

1991 to-date



Overview of Olive Sector in Punjab, Pakistan

Transforming Pakistan into an olive zone

Muhammad Rafique
Principal Scientist/Director



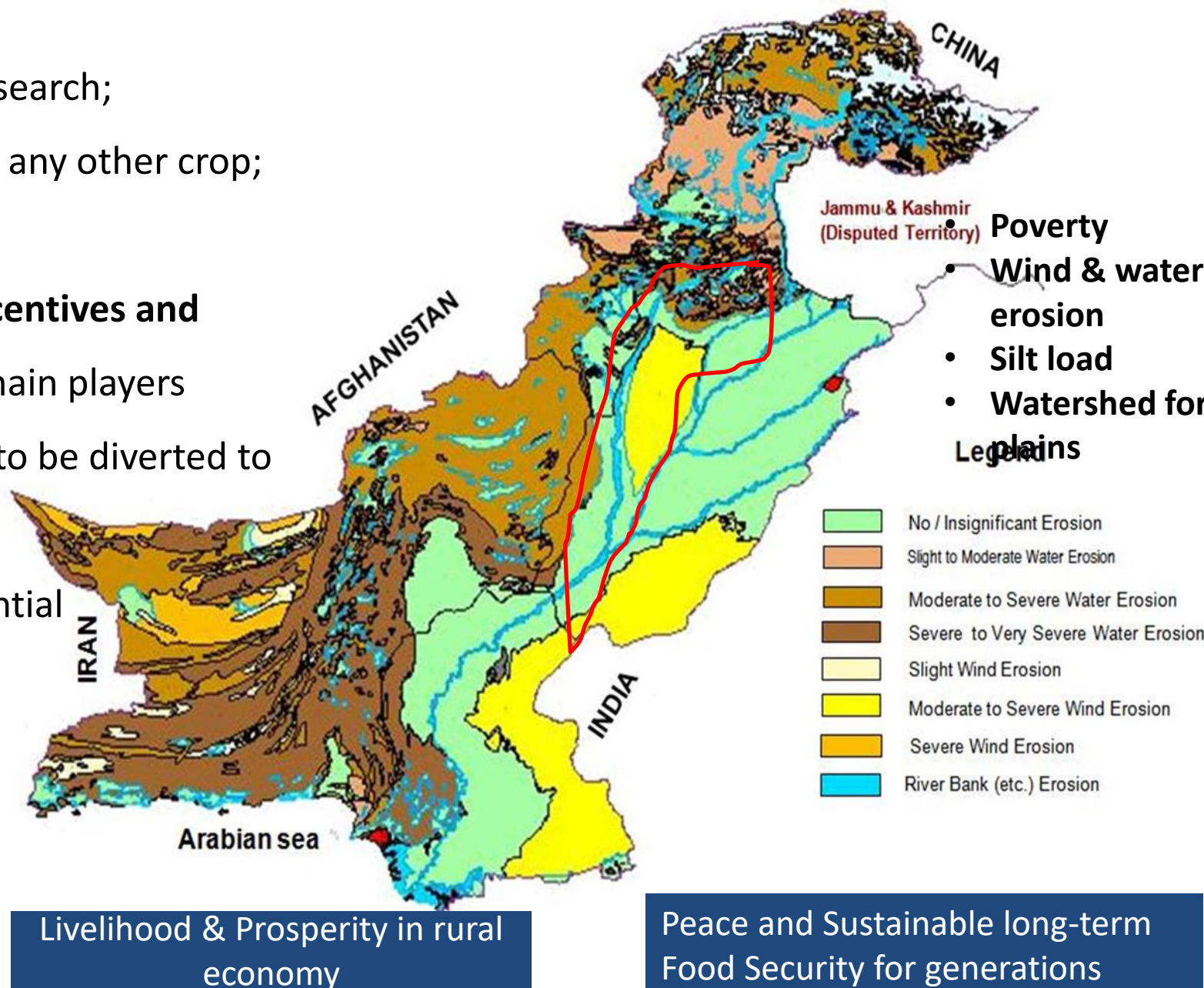
Barani



Why to invest in olive sector?

- Thrives best on **Marginal Lands**;
- **suitable areas identified** through local research;
- Needs less **care**; Does not **replace** area of any other crop;
- Fruit bearing **age** > 2000 years
- **Indigenous R&D Program** is providing incentives and solutions olive farmers and other value chain players
- **Scarce water resources** in pothwar need to be diverted to high value agriculture
- **Import bill** substitutions and export potential

- Marginal/**degraded sub-mountainous lands**
- **Climate action**:
- **Poverty alleviation**:
- 10 years **insurance scheme** for family/youth





collaborative R&D activities

It's a team effort

BARI Provided research
base to the country



Promising olive varieties suitable commercial cultivation in Pothwar (Provided research base for commercialization)

- **Strong R&D Program continues at BARI since 1991**
- **86 varieties** under evaluation
- **Varieties suitable for commercial cultivation in Pothwar region and approved by Punjab Seed Council** based on high yield and olive oil quality of international standard

BARI Zaitoon-1 And BARI Zaitoon-2,
Pendolino, Koroneiki, Gemlik, Jerbouï, Ascolana, Manzanilla, Picual,
Hojiblanca, Hamdi

- **64 varieties** are not producing fruit on commercial scale, therefore, need to be very cautious about expansion of olive grooves in other regions of Punjab without testing adaptability for different regions

Olive Varieties approved by Punjab Seed Council



Hamdi

(Drooping branches, twisting leaves. Ovoid, tunicate base of fruit)



Koroneiki

(Short stature, erect branching, small elongated fruit with obvious nipple)



Pendolino

(Spreading branches elongated round base fruit without nipple)



Gemlik

(Bold fruit slightly concaved with tenuous nipple)



Picual

(Base of fruit is truncate with round apex)



Manzanilla

(Large and ovoid fruit with pointed apex and truncate base)



Hojiblanca

(Large fruit having ovoid shape, round apex and truncate base)



Ascolana

(Large, ovoid round apex and truncate base of fruit)



Jerboui

(Ovoid fruit with week conspicuous of marbling)

Already approved

BARI Zaitoon - I

(has similarity with **Coratina**)

BARI Zaitoon – II

(has similarity with **Frantoio**)

Approval of varieties has paved way for certification and production of local olive nursery plants in private sector

