



PROJECT BRIEF

EMPOWERING HEALTH AND SUSTAINABILITY THROUGH NUTRIENTS ENRICHED FRUIT BARS

COLLABORATING WITH PRIVATE SECTOR PARTNERS, SBN MEMBERS AND STAKEHOLDERS TO MITIGATE POST-HARVEST FRUIT LOSSES AND CO-DEVELOP SUSTAINABLE, COST-EFFECTIVE BUSINESS MODELS IN THE FRUIT VALUE CHAIN OF PAKISTAN

BACKGROUND

Pakistan's agricultural sector faces a significant challenge in post-harvest losses of fruits, with up to 30%-40% of the harvest lost before reaching consumers. Globally, inadequate post-harvest handling and storage practices result in the loss of up to 45% of fruits and vegetables annually. However, initiatives like the development of Nutritious fruit bars offer a promising solution to mitigate post-harvest losses and provide nutritious food options, particularly for low-income consumers. These initiatives not only reduce food waste but also enhance food availability and accessibility, promoting food security and contributes in the economic growth.

In response to this challenge, the Global Alliance for Improved Nutrition (**GAIN**) Pakistan is launching its transformative project, "Nutritious Fruit Bars," aimed at revolutionizing the fruit value chain in Pakistan. This initiative is supported by the Danish International Development Agency (**DANIDA**) and leveraging SUN Business Network (**SBN**) to facilitate technical expertise and assistance from Arla Food Ingredients (**AFI**). The project will capacitate private sector members, particularly those involved in fruit processing, to develop innovative and affordable nutritious fruit-based products, with a focus on sustainability and collaboration.

TOGETHER WE DISCOVER AND DELIVER POWERFUL NUTRITION FOR A STRONGER TOMORROW

THE PROJECT AIMS TO UNLOCK THE POTENTIAL OF THE FRUIT VALUE CHAIN

By designing, testing, and demonstrating a sustainable business model for fruit processing. The initiative is addressing post-harvest losses, promoting environmentally friendly processing techniques, and producing high-value, safe, nutritious, and affordable snacks. The goal is to create decent jobs and income-generating opportunities for skilled and semi-skilled workers across processing, distribution, and retail sectors. Additionally, the project seeks to contribute to healthier and more diverse diets by developing innovative fruit-based products, building the capacity of fruit processors through targeted training, and supporting them in adopting Responsible Business Practices.

THE PROJECT IS LED BY A CONSORTIUM OF ORGANIZATIONS,

Each bringing unique expertise. The Global Alliance for Improved Nutrition (GAIN) is the administrative lead and value chain expert for nutritious foods, development and dissemination of training materials. Arla Foods Ingredients (AFI) has expertise in product innovation and integration of whey ingredients in snack development. The Pakistan Business Council (PBC) has experience in identifying opportunities and barriers within the enabling environment and contributes to capacitating the private companies in adopting Responsible Business Conduct (RBC).

The "Nutritious Fruit Bars" project represents a collaborative effort to address post-harvest fruit losses, promote food security, and foster economic resilience in Pakistan. By harnessing the potential of fruit processing, the project aims to create sustainable business solutions that benefit fruit-processors, workers, value chain actors, and consumers alike. Using competencies of diverse partners: Arla Food Ingredients (AFI), Pakistan Business Council (PBC) and Members of SUN Business Network (SBN)/local fruit processors the project aims to utilizes comprehensive partnerships and innovative approaches seeking to transform the fruit value chain, contributing to a healthier and more prosperous future for all.

IRFAN, M., HAIDER, S., & ASHFAQ, M. (2020). ASSESSMENT OF POST-HARVEST LOSSES IN FRUITS AND VEGETABLES AT DIFFERENT SUPPLY CHAIN LEVELS: A CASE STUDY OF DISTRICT SWAT, PAKISTAN. JOURNAL OF AGRICULTURE AND ALLIED SCIENCES, 9(2), 40-47.
FOOD AND AGRICULTURE ORGANIZATION (FAO). (2019). THE STATE OF FOOD AND AGRICULTURE 2019. RETRIEVED FROM [HTTP://WWW.FAO.ORG/3/CA5162EN/CA5162EN.PDF](http://www.fao.org/3/CA5162EN/CA5162EN.PDF)
FOOD INFLATION : JUST-IN-TIME POLICY NOTE ON AGRICULTURE AND FOOD IN PAKISTAN (WORLD BANK.ORG)



Project Partners

