



## Newsletter

### From the Office of the CEO

#### Pakistan Horticulture Development & Export Company (PHDEC)

During March 2026, the Pakistan Horticulture Development & Export Company (PHDEC) made significant strides toward strengthening Pakistan's horticulture sector through enhanced institutional presence and targeted interventions. In line with its strategic mandate to promote export-oriented horticulture, PHDEC established field offices in key production hubs across the country, including Balochistan (Quetta and Hub), Sindh (Tandojam), and Punjab (Multan and Sargodha). Newly recruited horticulturists have been deployed in these regions to oversee cluster-specific crops, design targeted activity plans, and identify critical interventions required to improve productivity, quality, and export competitiveness. This decentralized operational approach is expected to strengthen value chain coordination, improve stakeholder engagement, and facilitate the effective implementation of region-specific export strategies.

A major highlight of the month was PHDEC's extensive series of technical webinars aimed at capacity building and knowledge dissemination among growers, processors, and exporters. Key sessions covered Mango Orchard Management during the flowering phase, Branding & Packaging for Sustainable Trade Development, and Enhancing Export Competitiveness of Balochistan Apples through quality production and improved market access. Additional webinars focused on Scientific Olive Orchard Management for high-quality oil production, Mango Malformation in Sindh under climate change, and crop-specific sessions on chilies, banana, and kinnow (citrus), addressing production practices, disease management, export prospects, and international competitiveness. The series concluded with a technical session on efficient pollination techniques in date palm to improve fruit set and yield. These knowledge-sharing initiatives significantly contributed to enhancing stakeholders' technical capacity and promoting best practices across the horticulture value chain.

In parallel, PHDEC maintained strong engagement with stakeholders through field visits and consultative meetings to assess ground realities and identify sectoral gaps.

In Sindh, visits were conducted to leading exporters to evaluate challenges related to quality compliance, certification, and value chain management, as well as to the Mango Dehydration Facility at Sindh Agriculture University, Tandojam, to review its operational status and explore pathways for functionality.

In Punjab, engagements with the Agriculture Secretariat focused on the revival of the citrus sector, while field visits in South Punjab assessed the chili value chain in collaboration with Agriculture Extension and Horticulture Departments. Meetings were also held with the Citrus Research Institute, Sargodha, and regional Agriculture Extension authorities to explore joint initiatives for strengthening the citrus industry.



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In Balochistan, PHDEC held strategic consultations with Premier Green Development Corporations (PGDC) regarding horticulture-focused PSDP interventions, while, extensive stakeholder consultations were conducted with processors and exporters to identify challenges and opportunities in the dates & olive export sector. Further engagements with regional Agriculture Extension offices in Balochistan focused on improving on-farm practices, supply chain efficiency, and value chain development for key commodities such as Apple, Onion and Olives.

Additionally, the PHDEC Peshawar Office actively coordinated with the Head of the Horticulture Department at Agriculture University Peshawar to finalize sideline session arrangements and confirm speakers for the 10<sup>th</sup> International Horti Expo & Conference 2026, ensuring a well-structured and impactful technical session during 10<sup>th</sup> International Horticulture Expo & Conference.

Overall, the month marked a significant step forward in PHDEC's efforts to strengthen Pakistan's horticulture ecosystem through institutional expansion, targeted technical interventions, and proactive stakeholder engagement. These initiatives are aligned with PHDEC's broader vision of enhancing export competitiveness, promoting value addition, and positioning Pakistan as a reliable supplier of high-quality horticultural products in international markets.

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Pakistan Horticulture Development & Export Company (PHDEC)