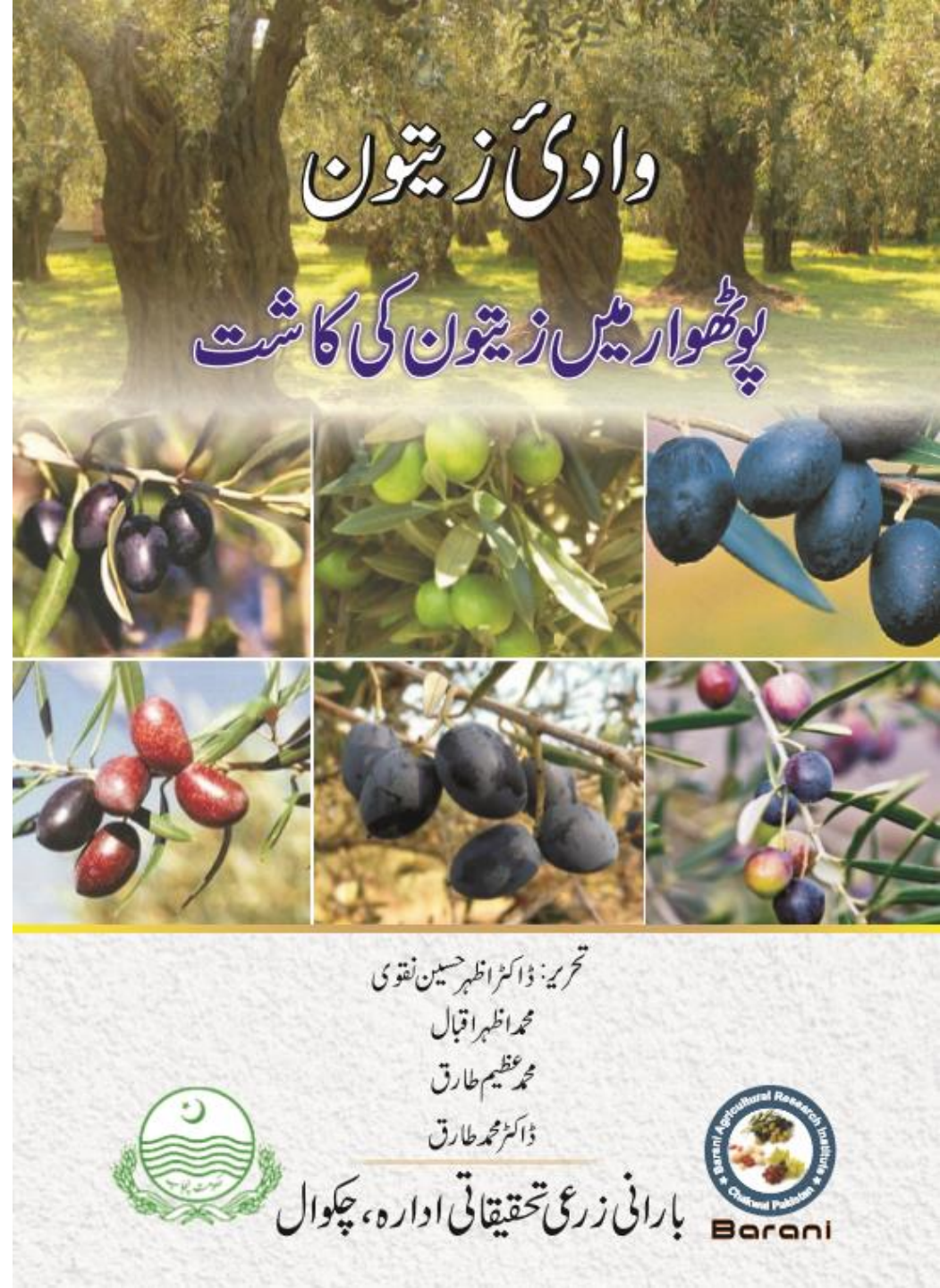
BARI standardized Production
Technology to harvest better
yields (Best Management
Practices)

Olive Orchard Management Guide

[http://www.barichakwal.agripunjab.gov.
pk/system/files/Book_Olive_valley.pdf](http://www.barichakwal.agripunjab.gov.pk/system/files/Book_Olive_valley.pdf)

Jaz Bakhbar Kissan
(google app)

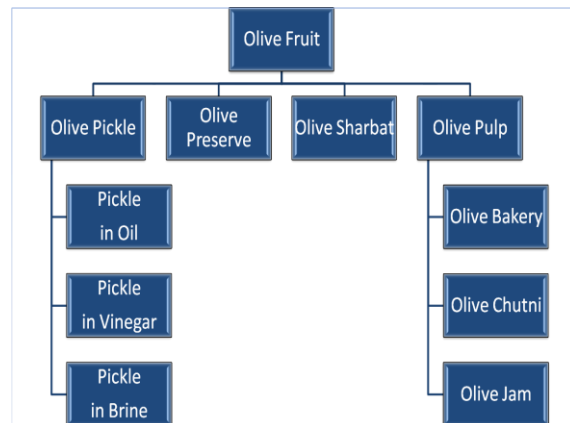
Facebook Group
Olive Valley Pakistan



Standardized Value added Products

BARI developed standardized protocols, practices and recipes of various VA products and is providing technical assistance to various entrepreneurs

Linking to PFA and PSQCA



Project Objectives/themes

Based on indigenous research by BARI Chakwal and lessons learnt from earlier projects Agriculture Department, Government of the Punjab launched flagship project “Developing Pothwar into an olive valley with following objectives:

1. **Introduce olive plantation** in Pothwar and adjoining areas as a strategic intervention to utilize **marginal lands** for increasing edible oil production in the country
2. **Create olive economy** based on sustainable production and processing leading to employment generations for rural communities



Project Components/specific objectives

1. Olive cultivation on **15,100 acres** of land with provision of 2,038,500 certified nursery plants
2. Need-based promotional **incentives** like water source development and drip irrigation system to farmers
3. **Capacity building** of private sector for Provision of technical assistance to olive growers for layout, plantation, orchard and irrigation management

Project incentives for farmers

Project Intervention	Govt. subsidy (%)
Provision of certified olive nursery plants (high yielding varieties with good adaptability-Indigenous Research)	100
Water Source Development	70
Drip Irrigation System installation (through PIPIP)	60
Technical Assistance to Farmers (Olive orchard establishment and management) Post-hole diggers free of cost on loan for mechanical pit digging	100
Orchard Layout, Pit Digging/filling cost	Farmers share
Shifting of nursery Plants and Planting	Farmers share
Orchard management/operational cost	Farmers share

Cost sharing basis

Project Intervention	(Rs./acre)			Remarks
	Govt. Share	Farmer Contribution	Total	
Water Source Development	52,000	22,000	74,000	Cost Sharing 70 :30 (Max. subsidy 0.7 m/water source of min. 5 acres)
Drip Irrigation System (from PIPIP)	75,000	50,000	125,000	Cost Sharing 60 :40
Provision of Acclimatized Plants	48,700	-	48,700	-
Technical Assistance to Farmers for orchard establishment & manag.	5,600	-	5,600	-
Pit Digging/Filling Cost	-	13,500	13,500	Cost = Rs. 100/pit
Shifting of Plants and Planting	-	2,000	2,000	Cost =Rs. 15/plant
Orchard operational Cost	-	25,900	25,900	fertilizer, pesticide, irrigation, application, labour etc.
Total	181,300 (62%)	113,400 (38%)	294,700	-

