

# **Horticulture Sector in Khyber Pakhtunkhwa and its importance**



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# Climatic Diversification in KP

## Major three zones

**Temperate zone/upper zones;** Northern parts (Chitral, Swat, Dir, Hazara), Waziristan, kurram etc

**Fruits:** high chill pome & stone fruits, walnut, pine nut...

**Vegetables:** Both summer and winter vegetables

**Subtropical Zone;** known as central zone (Malakand, Mardan, Swabi, Nowshera, Peshawar and Kohat

**Fruits:** Low chill pome & stone fruits, persimmon, citrus, guava, pecan nut .....)

**vegetables** Both summer and winter

**Subtropical to tropical zone;** Sothern parts (Bannu, karak, DI Khan etc.

Fruits: citrus, dates, guava, Ber, fig.....) and Both summer and winter vegetables

## Area and Production of Vegetables in KP (Year 2023-24)

Vegetables	Area (ha)	Production (tons)
Onion	10960	205260
Potato	1800	21060
Kharif Veg	22480	191300
Rabi Veg	16480	180090
<b>Total</b>	<b>51,720</b>	<b>5,97,710</b>

**Source:** Directorate General Crop Reporting Services, Khyber Pakhtunkhwa, Peshawar 2025

**Kharif /summer season;** okra, brinjal, chili papers, cucumber, & cucurbits. **Rabi/ winter :** carrot, radish, peas, turnip, cabbage, cauliflower, spinach potatoes, onion etc

# Area and Production of Fruit in KP (Year 2023-24)

Fruit crop	Area (ha)	Production (tons)
Kharif fruit	29210	246100
Rabi fruit	7650	60790
<b>Total</b>	<b>36,860</b>	<b>3,06,890</b>

**Source:** Directorate General Crop Reporting Services, Khyber Pakhtunkhwa, Peshawar 2025

**Kharif /summer season fruits;** mangoes, stone fruits, grapes, pomegranate, persimmon, pear **Rabi/ winter fruits:** pome & citrus fruits,

Crop	Area (ha)	Production (tons)
veges	51,720	5,97,710
Fruits	36,860	3,06,890
<b>Total</b>	<b>88,580</b>	<b>9,04,600</b>

# Fruit cultivars in Khyber Pakhtunkhwa

- **Apple;** Red delicious, Golden Delicious, Royal gala, Mondale gala, Trico gala, Gala must, Shalozan, Amri etc
- **Pear:** LaConte, Batang, Paravi, Shagore etc.
- **Walnut,** Chitral 1, 2 and 3, SW-1 (Kaghazi), and SW-2, Dir-2 etc
- **Pecan nut:** Habib-96, Wichita,
- **Peach:** Early grand, Florida King, 6A, 8A, Tex y4-55, Tex A6-69, Maria delicia, etc.
- **Plum;** Fazal Manani, Late Fazal manani, Stanley, Mathley...
- **Apricot:** Badami, Travett, Ameri
- **Almond:** Lajawabarsimmon:  
Japani seedless, seedy Amlook
- **Pomegranate:** Tarnab gulabi, qandahari, Bedana...

**Sweet orange:** Blood Red, Rubi red, Tarnab malta, sherkhana-1, Succari, Musambi..

**Mandarin:** Kinnow, Feautrils early

**Grapefruit:** Tarnab Reed, Tarnab Shamber, Dunkan ...

**Sweet lime:** Palestine lime,

**Acid lime:** Kaghazi lime, Tarnab limbo, Chinese lime (limequart), Singari

**Lemon:** Eureka and Lisbon

**Dates:** Dahki, Gulistan .....

**Ber:** Sowaber. Umran...

**Fig:** Swari, Tarnab Inzer, Bannu white

**Mulberry:** Sufaid Shahtooth, Tor Shahtooth, Surshahtooth, wild

**Guava:** Sufaida Kohati, Karala and Surkha

# Fruit nursery plants

- Federal Seed Certification and Registration Department registered (FSCRD) both Public and private fruit nurseries in KP.
- Fruit nursery plants usually available with;
  - Different Agriculture Research stations /Institutes especially ARI Tarnab Peshawar, ARI Mingora Swat, ARS Kohat, ARI DIKhan ...
  - Some Agriculture Extension station also producing nursery plants on small scale
  - Famous Private fruit nurseries plants are present in GT road Tarnab and Tarnab village Peshawar
  - Bakhshali, Gulabad, Mardan
  - Manglawar Swat
  - Hari pur Hazara

# **Fruit Germplasm units (GPU,s) in KP**

**Agriculture Research KP established Four GPUs in various isolated parts of KP in 1999 with the financial assistance of PHP, (Swiss Govt, Project);**

- 1. Temperate fruit GPU** at Biakan Swat for pome fruits
- 2. Subtropical Fruit GPU** at Sherkhana Malakand for Citrus, litchi, guava and Ber
- 3. Citrus Fruit GPU** at Haripur Hazara for Citrus
- 4. Tropical Fruit GPU** at Rukhzandani DI khan for Dates, Ber

## **Purpose of GPUs:**

- strengthening of private fruit nursery industry /private sector
- introduction of new exotic & indigenous genotypes
- establishment of strong base for certified plant production
- expediting the nursery registration process in collaboration with FSCRD
- Buds/graft wood, rootstock, seed production at GPU and it's availability to the private nurserymen.

