

PRESS RELEASE

WEBINAR BY TDAP ON “ OPPORTUNITIES FOR ORGANIC FRUIT PRODUCTION, EXPORT OF ORGANIC FRUIT TO CHINA THROUGH KHUNJARAB PASS AND ISSUES OF EXPORTERS”

(26thOctober,2020)

Organic farming is centuries old human and natural intervention which has been eco-friendly and economically viable. It comprises eco-friendly agricultural techniques leading towards the maximum production without using chemical inputs. Organic farming is efficient for eco-system providing a balance in the life of human, crops and animals; hence leading to the sustainability of the system.

There is a need of awareness among the people of Pakistan about the benefits of organic farming. Sales of organic food have increased more than six-fold worldwide in the last quarter of a century while organic production has just doubled during the same period. It mirrors that the demand for organically produced food continues to outpace its supply, depicting a widening demand supply gap. This is a window of opportunity to agriculture economies like Pakistan who can earn billions in terms of foreign exchange through the export of organic food. Pakistan has also great potential to introduce organic fruits & vegetables as major export commodity in international market.

TDAP is endeavoring to boost the exports of organic fruits by encouraging organic farming in Pakistan and mitigating problems faced by exporters. It may be noted that Pakistan is blessed with a great potential for production and exports of organic fruits. However this potential remains untapped mainly due to lack of awareness at the farmers and exporters end. A need has been felt to create required awareness amongst all the stakeholders. In this regard, TDAP is organizing a webinar on growing demand of organic fruits in the world and need to harvest this opportunity by Pakistani farmers and exporters.

TDAP has planned a webinar on “*Opportunities for Organic Fruit Production & Export of organic Fruit to China through Khunjarab Pass & Issues of Exporters*” on 26thOctober,2020 to give awareness and encourage organic farming fruits.

The participants will get information on importance of organic farming, marketing procedures and certification, market opportunities for organic fruits in China. This will help to boost the exports of organic foods from Pakistan.

Interested entrepreneurs can contact TDAP for joining the webinar.