Project Area

6 Districts in Pothwar (Attock, Chakwal, Jhelum, Rawalpindi, Khushab & **Mianwali**)

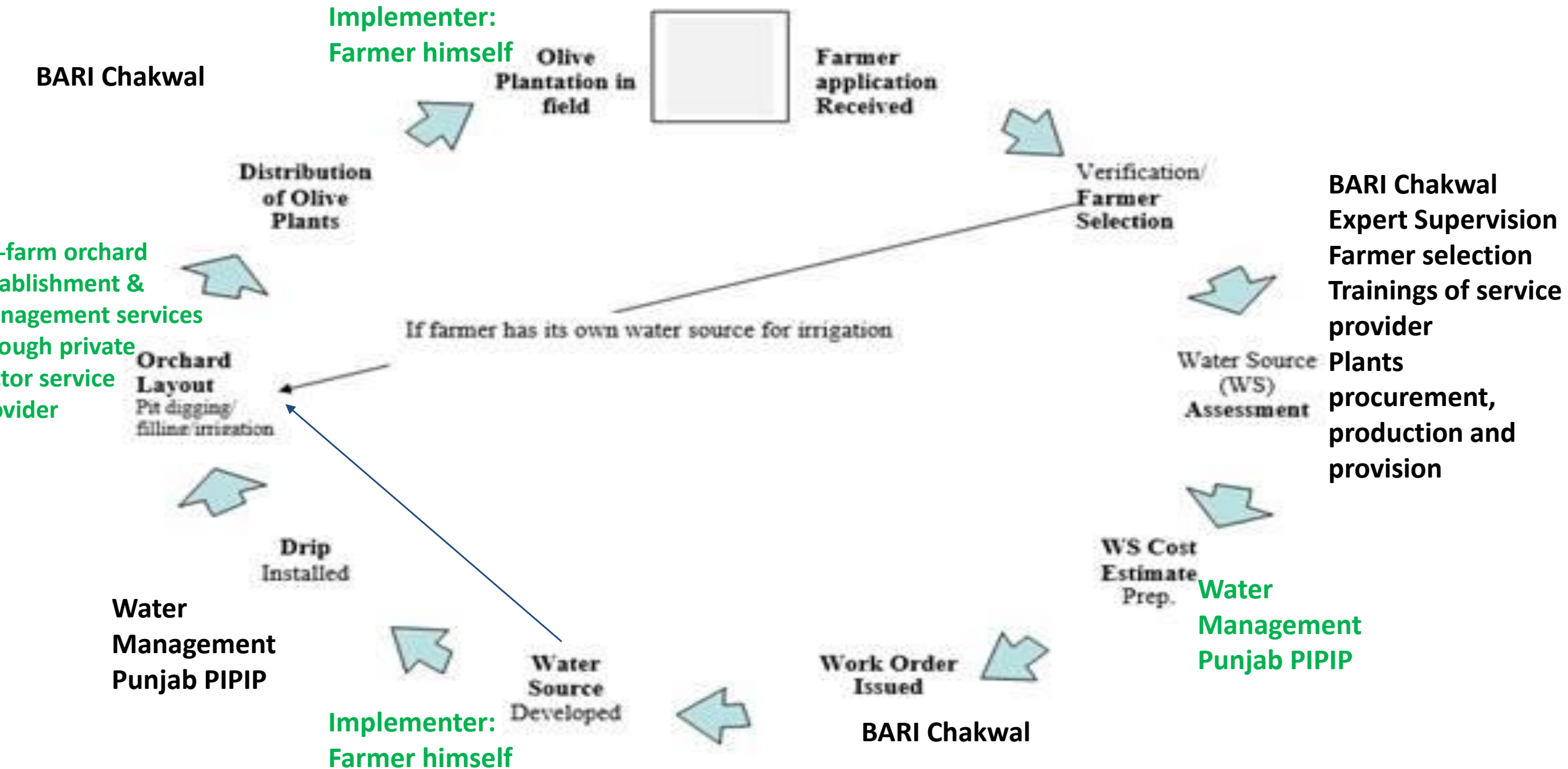
Project Implementation

BARI Chakwal
Water Management

Operation & Maintenance

Beneficiary farmers

Implementation Process



To-date olive plantation status in Pothwar



No. of olive farms

819



Acreage in Pothwar

8615



No. of plants

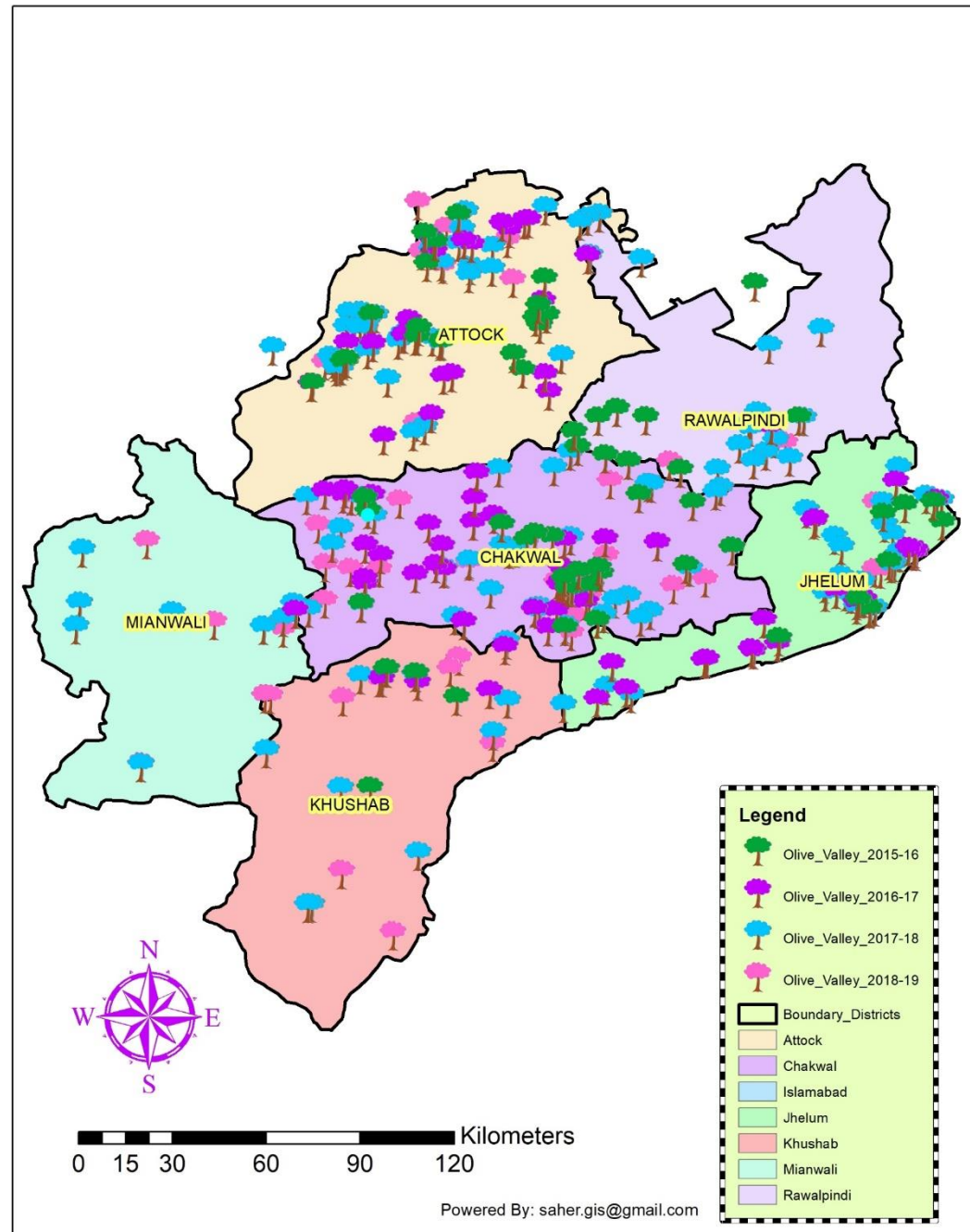
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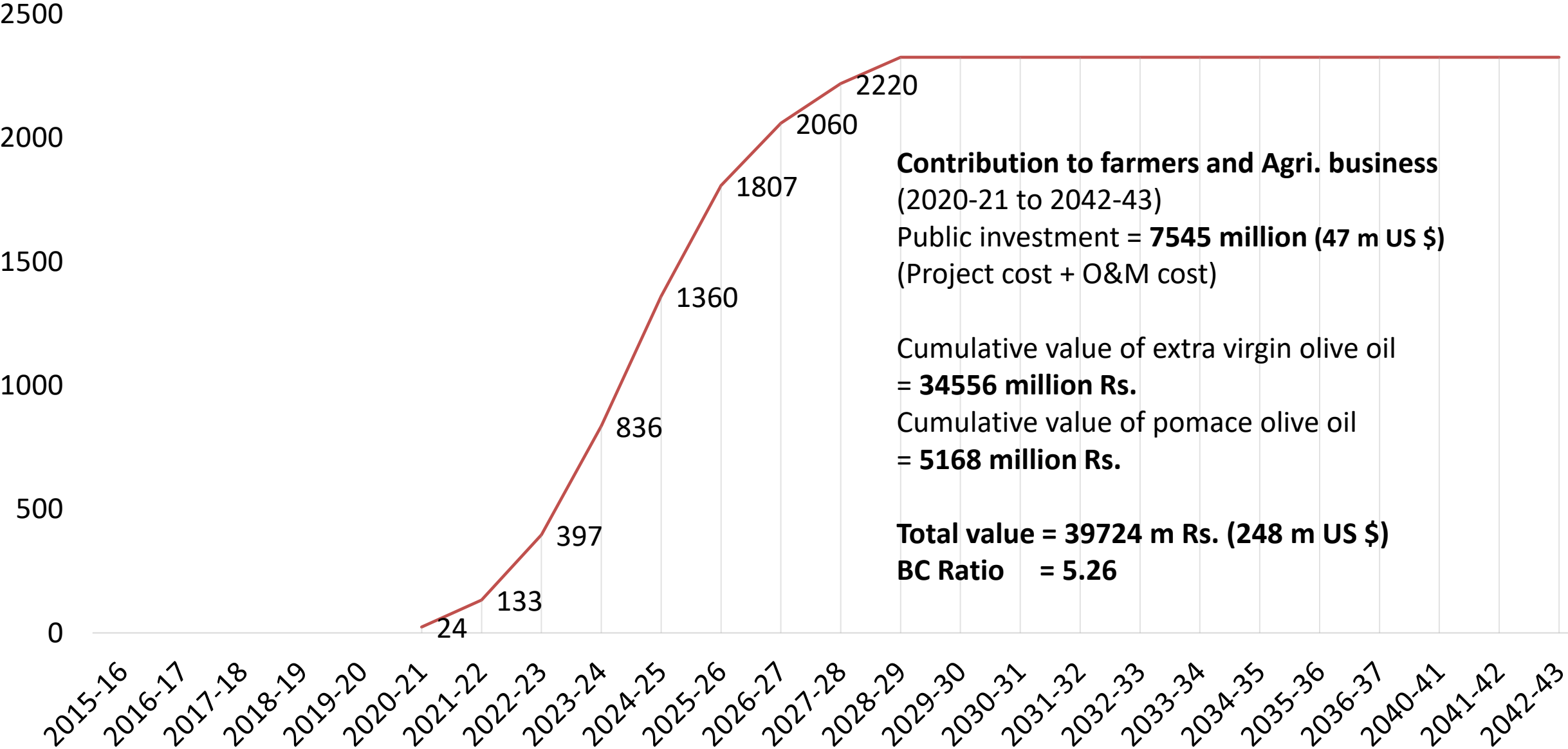
District Wise Olive Plants distributed to applicant farmers (2015-16 to 2019-20)

Name of Project District	No. of beneficiaries	Area under olives (Acres)	Total No of Plants dist.	Distribution % by Districts
Chakwal	294	3285	441744	38
Attock	185	1887	254801	22
Jhelum	149	1754	236555	20
Rawalpindi	122	1026	138256	12
Khushab	45	454	61205	5
Mianwali	24	209	28250	2
Total	819	8615	1160811	

Olive Valley plantation Database in Pothwar



Value of Extra Virgin Olive Oil (million Rs./year)



Contribution to farmers and Agri. business
(2020-21 to 2042-43)
Public investment = **7545 million (47 m US \$)**
(Project cost + O&M cost)

Cumulative value of extra virgin olive oil
= **34556 million Rs.**
Cumulative value of pomace olive oil
= **5168 million Rs.**

Total value = 39724 m Rs. (248 m US \$)
BC Ratio = 5.26

Stakeholders consultation

Punjab Agriculture Department constituted olive Develop Group with USAID PEEP Assistance

- Representation of various stakeholders (30 members working group ODG)
 - Government of the Punjab (04)
 - Academia, Research & Public Sector Dev. Agencies (05)
 - Olive Growers (06)
 - Olive Processor, Service Providers (03)
 - Olive Associations/NGOs/experts (03)
 - Donor/Development partners (02)
 - Banks & Financial institutions (02)
 - USAID PEEP (03)