# Vegetable cultivars in Khyber Pakhtunkhwa

- Most of vegetable varieties are imported by various private seed companies with their own product names.
- The companies register their varieties through FSCRD with collaboration of Govt., Agriculture Research institutes for evaluation.
- Some prominent vegetable seed companies in KP are:
  - Sher Ali & sons seed company ,
  - Khattak seeds company (Akora seeds)
  - Tarnab seeds
  - Roshan Seeds
  - Afson seeds
  - Petal seeds etc

## **Vegetable cultivars in KP (Cont....)**

**Agriculture Research KP released or local cultivars of vegetable in various parts of KP are:**

**Onion:** Swat-1, Terachmir ....

**Peas:** Meteor, Climax, ....

**Tomato:** Roma, Riogrande, Sahil, Anna .....

**Brinjal:** Purpal long

**Chilies:** Lounghi, Gola Peshawari, .....

**Turnip:** Purpal top,

**Radish:** Lal peri, ..

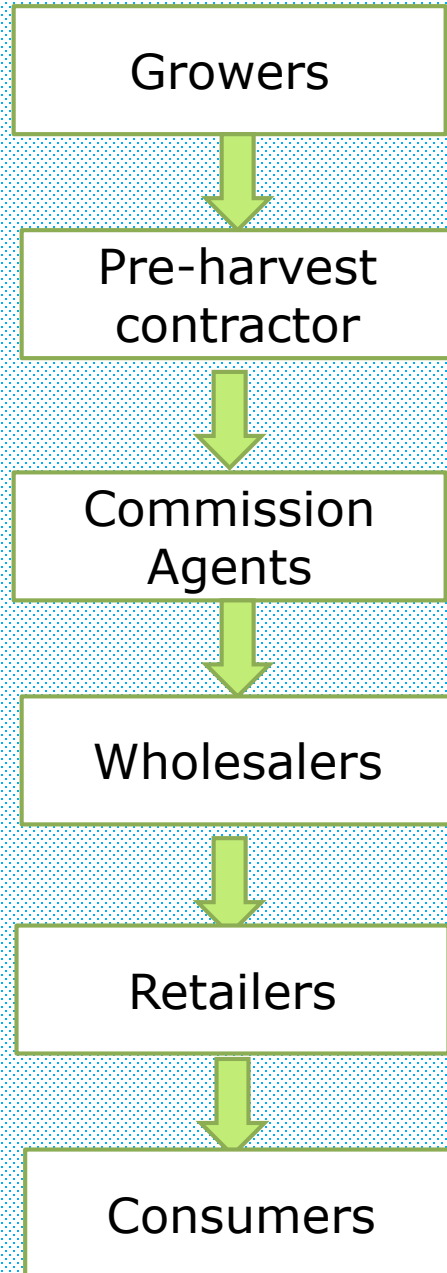
**Okra:** Pusa green/T-13, Sabz peri, .....

**spinach:** Desi palak

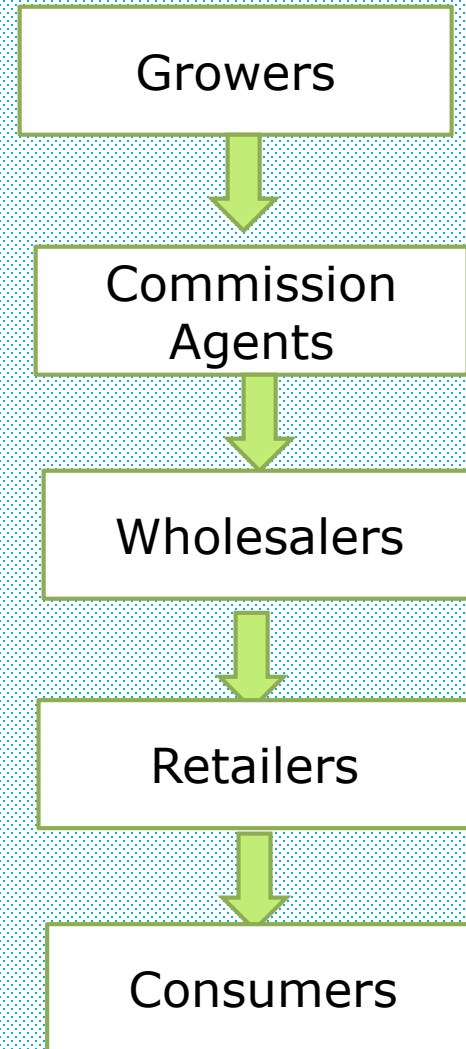
**Potato:** Cardinal, Desiree, Kuroda, Patrones .....

