



## Newsletter

From the Office of the CEO

Pakistan Horticulture Development & Export Company (PHDEC)

### Strengthening Value Chains & Expanding Export Horizons

February 2026 – Activity Highlights

The Office of the CEO is pleased to share key initiatives undertaken during February 2026 to promote value chain development, export competitiveness, certification compliance, and international market access for Pakistan's horticulture sector.

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#### Digital Trade & Market Access – Sargodha

In collaboration with Trade Development Authority of Pakistan, PHDEC organized a seminar at the Sargodha Chamber of Commerce & Industry on digital trade and online market access. Participants received practical guidance on e-commerce platforms, digital payments, logistics solutions, and regulatory compliance for online exports. PHDEC highlighted the establishment of its Sargodha Field Office for closer engagement with citrus stakeholders and announced the upcoming **Certification Project** to support compliance with international standards. Participants were also encouraged to take part in the upcoming International Horticulture Expo in Lahore (June 2026).

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#### Pakistan–Sri Lanka B2B Session (Potatoes)

PHDEC and TDAP jointly organized an interactive virtual B2B session with Sri Lankan importers in coordination with the Pakistan Trade Mission in Colombo. With Pakistan's potato production expected to reach approximately **12 MMT this season**, exporters explored product specifications, pricing, quality standards, and logistics arrangements. Trade facilitation challenges—including high import duties and pricing transparency—were

discussed, with assurances of follow-up through relevant trade missions to ensure sustainable export growth.

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## **Onion Value Chain Workshop – Vehari**

PHDEC conducted a comprehensive workshop titled “*Exploring the Export Potential, Cultivation Practices and Future Outlook of Onions in Punjab.*”

Trade & Investment Officers from China, Sri Lanka, and Malaysia shared market intelligence on demand trends and compliance requirements. Experts from the Department of Plant Protection elaborated on phytosanitary procedures and documentation protocols. The workshop concluded with a unified commitment toward export-oriented production and value addition.

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## **Citrus: Climate-Smart & Export-Oriented Management**

A technical webinar in collaboration with the Citrus Research Institute, Sargodha emphasized post-harvest orchard management as a critical determinant of next-season productivity and export quality.

### **Key Follow-Ups Announced:**

- Webinar on alternate bearing management
  - Session on compost & nutrition management
  - Strengthened coordination with research institutions
  - Awareness on MRL compliance & certification
  - Development of advisory dissemination platforms for growers
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## **Saffron Promotion – KP & Balochistan**

PHDEC organized a specialized webinar promoting saffron as a high-value crop for mountainous regions. Experts from KP and Balochistan highlighted production potential and constraints such as limited drying facilities, corm availability, and cluster-based cultivation gaps. PHDEC announced follow-up measures including province-specific sessions, facilitation of germplasm import, cluster identification, and exposure visits to research institutions.

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## 👉 Aflatoxin Control in Chilies – Solar Tunnel Drying

A technical webinar addressed aflatoxin contamination through improved dehydration using solar tunnel dryers. Experts highlighted Pakistan's strong global position in chilli production and emphasized standardized drying protocols. PHDEC outlined follow-up actions including beneficiary training, expansion of solar tunnel installations, and promotion of multi-commodity utilization to enhance year-round viability.

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## 🤝 Stakeholder Engagements & Field Outreach

### Farmers Market – Peshawar

PHDEC participated in a Farmers Market organized by Food and Agriculture Organization (FAO), engaging growers and promoting certification support and Expo participation.

### 2nd Sukkur Trade Exhibition & Seminar 2026

PHDEC strategically collaborated with TDAP Sukkur to mobilize **25 horticulture stalls**, including 5 from Balochistan, showcasing fresh and value-added products such as dates, olives, dried fruits, and dehydrated vegetables.

International trade representatives from China, Türkiye, UK, Sri Lanka, Japan, KSA, and Bangladesh shared market insights. PHDEC also introduced its **80:20 Certification Support Initiative** to facilitate compliance with global standards.

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## Moving Forward

Through technical capacity building, structured B2B engagements, certification facilitation, and proactive field outreach, PHDEC continues to transform Pakistan's horticulture sector into a **quality-driven, export-oriented, and globally competitive industry**.

### Office of the CEO

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