

Pakistan Agricultural Coalition

Transforming Pakistan’s agriculture

Pakistan Agriculture Coalition (PAC) aims to transform Pakistan’s agriculture sector to become private-sector led, technology driven, entrepreneurial and globally competitive. Established in 2013, PAC believes that this mission can only be achieved if farmers’ profitability increases hence PAC’s strong focus on farmer prosperity. PAC derives its strength from key industry linkages, public sector access, relationships with leading farmer organizations, and its patrons who have a cumulative turnover of over \$10 billion.

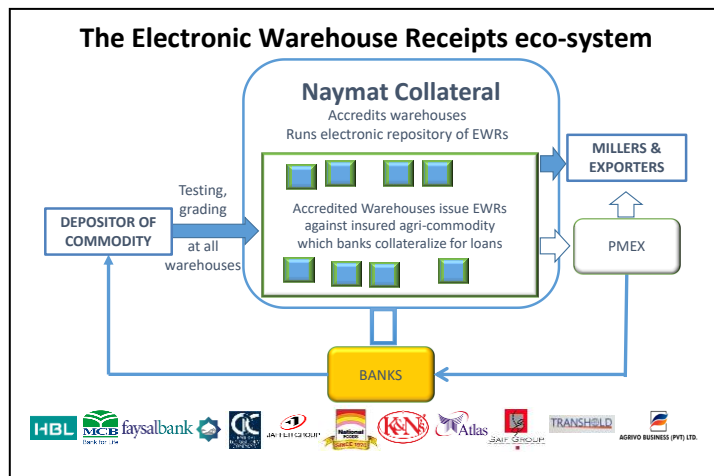


To achieve its goals, PAC has focused on developing business models and fostering ecosystems which are conducive to the progress and growth of Pakistan’s agri sector. It does so by assembling relevant market players, piloting various models and then developing them into commercial ventures. In addition to this core work, PAC is also sought out by government, development organizations and the private sector to advise on various matters related to Pakistan’s agriculture sector. These activities are brought together in an annual national event called Pakistan Agricultural Coalition’s Agri-Connections conference and expo.

	Business lines of Pakistan Agricultural Coalition	Main delivery vehicle
A	Leading source of new business models and ecosystems for growth in agriculture	New companies based on these business models
B	Leading convenor of all agri stakeholders and an influencer of the national agenda for agriculture	Annual Agri-Connections conference and expo
C	Intellectual leader informing national policy, business strategy, and investments in through analytical work/expertise	The State of Pakistan’s Agriculture reports; advice to federal & provincial governments
D	Fund-raising entity for new agri projects	Fund-raising for own and other agri companies

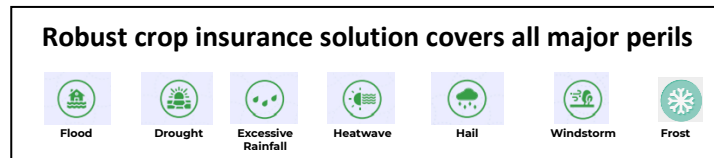
PAC's flagship projects

Electronic Warehouse Receipts ecosystem (Naymat Collateral): In collaboration with multiple stakeholders which include the Securities & Exchange Commission of Pakistan, the State Bank of Pakistan, USAID, and the International Finance Corporation (IFC, part of the World Bank), PAC has spearheaded efforts to launch an Electronic Warehouse Receipts regime in Pakistan. In support of these efforts, PAC assembled a consortium of leading Pakistani businesses to invest in Pakistan's first CMC called Naymat Collateral which has conducted a strong proof of concept over the past four seasons. Electronic Warehouse Receipts worth over Rs. 6 billion of commodity have been issued and banks like HBL and Bank of Punjab are disbursing loans within 24 hours of the issuance of a receipt at rates lower than their usual lending rates in agriculture.



