



**GlobalGAP Certification-Citrus Value
Chain Development Project**

Country	Pakistan
PPP typology	Value chain/subsector development
Subsector and commodity	Fruit/Citrus
Partnership duration	2007–2010
Overall objective	Build capacities within the citrus value chain for ensuring compliance to quality standards in the export market
Investments	Total: US\$520 000 (Public: 50%; Private 50%)
Public partners	Agribusiness Support Fund (ASF) Role: Matching grants; Technical assistance; Project management; Training; Exhibitions and exposure visits organization
Private partners	Produce Marketing Organizations (PMOs) Role: Finance; Implementation
Intermediaries partners	N/A
Beneficiaries	324 Farmers, Traders
Main driver of the PPP	Fruit and vegetables exporters' associations, Ministry of Food and Agriculture, Pakistan Horticultural Development and Export Company, University of Agriculture Faisalabad, Certification bodies
Activities	Provision of training and extension services to producers and traders
Results to date/Impacts	<ul style="list-style-type: none">• Increased citrus exports (from 150 000 tonnes to 360 000 tonnes);• US\$390 000 in terms of incremental annual export earnings in the first year;• Improved incomes (annual net-income attributable to GlobalGAP adoption approximately US\$233);• Reduced produce risk of rejection in the international market;• Increased trade in citrus.