PHDEC remains committed to uplifting Pakistan’s horticulture sector through technology-driven interventions, improved value chain coordination, and enhanced market access. November 2025 was a testament to our collaborative approach, and we will continue working closely with growers, exporters, researchers, and development partners to elevate the global footprint of Pakistani horticultural products.”

We invite all stakeholders to join us in these efforts. Stay connected for more updates on our transformative journey!

*Best regards,
Athar Hussain Khokhar*

CEO, Pakistan Horticulture Development & Export Company (PHDEC)