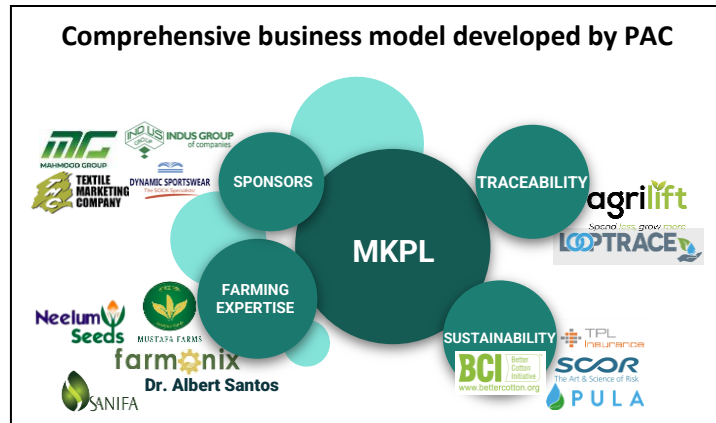
Farm Mechanization (Khushhaal Kissan): In collaboration with Pakistan's largest rice exporters (Garibsons, Conwill Pakistan, MM Commodities, RBI) and leading agri-chemicals provider Jaffer Agro Services, PAC has piloted a mechanised rice farming service where farmers are offered a mechanised seeding & transplanted service, and mechanised harvesting service. This service is currently being scaled up under the banner of a company called Khushhaal Kissan. PAC is currently advising the Government of Punjab on the design of a scheme for expanding farm mechanization through such service providers.

Crop Insurance: PAC teamed up with local and international partners to develop a reliable crop insurance solution for Pakistan's small farmers using satellite imaging and rapid data collection. PAC successfully piloted this solution during the wheat season (2021-22) by insuring farmer loans of HBL and Bank of Punjab which led to insurance payments for farmers affected by the heatwave of 2022. Two payouts in 2023 took place as well, one due to the Sutlej over flow in Pakpattan



in the rice paddy crop and one as a result of the whitefly attack on cotton in district Rahim Yar Khan (corporate agriculture on 500 acres). PAC is engaging with relevant decision-makers in the federal and provincial governments of Punjab and Sindh, donor institutions such as the World Bank, and financial houses (banks and insurers), to support adoption and scale-up of this approach to crop insurance.

Fully Traceable and Sustainable Cotton (Mehrgarh Kasht Private Limited): Pakistan Agricultural Coalition (PAC) incorporated a company called Mehrgarh Kasht Private Limited (MKPL) to produce low-trash, high-quality cotton through large-scale, mechanized cultivation with full traceability of each bale and meeting the specifications required by the textile industry. MKPL was able to



meet its primarily goals of sustainable & traceable cotton by obtaining Better Cotton Initiative Certification certification in its pilot year, which means that each kilogram of MKPL cotton was sustainably grown. Each of MKPL's cotton bales were also traceable through the Octans Digital Looptrace software.

The Agri-Connections conference and expo: Pakistan Agricultural Coalition's Agri-Connections 2023 conference and exhibition took place at the Hotel Movenpick Karachi on 16th March, 2023, was hailed as a unique platform connecting more than 275 growers, leaders of Pakistan's financial sector, premier industrialists, top-tier government officials, major donors, and international experts to focus on avenues for moving our agriculture forward. A highlight of the event as the high interest of the industry and financial sector regarding investment in agriculture. The State of Pakistan's Agriculture 2023 Report was also launched at PAC Agri Connections 2023 in collaboration with the Pakistan Business Council.

Based on the success of the first edition, Pakistan Agricultural Coalition's Agri-Connections 2024 Conference & Expo was held on 24th & 25th April, 2024, at the Lahore Expo Center. The event has changed the game for agriculture by the convening power displayed by Pakistan Agricultural Coalition



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Pakistan Agricultural Coalition's
AGRI CONNECTIONS 2024
CONFERENCE AND EXPO

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- How agri start-ups convince investors and make it big
- How new ways to lend are bringing loans to farmers
- How women dairy farmers are prospering
- How regenerative agriculture is saving our soils
- How farm machinery is saving farmers time and money
- How crop insurance is protecting farmers from climate change
- How beekeepers are gearing up for honey exports
- How young inventors are changing agriculture
- How agri-entrepreneurs of KP are dreaming big
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through the industry leaders, farmers, regulators, academia and government officials in attendance. Highlights of the event included:

- More than 50 stalls at the expo, from agricultural industry leaders to agri-tech startups
- More than 7,000 expo visitors in two days
- 54 speakers at the conference; stakeholders & industry experts covering all major topics from the agricultural sector
- Launch of Pakistan Alliance for Regenerative Agriculture
- Shark-tank style ZarZaraat Agri start-up contest
- Address by the Federal Minister for Finance Mr. Muhammad Aurangzeb
- Announcement of next year's Agri-Connections event on 12th & 13th February in Karachi