

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 commercially scalable business

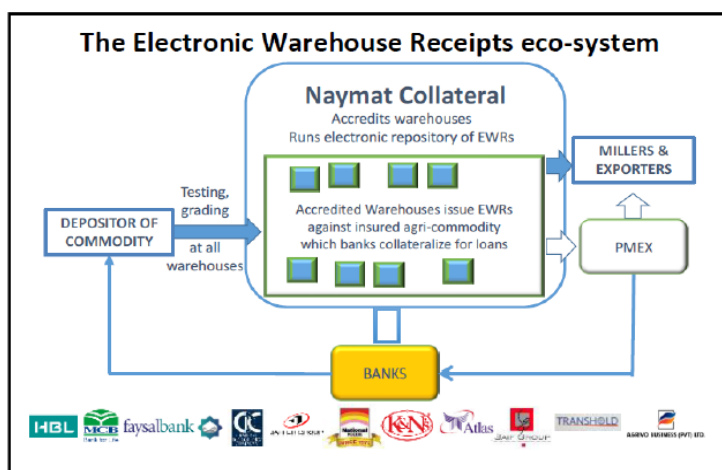
models and fostering ecosystems which are conducive to the progress and growth of Pakistan's agri sector. It does so by assembling relevant market players, piloting various models and then developing them into commercial ventures. In addition to this core work, PAC is also sought out by government, development 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

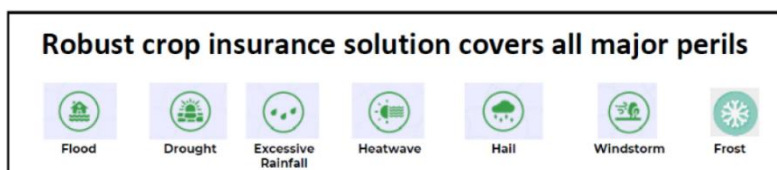
PAC's flagship projects

Electronic Warehouse Receipts ecosystem (Naymat Collateral): 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 seven seasons. Electronic Warehouse Receipts worth over US\$ 60 million 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. Following successful pilots in earlier years, the regime is now being scaled up with expanded participation from financial institutions and warehouse operators, supported by ongoing dialogue with provincial policymakers. PAC's technical advice has focused on enabling private-sector-led grain storage, transparent pricing, and farmer access to finance through EWR-backed collateralization.



Farm Mechanization (Khushhaal Kissan): In collaboration with Pakistan's largest rice exporters (Garibsons, Conwill Pakistan, MM Commodities, RBI) and leading agro-chemicals provider Jaffer Agro Services, PAC piloted a mechanised rice farming service which offers farmers a mechanised seeding & transplantation 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 Sindh on the design of a scheme for expanding farm mechanization through such service providers.

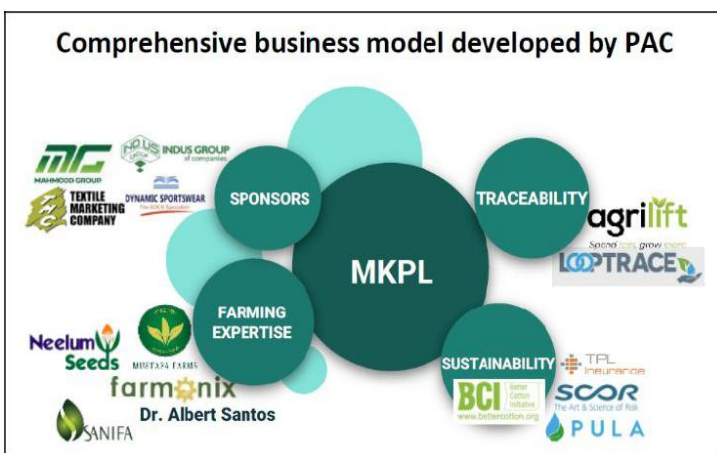
Crop Insurance: PAC teamed up with local and international partners to develop a reliable crop insurance solution for Pakistan's small farmers using satellite imaging and rapid data collection. PAC successfully piloted this solution during the wheat season (2021-22) by insuring farmer loans of HBL and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



Rahim Yar Khan (corporate agriculture on 500 acres). This robust crop insurance solution covers all major perils. 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.