Stakeholders Resolves and decisions

- ✓ Establishment of **Oil Extraction Facility at BARI Chakwal** (PARB)
- ✓ Establishment of Center of Excellence in Olive Research & Training – **CEFORT (Govt. of Punjab)**
- ✓ Development and approval of **SOPs for Olive nurseries (All)**
- ✓ Registration of local nurseries (BARI & FSC&RD)
- ✓ Preparation of **audio-video and manuals / guides** (BARI-olive valley)
- Adoption and enforcement of **Olive Oil Standards??? PS5159 + Table olive standards**
- Preparation of Olive Sector **Marketing Strategy???**
- Developing olive sustainability package for Olive Sector???
 - **Developing capacity of scientists and stakeholders, Professional orchard management services, Soft Loans, Tax regime, provision of orchard management tools, certifications, brandings, capacity buildings programs**

Strengthening R&D team on olive culture

The olive centre at BARI chakwal has engaged **multi-disciplinary teams** of scientists to provide R&D support to olive growers and other stakeholders in Punjab

Multi-disciplinary team composition

- Botanist
 - Agronomist
 - Horticulturist
 - Plant Pathologist
 - Soil Scientist
 - Agri. Engineer
- Food Technologist
 - Agri. Economist

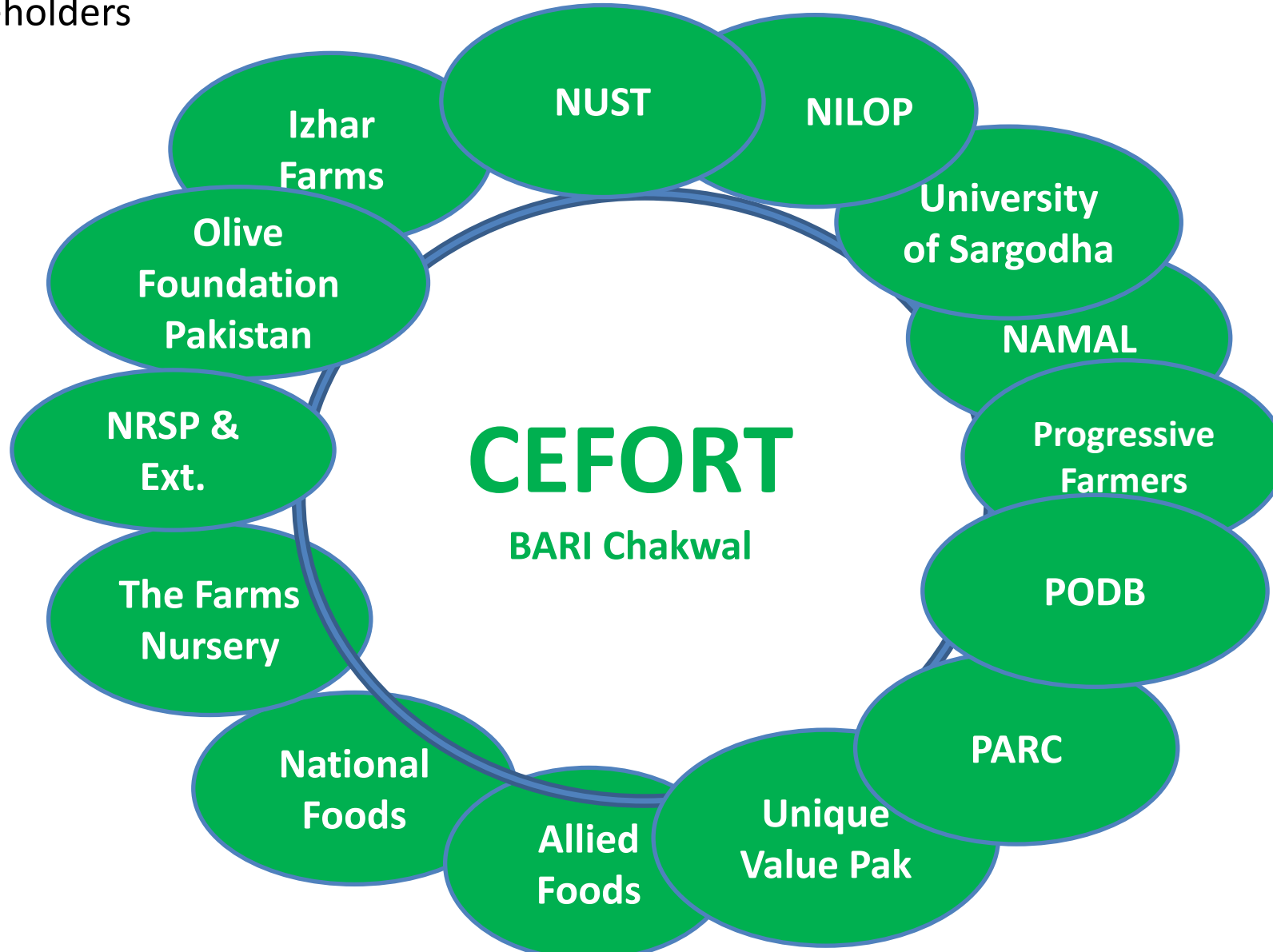


Developing R&D collaborations in olive sectors

Theme:

Address issues of Olive Value Chain

Stakeholders



Look forward to develop and strengthen International Collaborations incl:



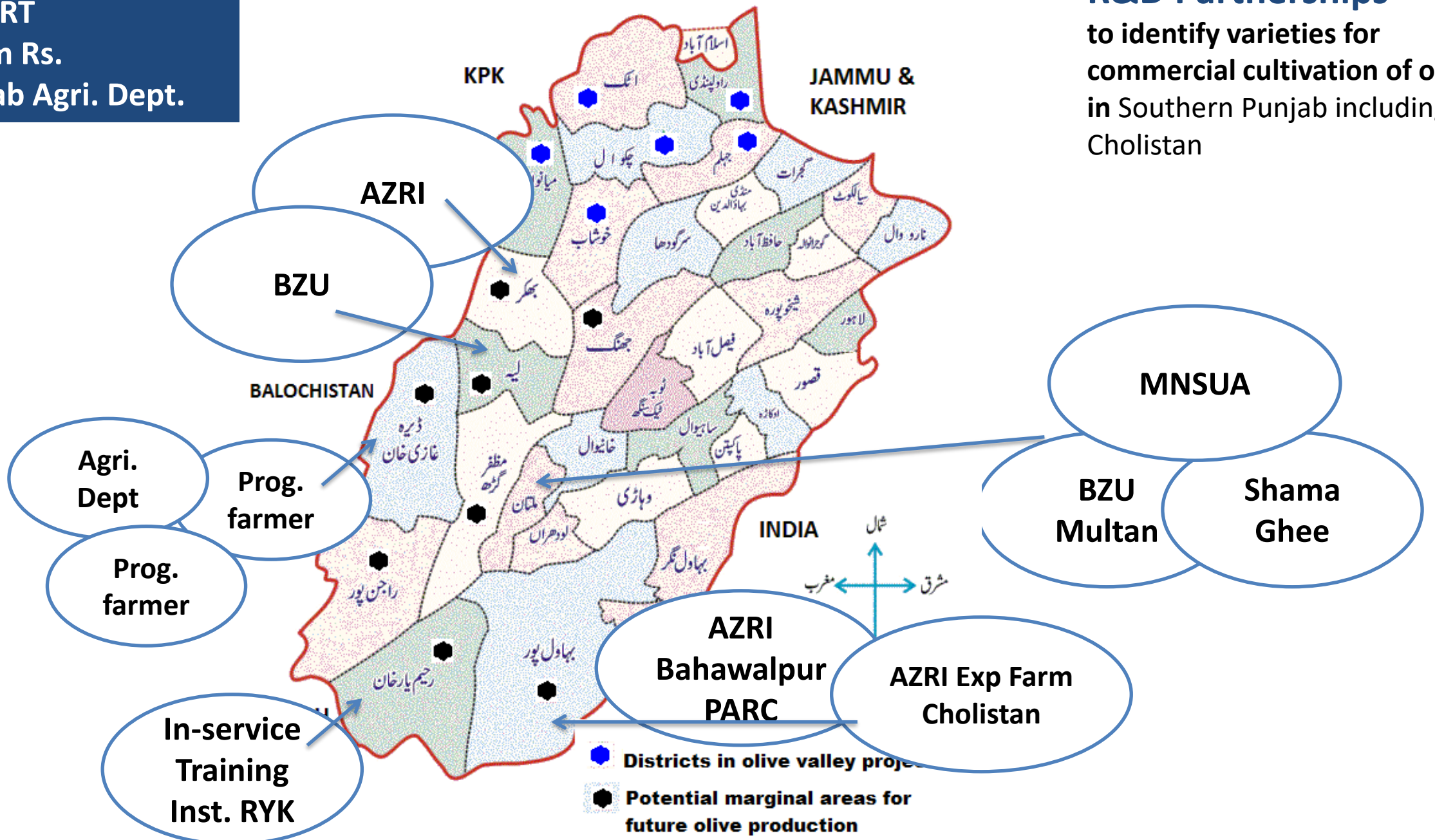
Spanish
Olive Inst.
Cordoba



CEFORT
283 m Rs.
Punjab Agri. Dept.

Project Area : All Punjab
Potential Target Area: Pothwar + Southern Punjab

R&D Partnerships
to identify varieties for
commercial cultivation of olive
in Southern Punjab including
Cholistan



Olive Nursery Business

(Lets stop import of Olive nursery plants; Local production capacity 5.2 m)

**BARI developed
protocols &
practices**

GPU 83 varieties

**3 multiplication
blocks**

**Facilitated them for
registration with
FSC&RD**



- **Izhar Farms Pvt. Ltd.** Talagang Road, Kallar Kahar Contact: 0302 5607725, 0300 5404844 (Capacity: 5 m/annum)
- **Al Atta Farm, Bikhari Kalan**, Talagang Road, Chakwal. Contact: 0345 5537352, 0334 0001111 (Capacity: 100,000)
- **The Farms Nursery**, Neela Dhullla, Chakwal. Contact: 0331 1167645, 0345 5151649 (Capacity: 50,000)

BARI also Providing bud-wood & technical assistance to develop true to type plants in private sector

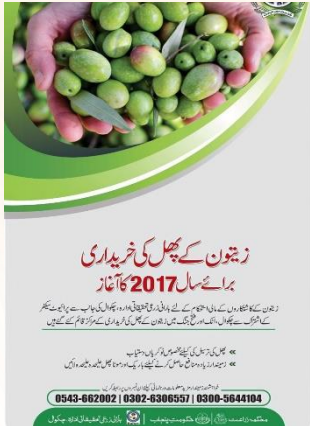
Technical Assistance and joint R&D CEFORT BARI Chakwal

Olive Marketing Support

BARI and Olive Foundation Pakistan are collaborating to facilitate farmers and processors in marketing of olive fruit and other products

Purchase rate of Olive fruit

- Large olive fruit at lemon green stage @ Rs. 130/- per kg.
- Small Olive fruit at fully ripened stage (black) @ Rs. 100/- per kg.



زیتون کے پھل کی خریداری برائے سال 2020



بارانی زرعی تحقیقاتی ادارہ، تلہ گنگ روڈ، چکوال نے پرائیویٹ سیکٹر کے اشتراک سے چکوال، اٹک اور فتح جنگ میں زیتون کے پھل کی خریداری کا اہتمام کیا ہے۔ زمینداروں سے گزارش ہے کہ معیاری قیمت لینے کیلئے باریک اور موٹا پھل علیحدہ علیحدہ لائیں۔ پھل کی ترسیل کیلئے مخصوص ٹوکریاں بھی دستیاب ہیں

خواہشمند زمیندار مزید رہنمائی و رابطہ کیلئے ان نمبرز پر رابطہ کریں۔

پریزیڈنٹ آلیو فاؤنڈیشن
سید یوسف علی شاہ 03004004408 ڈاکٹر نعیم اختر 0312 5551464
اے۔ ڈی چوہدری 0347-7555515



Technical Assistance and joint R&D CEFORT BARI Chakwal

BARI Providing cold press olive extraction service



**Processing
capacity**

600 kg/hour

- During last three, BARI provided oil extraction facility free of cost to olive farmers and 140 ton olive fruit was processed.
- Rs. 100/litre oil fee to be charged from current season
- Oil % range: 1.0-28.5% (Av.11%)
- Quality: International standard Extra Virgin
- Oil content improving with **farmers education**



**Processing
capacity**

100 kg/hour

پھل سے تیل کی بروقت کشید اور بہتر معیار حاصل کرنے کے لیے مندرجہ ذیل ہدایات پر عمل کریں۔

