

NATIONAL OLIVE FESTIVAL on 7 October, 2020

Spend a day at BARI with Family and Make it a lifetime memory

Barani Agricultural Research institute, Chakwal (BARI) is located (<https://g.co/kgs/nNW4Jb>) in the hub of the marginalized rural farming communities and transforming Pothwar into a **High Value Agriculture Valley**. Being a multi-crop and multi-disciplinary research institute, it has developed and introduced more than 41 climate-smart varieties of various conventional and high value crops through its indigenous R&D Program in rainfed region since its establishment in 1979.



With effective engagement of stakeholders in consultation and project implementation process, a strong foundation for Olive Sector in Punjab has been provided. Our R&D collaborators have been our great strength. Italian Government investment in Pakistan paved way for initial adaptability while USAID offered various grants to private sector as business opportunities for private sector. Up-coming Italian support and establishment of Centre of Excellence for Olive Research and Training (CEFORT) by Agriculture Department is expected to take Olive Sector in Phase-II, where commercial JVs will be leading the olive sector in Pakistan with active R&D support of CEFORT to resolve their issues.



On the eve of **National Olive Festival** being organized at BARI Chakwal on 7,8 November 2020, various farmers/entrepreneurs would be **showcasing their extra virgin olive oil and other value-added products for sale** to the visitors.

You are invited to join us at National Olive Festival with family to learn, enjoy and appreciate how Public Private Partnership is facilitating Olive Sector Development in Punjab. BARI has successfully developed a model for olive production and value chain development in Pothwar which can be adopted in other regions of the country to transform various land pockets into **high value agriculture valleys**.

BARI is easily accessible, being located near Balkasar Interchange on M-2. Around 1 hour drive from Islamabad and 3 hours distant from Lahore.

Nearby visiting places are not limited to Kallar Kahar Lake, the historical Katas Raj, Salt Mine and many other culturally rich places worth visiting.

Let's join us at the festival to make the weekend trip a lifetime memory for your whole family. We would be following all SOPs to save visitors from the CORONA Pandemic risk.

Festival is jointly organized under CEFORT BARI Chakwal and Pakistan Oilseed Development Board PSDP funded Olive Project "Promotion of olive cultivation on Commercial scale in Pakistan"