



Agri market development project planned

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ISLAMABAD: The United States Agency for International Development (USAID) is launching a four-year project “Agriculture Market Development” in Pakistan aimed at transforming targetted product lines into efficient private sector-led supply chains.

The project, which will run from 2015-18, will focus on better coordination and enhanced growth in Pakistani horticulture and livestock markets, particularly in mango, citrus, off-season vegetable and meat sectors. It will help farmers upgrade and modernise equipment and processing operations.

Details of the project were explained to Federal Minister for National Food Security and Research, Sikandar Hayat Khan Bosan here on Thursday by a five-member team of USAID led by Steven Fondriest, USAID Deputy Director.

During the course of discussions, a roadmap for USAID’s upcoming projects in Pakistan was devised.

Mr Bosan said the USAID programme would complement the government’s efforts to promote private sector led supply chains capable of delivering competitive products to domestic and export markets that would ultimately lead to private sector investment, exports and domestic sales, employment opportunities and assistance to producers.