- ☆ سبز رنگ کا کچا پھل اچار بنانے کے کام آتا ہے لہذا یہ پھل تیل کی کشید کے لیے موزوں نہیں ہے۔
- ☆ جب پھل کا 75 فیصد (دو تہائی) یا اس سے زیادہ حصہ سبز سے جامنی رنگت اختیار کر لے تو اسے تیل نکالنے کے لیے توڑا جاسکتا ہے۔
- ☆ تیل نکالنے کے لیے پھل 15 اکتوبر سے پہلے برگز نہ توڑا جائے اس سے تیل کی مقدار بہت کم حاصل ہوتی ہے۔
- ☆ پھل کو برداشت کے دوران زخمی ہونے سے بچایا جائے۔
- ☆ پھل کو توڑنے کے بعد زیادہ دیر تک رکھنا مناسب نہیں اور اسے توڑنے کے بعد سایہ دار جگہ پر رکھیں۔
- ☆ پھل توڑنے اور اکٹھا کرنے کے بعد اس بات کا خیال رکھا جائے کہ اس میں لکڑی، شیشہ، پتھر اور دھات کے ٹکڑے شامل نہ ہونے پائیں تاکہ تیل کشید کرنے والی مشین کو نقصان نہ ہو۔
- ☆ پھل کو توڑنے کے بعد جالی و ہوا دار ٹوکریوں میں رکھ کر درار سے تک لائیں اور کسی بھی قسم کی پوری یا قیلیوں میں بند کرنے سے گریز کریں۔
- ☆ زیتون کی مختلف اقسام کا پھل علیحدہ علیحدہ رکھا جائے۔
- ☆ زخمی یا خراب پھل کو اچھے صحت مند پھل سے علیحدہ کر لیا جائے تاکہ تیل کا اعلیٰ معیار برقرار رہے۔
- ☆ پھل کو توڑنے کے بعد اسے 12 سے 24 گھنٹوں کے اندر مشین تک پہنچا دیں تاکہ بہتر معیار کا تیل کشید کیا جاسکے۔
- ☆ تیل کے لیے شیشے کی بوتل یا جار وغیرہ بھی ساتھ لائیں اور اگر پھل بہت زیادہ ہو تو مناسب جسامت کے فوڈ گریڈ سٹیل لیس سٹیل والے برتن بھی ساتھ لائیں۔
- ☆ باغبان حضرات کے زیتون کے تیل میں سے 50 لیٹر تیل کا نمونہ حاصل کیا جائے گا جو زیتون کے تیل کے معیار کو جانچنے کے لیے استعمال ہوگا۔

نوٹ۔ باغبان حضرات کو سال 2020ء میں بارانی زرعی تحقیقاتی ادارہ چکوال سے زیتون کے تیل کی کشید کی فیس بلحاظ 100 روپے فی لیٹر تیل ادا کرنا ہوگی۔



بارانی زرعی تحقیقاتی ادارہ (باری) چکوال

ای میل: barichakwal@yahoo.com
ویب سائٹ: www.barichakwal.agripunjab.gov.pk

فون: 0543-662002, 0543-662004



بارانی زرعی تحقیقاتی ادارہ، چکوال



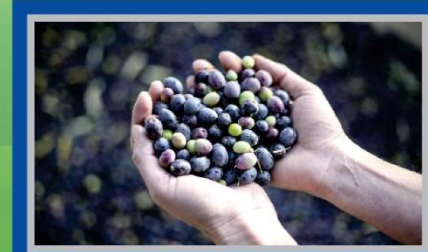
زیتون کے پھل سے تیل نکالنے کی سہولت برائے سال 2020ء

بارانی زرعی تحقیقاتی ادارہ چکوال باغبان حضرات کو زیتون کے پھل سے تیل نکالنے کی سہولت فراہم کر رہا ہے۔ اس سہولت سے مستفید ہونے کے لیے پھل توڑنے سے قبل اپنی باری کا تعین کرنے کے لئے مندرجہ ذیل ٹیلی فون نمبر پر پیشگی اطلاع دیں اور صرف بتائے گئے دن اور وقت پر ہی تشریف لائیں تاکہ آپ کو انتظار کی زحمت نہ کرنی پڑے۔ یہ سہولت پھل کے موسم اکتوبر تا دسمبر 2020ء کے لیے ہے۔



انعام الحق

0543-662001
0331-5243923



پھل کا یہ مرحلہ تیل کی کشید کے لیے مناسب ہے



پھل کا یہ مرحلہ اچار بنانے کے لیے موزوں ہے

Based on last three years extraction service, BARI has developed **SOPs for farmers** for follow to avail quality olive oil extraction service

It is **introducing bins** for fruit transport & **Food Grade Steel containers** for safe storage

USAID provided
06 matching
grants to private
sector





Opportunity for Investment in Olive Sector

Call for Grant Applications

USAID's Punjab Enabling Environment Project (PEEP)

is supporting olive sector development in the Potohar region of Punjab through the project's matching grants program for the following olive value chain categories:

1	Establishment of certified olive nurseries
2	Establishment of on-farm olive oil extraction units
3	Establishment of mobile olive oil extraction units
4	Commercialization of olive value-added products in the Potohar region
5	Market development of olive value-added products in Punjab
6	Support to olive-related private sector Technical and Business Development Service (BDS) providers for operating in the Potohar region
7	Establishment of olive oil refinery in the Potohar region

Eligible Applicants:
USAID PEEP is awarding matching grants on cost-share basis to new and existing private sector entities engaged in olive product lines, or entrepreneurs considering investments, or service provider firms in the olive value chain.



 FAQgrants@usaidpeep.com.pk |  **0344-4475965**
For application: www.brightspyre.com/peep

