

FOREWORD

The quality of citrus fruits grown in Pakistan is superior. The demand for the quality produce is on increase within the country and abroad. In Pakistan room for improvement in packing and streamlining marketing exists. To compete in the world markets, there is need to present our produce in accordance with international standards and procedures. There is also need to produce, keeping in view the demand and consumers preferences.

Great geo-political changes have taken place across our borders. With normalcy returning in Afghanistan and Central Asian Republics, new horizon would open up. Bright prospects and possibilities do exit to introduce tropical and sub-tropical commodities and their products in these countries. The government, growers and the processors should avail these opportunities and plan to derive benefits from these developments. Many countries are already striving hard to gain foot-hold in these area. Pakistan due to having varied climate can ship commodities which cannot be grown in most countries in apparent competition. Tropical and sub-tropical fruits and vegetables would find ready markets.

Important out-lets also exit in far east. Importers in Singapore, Malaysia and Hong Kong have shown interest in importing citrus fruits from Pakistan. Japan and China are potential markets need to be probed.

Keeping all these opportunities and constraints in view, the Horticultural Foundation of Pakistan. Agricultural University Faisalabad and Ayub Agricultural Research Institute Organized an International Citriculture conference from 28th to 30th April 2004 at the premissis of UAF, Faisalabad. The conference was participated by all the stake holders in citrus production, processing and export.

The conference provided an excellent opportunity to discuss al issues, thread bare and to benefit from the experience and knowledge of each other.

Comprehensive and highly motivating papers were presented, which highlighted the factors responsible for low efficiency in citrus production and export and the steps need to be taken to ameliorate the situation.

The proceeding based on the deliberations of the conference being published would be useful addition to the existing knowledge on citrus fruits in the country.

I offer my sincere gratitudes to Pakistan Science Foundation, for generously supporting the organization of the conference. Thanks are due to Mr. Muhammad Asghar Quershhi of Shakar Ganj Sugar Mills, Ch. Maqsood Ali Habib Bank Limited, Dr. Nazir Ahmad NFML. Engro Chemicals, and Institute of Horticultural Sciences, UAF-Faisalabad for there interest and support.

I owe a great deal to Dr. Bashir Ahmad, Vice Chancellor UAF, Dr. Muhammad Ishfaq Ahmad, Dean Faculty of Agri, Dr. Muhammad Aslam, Director, Institute of Horticultural Sciences, Dr. Muhammad Ibrahim, Profess of Horticulture, Ch Muhammad Khan Director Horticulture AARI and Mr. Raheel, for allowing facilities to hold the conference and personal interest in its successful culmination, but for there help, it would not have been possible to hold the event of great significance with any reasonable success.

I very greatly appreciate and offer thanks to Ch. Muhammad Iqbal, Minister for Food Punjab Gov. for marketing it convenient to inorgate the conference.

I offer my regards to Ch. Sultan Ali for his commitment in presiding several sessions during the conference. I look forward still greater collaboration and co-operation in future eventualities.

(Dr. Saeed Ahmed)
President, H.F.P.