

## **Globalization, Trade and Marketing/WTO Preparedness**

Globalization has become a reality and a key economic factor since mid-eighties. Trade liberalization is adversely affecting the poor farmers of the developing countries due to depressed world prices of farm commodities ultimately leaving them uncompetitive in the world market arena. Pakistan's agricultural sector and its exports are exposed to these challenges and threats. More determined efforts are required to understand the impact of regional and international policies on the local economy. It is crucial to monitor and understand the implications of changes in world trade on Pakistan's agricultural sector. Little empirical research work has been done.

# GLOBALIZATION, TRADE AND MARKETING/WTO PREPAREDNESS

## Assessment of Market Demand and Consumer Preferences for Dairy Products in Pakistan

- The primary objective of this study was to estimate the demand and consumer's preference for dairy products. The findings of this study are expected to contribute to the planning for the development of dairy industry in the country. More than 40% of total milk produced in the country is consumed in the urban areas. The major proportion of this consumption is fresh liquid milk followed by yogurt available in unpacked form. A small proportion of liquid milk is consumed in pasteurized and UHT treated forms. Easy availability of fresh liquid milk (either at door step or nearby area shop) is the major reason of massive consumption liquid fresh milk and loose yogurt. A slightly different taste, high price and sometimes non-availability are the limitations of non-consumption of UHT milk. These constraints were more severely reported by consumers of small cities and towns.



Field day on livestock care and management at Jhang organised by TTI, Faisalabad

## Structure, Conduct and Performance of Marketing System, Margins and Seasonal Price Variation of Selected Fruits in Balochistan

- This study was conducted in northern districts of Balochistan. Majority of the farmers found marketing their produce by themselves. The share of intermediaries as marketing margin was quite substantial because producers' share in consumer rupee is only 40%. The percentage shares of market intermediaries are relatively high in early and late seasons. The producers were having limited marketing information and prices are determined by supplies.

## Marketing of Dry Fruits: A Case of Apricot in Chitral District of NWFP

- Marketing of dry apricot gives high return and easy to market. The farmers practicing apricot drying were facing constraints like lack of proper equipments, large variation in quality, credit non-availability and environmental hazards. It is suggested that apricot processing industry may be developed by providing appropriate incentives in the form of providing proper equipment and financial assistance.



Farmers' Field Day arranged by TTI, Faisalabad

## Economics and Marketing of Apricot in the Northern Areas of Pakistan

- More than three-fourth of farming community sells their produce on the farm or through village beoparies. The price of fresh apricot at village level/local markets was much lower than what is prevailed in the main markets. However, this is not the case for dry apricot. The sulphur treated apricot was fetching relatively high price because of relatively longer shelf life.

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### WTO Preparedness

- SSD aims at preparing all farm sector stakeholders to meet the challenges and benefits from the globalization and trade liberalization. It also supports different institutes to carry out empirical research in the areas of comparative advantage, impact and agricultural policy analysis w.r.t. WTO Agreement on Agriculture (AoA) and Agreement on Application of Sanitary and Phytosanitary Measures (SPS). To safeguard Pakistan's agriculture from the onslaught of globalization and WTO regime, efforts have been made on various fronts such as awareness campaign, dissemination of information through printed material, and organization of workshops/seminars.

Two international workshops were organized on the important topics of “Best Practices of Technology Transfer and Commercialization” and “Good Management Practices for Enhancing the Value Addition of Fishery Products”. Thirteen (13) APO member countries participated in the events and presented their papers. The workshops hinted that massive efforts were needed to be done for effective technology transfer and enhancing value addition and bringing competitiveness in Pakistan's fishery products.



Member (Social Sciences), PARC speaking (top) and participants (bottom) at the International Workshop on Good Management Practices for Enhancing the Value Addition of Fishery Products on May 14-15 at Karachi