

# Contractual Production of Herbs and Product Development

## Background

- Most of the herbs are imported
- Suitable agro-ecological zones in Pakistan
- Diverse climate conditions of Pakistan favor herb cultivation
- Economical enterprise
- New employment opportunity for youth
- Pakistan rich in medicinal plants

## Why Contractual Production of Herbs and Product Development

- Income diversification
- Ensure buyback and sustainable production
- Higher opportunities for value addition
- Cultivation in marginal areas
- Low input and water requirement
- Global medicinal plant business will reach US \$ 5 trillion by 2050

## Issues/Challenges

- Un-Sustainable Production & Supply
- Production not according to the WHO required standards
- Threat of medicinal plants biodiversity
- Commercial scale production, processing and value addition
- Marketing (big difference in buying & selling)

## Implementation Strategy

- Provision of planting material
- Capacity building and training for herbs cultivation
- Buyback produced
- Testing for microbial
- Packaging and marketing through PATCO
- Herbs medicinal gardens at NARC, AZRC, Quetta and Gilgit with more than 60-80 species
- Lab facilities established at NARC for chemical analysis
- Herbal Teas marketing through PATCO

## Possible Impacts

- Marginal land utilization
- New job opportunities for youth
- Local production
- Livelihood improvement
- Marketing options in central Asia

