



Australian Government

Australian Centre for  
International Agricultural Research

Horticulture

# Strengthening vegetable value chains in Pakistan for greater community livelihood benefits

## Overview

The production and marketing of vegetables is an important component of rural industry in Pakistan and can improve the economic wellbeing and nutrition of those living in poverty.

Up to 9 million tonnes of vegetables are grown annually on around 630,000 ha, with Punjab and Sindh accounting for 70% and 13% of production, respectively.

The rural poor, particularly women and youth, are disadvantaged and unable to participate effectively in existing vegetable value chains. This is due to constraints that include: a lack of standardised production technologies; the absence of post-harvest handling infrastructure and protocols; a lack of awareness of marketing options; obstacles to financial support and technical and business knowledge; and a host of social and cultural barriers.

This project is part of the Agriculture Value Chain Collaborative Research Program (AVCCR), which has the goal of seeing the rural poor, particularly women, living in the Punjab and Sindh benefiting from improvements in strategically selected agricultural value chains.



## KEY FACTS

**ACIAR Project No.** HORT/2016/012

**Duration:** February 2018 to December 2021 (4 years)

**Target areas:** Pakistan

**Budget:** A\$4,999,834

### Project Leader

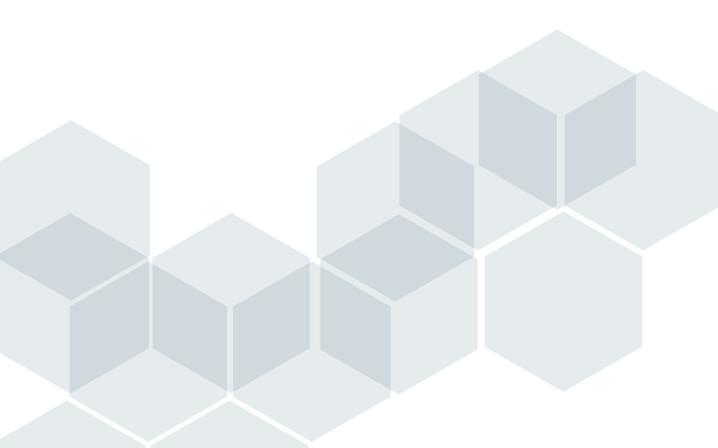
Babar Bajwa, CABI International Pakistan

### Key partners

- University of Queensland, Australia
- National Agricultural Research Centre, Pakistan
- University of Agriculture Faisalabad, Pakistan
- Agriculture Research Institute Tandojam, Pakistan
- Sindh Agriculture University Tandojam, Pakistan
- Department of Agriculture Extension Punjab, Pakistan
- Department of Agriculture Extension Sindh, Pakistan
- Mojaz Foundation, Pakistan
- Women Agriculture Development Organisation, Pakistan

### ACIAR Research Program Manager

Irene Kernot



## Objective

**The project's overall aim is to strengthen the value chains of four vegetable crops in Pakistan using a community-based approach. The targets are onions, potatoes, tomatoes and chillies.**

**The project's specific objectives are to:**

- Identify opportunities for increasing community engagement and developing rural entrepreneurs.
- Establish sustainable production and marketing opportunities for small-scale vegetable farmers and traders.
- Test and develop technical innovations for selected vegetable value chains.
- Scale-out improvements in vegetable value chains and sustain and maximise community benefits.

## Expected scientific results

- Theoretical framework to develop value chain models to suit rural entrepreneurship.
- Development of value chain models to suit internal and external capabilities of communities.
- Approaches to understand how value chain factors address and influence smallholder incomes particularly women and youth.
- A framework to monitor rural entrepreneurship and capacities that can support value chain performance improvement.
- Approaches to ensure sustainability and scale out for the benefit of smallholders and their communities.

## Expected outcomes

- Increased capacity and incomes of farming families, traders and intermediaries in vegetable value chains.
- Improved household income and livelihoods of resource-poor communities.
- Empowerment of rural women and youth through value chain improvements.
- Strengthened women and youth groups involved in value chains, who are enabled to source and finance inputs; adopt improved crop management, harvest and postharvest practices; engage in value-adding activities; identify market opportunities and risks; and market fresh and processed commodities.
- Increased availability of high-quality, safe and fresh vegetables.

