



ENABLING FACTORS FOR INVESTMENT

Expansion of Agricultural Land Holding

In addition to the existing production areas in GB, ETI-GB has brought over 42,000 acres of new land under irrigation command, with another 20,000 acres planned for development over the next two years. This expansion will increase the existing landholding from 0.6 acres to 1.5 acres. The newly developed surface will be available for long-term

Potential Commercial Farming

- Commercial orchards and nursery development for cherry, apricot, almond, grapes, apple, and other fruits.
- Cultivation of high-value crops like buckwheat and seed potato production.
- Off-season horticulture crops like green peas, beans, capsicum, tomato, cucumber and more.

Registered Legal Farmer Entities

Over 160 village based agri-business cooperatives have been established, with more than 50,000 registered members engaged in farming activities and production of agricultural commodities. These cooperatives will ensure aggregation and sustainable supply of high-quality products.



Proposed Investments around ETI-GB Interventions

Indicators	Seed Potato	Apricot	Cherry
Production (MT)	4,000*	125,000	6,000
GB's Share in Production (Pakistan)	2% (overall potato production)	41%	65%
Current Wastage	8%	35%	6%
Value of Production (PKR Million)	400	5,000	1,000
Scale-up Potential (MT)	25,000	200,000	10,000
Value of Production (Post scale up) (PKR Million)	6,250 (@PKR 12,500/50kg bag)	8,000 (@PKR 50/kg farm gate)	3,000 (@PKR 300/kg farm gate)
Investment Options	Seed potato production for regional and national market	Dried products, by-product development, and apricot oil for national and international markets	Fresh fruit for national & international markets

*Pakistan's annual import of seed potato is around 12,000-15,000 MT which costs around PKR 2-3 Billion with an annual requirement of 600,000 MT certified seed.



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