

PFVA urges R&D for fruits, vegetables

Significance of research, development, diverse varieties, improved quality of vegetables, fruits
Our Correspondent | January 17, 2024



KARACHI:

Patron-in-Chief of the All Pakistan Fruit & Vegetable Exporters, Importers, and Merchants Association (PFVA), Waheed Ahmed, has emphasized crucial strategies to bolster Pakistan's fruit and vegetable exports. Speaking at an orientation session for 40 newly-appointed Trade and Investment Officers (TIOs) organized by PFVA, Ahmed underscored the significance of research and development, diverse varieties, improved quality, and addressing quarantine challenges and shelf life issues.

According to a press statement released on Tuesday, he highlighted critical issues obstructing the full realization of Pakistan's export potential in fruits, vegetables, and value-added products.

These TIOs, stationed in Pakistani embassies worldwide, play a pivotal role in connecting domestic producers with international markets. Ahmed outlined their contributions in market research, identifying new markets, considering factors like demand, competition, and import regulations. Moreover, he urged TIOs to build relationships with importers, negotiate trade deals, and promote high-quality standards.

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