Processor-Led Horticulture Clusters: Building on PAC’s previous value-chain assessments for fruits and vegetables, the Coalition is advising the Federal Ministry for Industries on the creation of processor-anchored horticulture clusters. These clusters aim to integrate smallholders with processors through shared infrastructure—such as cold storage, logistics, and input supply—linking growers directly to industrial buyers and exporters. PAC has been supporting the design of the framework for cluster selection, investment structure, and governance arrangements, working closely with relevant public and private stakeholders to ensure the model is market-driven and investment-ready.

Fully Traceable and Sustainable Cotton (Mehrgarh Kasht Private Limited): Pakistan Agricultural Coalition 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 primary goals of sustainable & traceable cotton by obtaining the Better Cotton Initiative Certification in its pilot year, which meant that each kilogram of MKPL cotton was sustainably grown. Each of MKPL’s cotton bales were also traceable through the Octans Digital Looptrace software.



Pakistan Agri-Connections Forum

In collaboration with the Ministry of National Food Security & Research, PAC launched the Pakistan Agri-Connections Forum in 2025 as a structured platform for dialogue between government, farmers and the business community. The Forum focuses on seed sector reform, agri-commodity market development, and private investment facilitation. Under this initiative, PAC supported the drafting of amendments to the Seed Act (1976) to level the playing field for private sector participation and strengthen the National Seed Development and Regulatory Authority. The Forum continues to serve as a coordination and research platform to advance practical reforms.

The Agri-Connections conference and expo: The Agri-Connections Conference and Expo has evolved into Pakistan's premier agriculture event, uniting business leaders, policymakers, farmers, researchers, financiers, and investors around transformative ideas for the sector.

- **Agri-Connections 2023** held at Karachi introduced new agri-investment avenues.
- **Agri-Connections 2024**, held at Lahore Expo Center, drew 7,000 visitors, hosted 50+ exhibitors and 54 speakers, and featured the launch of the Pakistan Alliance for Regenerative Agriculture (PARA) and the ZarZaraat Agri Start-up Contest.
- **Agri-Connections 2025**, held at Karachi Expo Center, deepened the event's international dimension in partnership with the World Bank Group, UNDP, and the Embassy of Hungary, and featured 64 speakers including 14 international experts and three federal ministers as keynote speakers.



WITNESS THE FUTURE OF PAKISTAN'S AGRICULTURE!

Join the who's who of agriculture, industry, finance and media at

Pakistan Agricultural Coalition's
AGRI CONNECTIONS 2024
CONFERENCE AND EXPO

Visit the expo to see our sponsors showcase:

- ✓ How tomato cultivation is being transformed
- ✓ How dairy is done from farm to table
- ✓ 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 investors are changing agriculture
- ✓ How agri-entrepreneurs of KP are dreaming big ...and much, much more!

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AGRI CONNECTIONS 2025
Conference and Expo

Come shape the future of agriculture at
PAKISTAN'S PREMIER
AGRI-INVESTMENT EVENT

on February 12-13, 2025 Karachi Expo Centre Halls 5 & 6

INNOVATE, CONNECT, INVEST
Hear international and local experts talk about:

- How Pakistan's farmers can benefit from carbon credits
- Investing in agriculture at scale
- Structuring Public-Private partnerships to empower farmers
- How drones can lend more to agriculture
- Huge investment opportunity in olives
- How leading corporates are shaping agriculture's future

What to expect at Pakistan Agricultural Coalition's Agri-Connections 2025

- Meet the who's who of business, finance, farming, government, and donors
- Exclusive business networking lounge
- Agri-startup pitch competition

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- The upcoming **Agri-Connections 2026** (May 21-22, 2026) at the Lahore Expo Center will focus on *"Food Security and Agri-Investment in the Era of Climate Change"*.

Through these events, PAC continues to shape the national discourse on agriculture, forge partnerships across sectors, and demonstrate the potential of private-sector-led transformation.