Installation of Olive Fruit Processing Unit in Private sector

**Unique Value Pakistan
Village Chohan, Tehsil & District Chakwal**



Olive Processing Unit



Olive Leaf Grinder



Olive Dryer



Olive Fruit Grader



Olive D-stoner

**Technical Assistance and
joint R&D CEFORT BARI
Chakwal**



Olive Slicer



Bottle Sealer

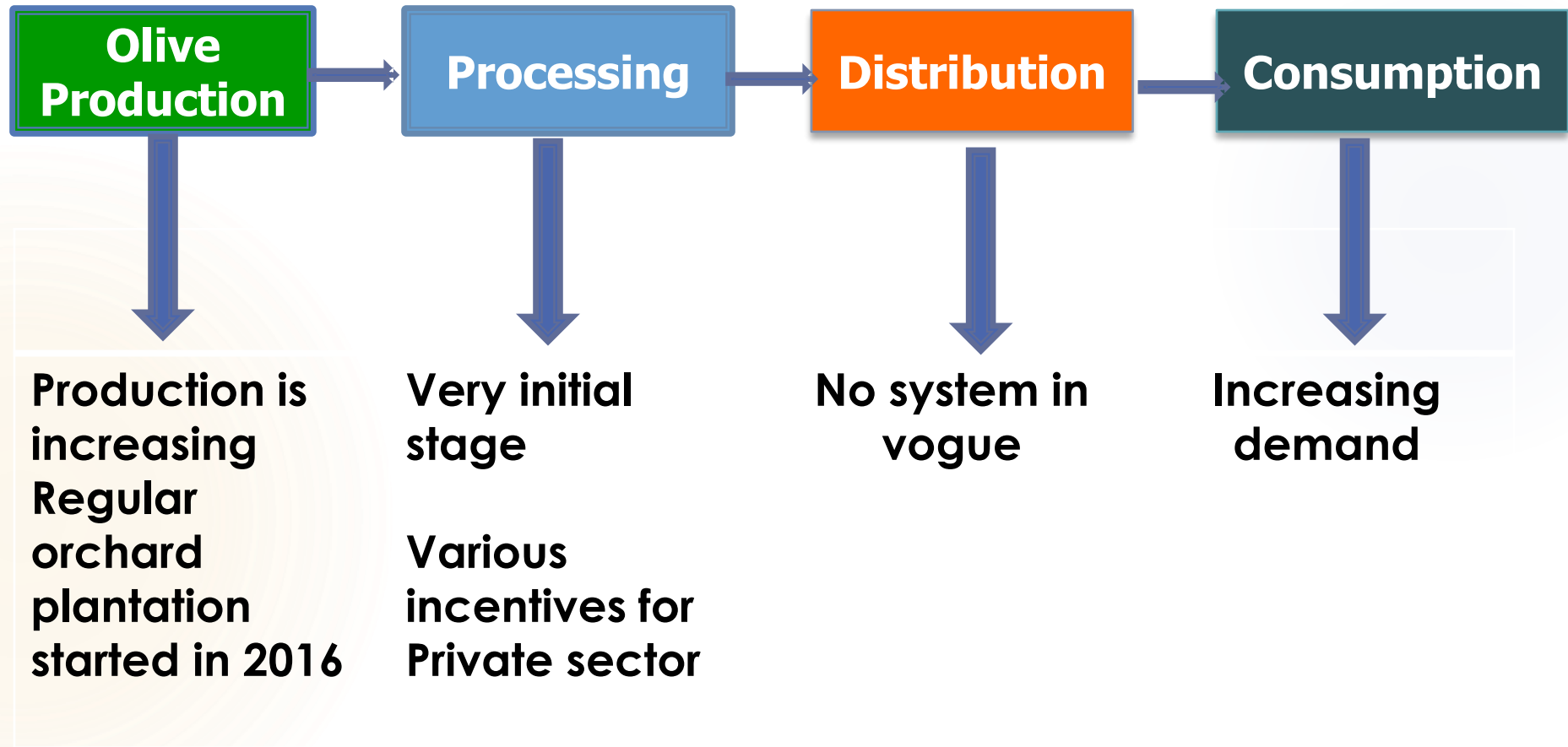


Shrink Wrap Sealer



Oil Storage Tank

Olive Sector & Value Chain Status in Pothwar (Opportunities for investment)



Olive Value Chain (status & way forward)

Olive Nursery

Izhar Farms, Al-Atta, The Farms Nursery, BARI
Expedite certification process, public procurement

Developing olive farms

Good Pace: Olive valley, PSDP

Farm Management

Private sector engaged on pilot scale
Professional services, trainings and tools?

Harvesting & produce
handling

Production: 101 ton (2019); multiplying
Farmer need continuous education & support
not to harvest pre-mature/at early stages

Processing/VA/ By
Products

09 cold press units installed; small scale
entrepreneurship
More processing infrastructure
Trainings in product hygiene and legislative
requirements
Adoption & Enforcement of olive oil standards by
PFA, PSQCA

Packing, Branding,
Marketing, Sales

Consumption

Olive Sector overview in Pothwar

Theme:

Establish olive industry in Pakistan

**Olive Cultivation
in Progress**



Olive Production
has Started
(farmers brought
101 ton at BARI)



**Olive Foundation
Pakistan** is
organizing farmers
& **Purchasing Fruit**
in private sector

Unique Value Pvt.
installed olive
Processing unit
and providing
services in 2020

**Converting olive Project
into a Program**

CEFORT
Providing R&D Support
to farmers and other
olive Stakeholders

04 Private Sector
**Nurseries registered
with FSC&RD**
producing Olive
nursery plants



BARI Providing cold-
press Oil **Extraction
Services**

**Pickles, Tea,
Bakery
products,
olive oil etc**



FB Group: Olive Valley Pakistan

Lets join us to develop olive sector in Pakistan

<https://www.facebook.com/groups/1102441786624881/>

33

The screenshot displays the Facebook interface for the 'olive valley Pakistan' group. The browser's address bar shows the group's URL. The Facebook navigation bar at the top includes a search bar, home icon, notifications (9), group icon, and user profile (Muhammad). The left sidebar contains 'Manage Group' options: Home, Admin Tools (Member Requests, Automatic Member Approvals, Membership Questions, Pending Posts (3), Post Topics, Scheduled Posts), and a group profile card for 'olive valley Pakistan' (Public group). The main content area features a group cover image with the title 'Olive Cultivation in Pakistan - Prospects and Potential' and an 'Edit' button. Below the cover, the group name 'olive valley Pakistan' is shown with 'Public group · 2.0K members' and a row of member avatars. Navigation tabs include About, Discussion (selected), Mentorship, Units, Announcements, Rooms, Members, and More. A post input box prompts 'What's on your mind, Muhammad?' with options for Room, Photo/Video, and Tag People. Below this, an 'Announcements · 6' section is visible with a 'See All' link. On the right, an 'About' section states the group's purpose: 'The purpose of the group is to provide olive growers and other stakeholders a platform for discussion on olive sector, Get you... See More'. At the bottom right, a 'Public' privacy setting is indicated with '212' members.

List of Olive Farmers for Plants | barichakwal@yahoo.com - Yah | 20+ Sent Mail - ramzan.anser@gm | Microsoft Word - NORMAQTE | (20+) olive valley Pakistan | Facebook

https://www.facebook.com/groups/1102441786624881?should_open_composer...

Google Docs | Google | Google Sheets | YouTube Areej | Olive Valley Pakistan... | Olive | YouTube Downloa | LO Wise expenditur... | Draw Search | DDO Budget | Other favorites

Search Facebook

Home

Admin Tools

- Member Requests
- Automatic Member Approvals
- Membership Questions
- Pending Posts (3 posts)
- Post Topics
- Scheduled Posts

olive valley Pakistan

Public group · 2.0K members

About Discussion Mentorship Units Announcements Rooms Members More

What's on your mind, Muhammad?

Room Photo/Video Tag People

Announcements · 6 See All

Utopia Olive Orchard shared a post

About

Honorable Members

The purpose of the group is to provide olive growers and other stakeholders a platform for discussion on olive sector, Get you... See More

Public

Anyone can see who's in the group and what they post

Thanks
Together we can accomplish



Goal & Objectives of CEFORT

Strengthening indigenous R&D Program on olives

- 1 **Develop capabilities & capacities in Punjab for olive cultivation, management, post-harvest, processing and value addition/product development**
- 2 **Develop & adapt technologies for development of olive sector in Punjab through on-station and farmer participatory research**
- 3 **Act as a repository of olive genetic resources and their management.**
- 4 **Undertake socio-economic research in olive crop**

Next logical continuation of the on-going Olive Valley project
Converting **olive project into an R&D Program**