# Marketing Channels of vegetables in KP

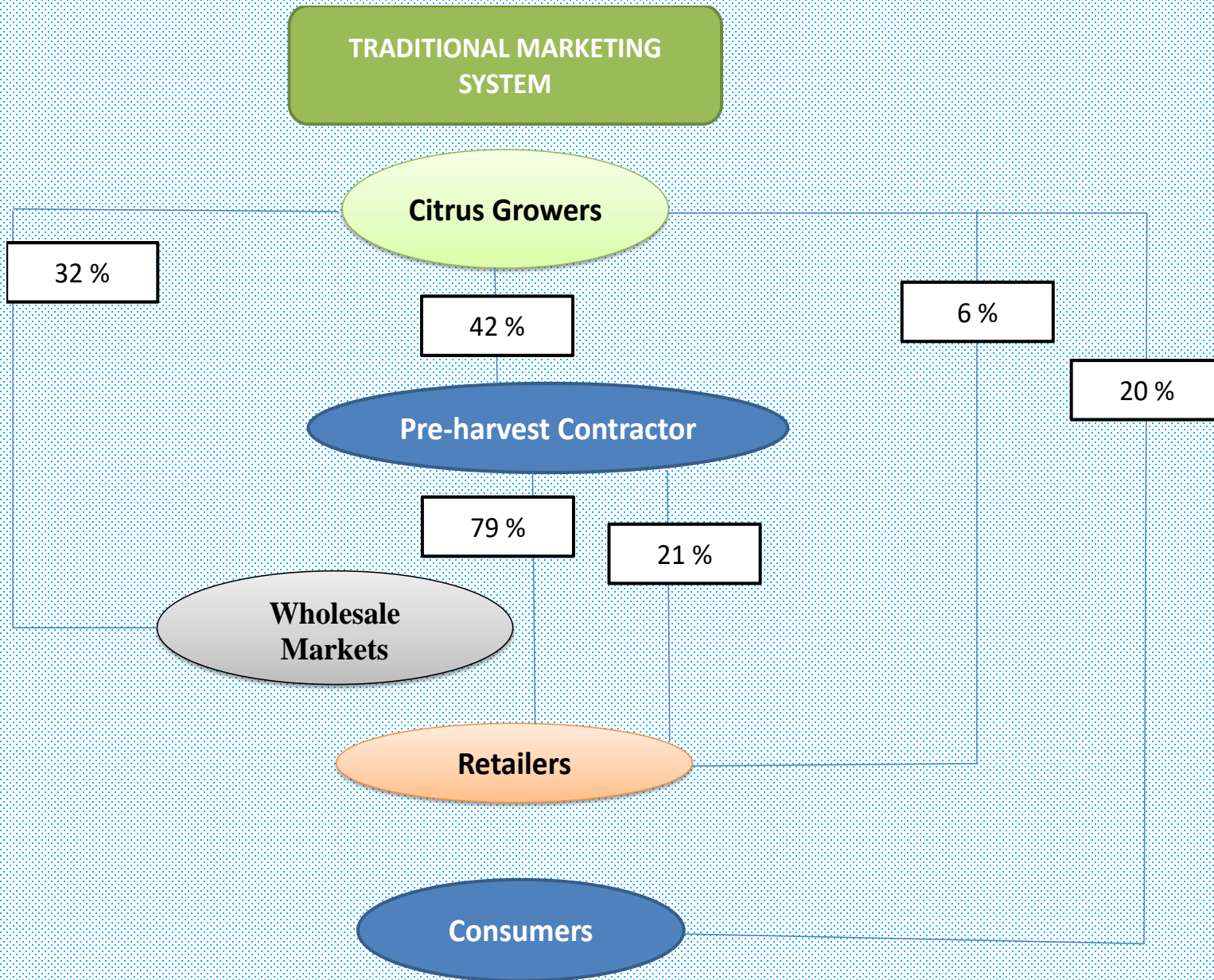
Channel-1



Channel-2



# Traditional fruit marketing Channel in KP



## **Some Horticulture export companies in KP**

- **Qazffai Traders:** Based in Peshawar, they export vegetables like peas, bitter gourds, and bottle gourds to the Middle East and UAE.
- **Sunny International:** Based in Peshawar, they export fresh fruits and vegetables.
- **Pak Fruit & Vegetable Co:** Located in Karachi, they export fruits and vegetables to various countries.
- **Shaikh International:** Based in Karachi, they export fruits and vegetables.
- **Freshpak Fruits & Vegetables:** Located in Karachi, they export fresh fruits and vegetables.
- **Al-Mairaj Enterprises:** Based in Karachi, they export fruits and vegetables

