

The vegetable cultivation area is approximately 430 000 hectares or 2 percent of the total cropped area in the country. The annual production of vegetables is approximately 4.9 million tonnes, out of which almost 40 percent is wasted. There is also a sizeable yield gap between actual yield and potential yield obtained by some progressive farmers. Thus without increasing the area under cultivation, the production can be increased by increasing the yield per acre and reducing the spoilage. This can be achieved by adopting modern farming techniques and improved marketing practices.

The export of fresh vegetables includes onions, potatoes, garlic, brinjal (eggplant) and okra. In the dried form, mushrooms, potatoes, and onions are exported. Preserved vegetables are exported in the form of pickles.

Pakistan needs to improve the infrastructure facilities, upgrade obsolete food processing and preserving technology, and introduce better marketing techniques in order to boost the performance of this sector.

### ***Dairy, Beef, Meat and Fish***

Pakistan requires good quality dairy cattle to meet its domestic requirement for milk and dairy products. Due to an acute shortage of goats, sheep and beef cattle, Pakistan offers good potential for Canadian beef and meat exporters. A limited quantity of meat is imported from Australia and Kazakhstan which is sold to a few outlets and hotels in the country. Upgrading of refrigeration facilities would greatly assist in increasing the viability of meat imports.

Pakistan also requires semen and embryo transplant technology. The Government of Pakistan favours the establishment of artificial insemination and embryo transplant centres and a limited number of public sector dairy farms and cattle research centres have this facility.

Fish processing and packaging is another area which offers opportunities for Canadian industry.

### ***Wheat and Pulses***

With a population growing at an alarming rate, Pakistan is expected to significantly increase the import of wheat. During fiscal year 1997-1998, Pakistan will import 4 million tonnes of wheat. This is almost double the import of wheat during 1996-1997. There is also a significant requirement for pulses.

### ***Edible Oils***

The major edible oils consumed in Pakistan are ghee, and soya, palm and corn oils. However, due to increased awareness related to the impact of high cholesterol on health, the market for canola oil is emerging as one with great potential. A joint venture between the Canadian and Pakistani private sector was launched in 1996 and Canadian canola is now being marketed in Pakistan.

### ***Fertilizer***

A recent significant development was the 1996 decision of the Government of Pakistan to allow the importation of Muriate of Potash (MOP) and 25 000 tonnes of MOP were imported from Russia. In 1997 it is expected that an additional 25 000 tonnes of MOP will be imported. Canadian MOP can be marketed in Pakistan subject to competitive pricing.