

PUBLICATIONS

Technical Insights and

Policy Development:

Published comprehensive guides manual/brochure on olive cultivation and production technologies, alongside action plans and recommendations to strengthen olive value chain.

Capacity Building and Standards:

Provided ongoing support and specialized training in Good Agricultural Practices (GAP) from the field to the table by international experts. Established HACCP guidelines to ensure hygiene, processing safety/quality, and enhance the techniques/knowledge of growers and technicians across Pakistan. Capacity Building program for Women and Youth as well.

Market Insights and Advocacy:

Conducted the first comprehensive olive consumer market study in Pakistan, offering key insights into consumer behavior and market trends. Developed detailed GAP documents to improve farming techniques nationwide and drafted critical policy frameworks to support the olive sector's growth.

Resources available at:

 www.oliveculture.org

OUTREACH



- ✓ Active Social Media Engagement
- ✓ Accessible Online Project Resources
- ✓ Regular GAP Updates via WhatsApp
- ✓ Extensive Digital Follower Base



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 **OLIVECULTURE II**
SCALE UP Scaling Up OliveCulture Value Chain and Promoting
Climate Resilient Rural Development in Pakistan



www.oliveculture.org

INTRODUCTION

OliveCulture II Scale-up, a direct continuation of the first phase funded by Italian Ministry of Foreign Affairs/AICS under the aegis of CIHEAM Bari Italy and the Ministry of National Food Security & Research of Pakistan, extends from 2024 to 2027. It is designed to significantly enhance the olive value chain in Pakistan by introducing advanced good agricultural and climate resilient practices, increasing production quality, and boosting the sector's overall economic impact through innovative cultivation, social inclusiveness, and processing strategies.

Building on the success of OliveCulture I, the OliveCulture II Scale-up aims to further advance sustainable agricultural practices and enhance local production capacity. The project seeks to reduce edible oil imports, promote rural economic development, and strengthen the olive value chain against climate change, while aligning with key national policies for sustainable development.



KEY RESULTS

1 Federal and Provincial Capacity Enhancement:



Enhanced support and assistance for rural communities and professionals from public and private sector.

2 Boost in Olive Nursery Production:



Achieve substantial enhancements in production capabilities, significantly improving outputs across both public and private olive nurseries.

3 Quality Production with Advanced Practices:



Enhance the quality and increased the quantity of olive production through the adoption of Good Agricultural and Climate Smart Practices.

4 Growth in Local Olive Oil Consumption:



Significant growth in the local consumption of Pakistani olive oil, reflecting a rising preference among consumers due to well renowned health benefits.

5 Women and Youth Empowerment:



Empowering women and youth to engage in profitable activities within the olive industry.

Community and Market Development:

Olive Business Development Groups:

Established 26 groups focusing on value addition and sustainable practices.

Market Engagement:

Conducted extensive consumer engagement studies to tailor products and marketing strategies to meet market demands.

BENEFICIARIES

Includes but not limited to



Farmers



Technicians



Academia



Community Members



Women & Youth



Invitees

Geographic Focus

Balochistan
Khyber Pakhtunkhwa
Punjab
Sindh
AJK
Gilgit Baltistan
Islamabad Capital Territory