## **Name of some cold stores in KP**

- **Peshawar:** Al Ghani Cold storage, Hazrat Bilal Cold Storage, Old Scrab, Farhad Enterprises, Azeem Cold Storage Pvt LTD, Prince Cool Beverages, and Aiza Food
- **Bannu:** Nasir cold storage, Chai Gali Juice center Bannu, Famous Juice
- **Haripur:** Yasrab Ice Factory
- **Bajaur:** Lal Traders Bajaur
- **Shabqadar:** Prince cool beverages

## Some big Fruit & Vegetables markets in KP

- **Gur Mandi** (Fruit and Jaggery Market): Located in Hashtnagri, Peshawar, this market is known for its vibrant atmosphere and variety of fruits.
- **Peshawar Fruit and Sabzi Mandi Nasirpur**: A popular marketplace in Peshawar for fresh produce.
- **Bara Sabzi & Fruit Mandi**: A large marketplace in Peshawar District, offering a range of fruits and vegetables.
- **Fruit Market**: A notable marketplace in Peshawar District, situated near Mewa Mandi and Dilawar Khan Adda.
- **Peshawar Sabzi Mandi**: A significant marketplace in Peshawar District, offering fresh produce.

# Strengths of Horticulture sector in KP

- **Diverse climate:** temperate, subtropical and tropical climate zone can produce wide range of horticultural crops
- **Fertile land**
- **Local demand** due to increase in population
- **Export potential;** can export horticulture crops to neighboring countries like Afghanistan, Iran, China and even Iraq
- **Academic/research/extension facilities:** Seven agriculture universities, Eleven Research institutes/Stations, Agri..Extension services through out the province and private seed companies etc

# **Weakness / problems of horticulture in KP**

- **Small land holdings/housing schemes;**
- **Limited infrastructure:** processing units, packing and grading shades, cold storages and transportation facilities
- **Lack of modern techniques;** tradition farming techniques, flood irrigation, intercropping in orchards, ignore pruning practices, fertilizer application without soil analysis, intensive use of cultivator in orchards etc
- **Pest and diseases management;** access quality pesticides, high price of pesticides, Growers awareness to identify pests and diseases
- **poor marketing channels**
- **improper planning** or prediction of future cropping program
- **High Air freight rates** to export produce and Limit cargo facilities to export produce
- **Lack or limited of international standards certification** like Global Gap, HaCCP (Hazard Analysis & Critical Control points, ISO 22000, PS certificate, SPS compliance

# Horticulture sector Opportunity in KP

- **Increasing demand;** demand for both fresh and processed horticulture products in local as well as in foreign markets
- **Government support:** Initiatives to promote Horticulture and infrastructure, availabilities of Agri. Universities, Research and Extension deptt., services. PHDEC,
- **Value added products;** opportunities to develop and improve the post harvest products like Dried fruits, vegetables and condiments, canned fruits, Jams, Jellies, squashes, and different kinds of beverages
- **Export opportunities;** potential markets are Afghanistan, China, Iran, Iraq and UAE

# Horticulture Sector Threats in KP

- **Climate change;** seasonal shift, Flood rains, hailstorm, dry spell, ..... effects yield and quality
- **Pests and diseases** ..... effects yield and quality
- **Market fluctuation;** price instability affecting growers income
- **High inputs prices** (fertilizers, seeds, pesticides, POL..)
- **Security threats** both internal and borders security threats
- **Market Competition** of other regions and countries
- **Disintegration** or fragmentation of inheritance land
- **Housing schemes**

## **Suggestions to boost the Horticulture exports**

- **Improve Quality and Yield:** Introduce high-yielding, disease-resistant varieties and modern farming techniques to increase productivity and quality.
- **Develop Cold Chain Infrastructure:** Invest in cold storage, refrigerated transportation, and packaging to reduce post-harvest losses.
- **Enhance SPS Compliance:** Strengthen quality control and certification systems to meet international standards.
- **Promote Contract Farming:** Encourage partnerships between farmers and exporters to ensure stable supply chains and better prices.

## Suggestions..... Conti...

- **Diversify Export Markets:** Explore new markets in Asia, Africa, and the Middle East to reduce dependence on traditional markets.
- **Provide Export Financing:** Offer low-interest loans and insurance to exporters to mitigate risks and improve competitiveness.
- **Train Farmers and Exporters:** Provide training on modern farming practices, post-harvest handling, and export regulations.
- **Improve Logistics and Infrastructure:** Upgrade airports, roads, and ports to reduce transportation costs and times.

# Thank you

