

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% 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 primary objective of the project is building a sustainable food system that is scalable to generate income opportunities and decent jobs for smallholder farmers, especially women, as well as workers in processing, distribution, and retail sectors.

This will be achieved by:

- Developing sustainable business models that incorporate environmentally friendly processing techniques.
- Producing new high value-added nutritious fruit-based products to combat malnutrition.
- Fostering comprehensive partnerships and knowledge exchange among SUN Business Network members, public sector entities, private sector partners, global partners, and relevant stakeholders.
- Sharing expertise, resources, and best practices to implement sustainable and innovative initiatives effectively.
- Engaging diverse stakeholders in dialogue, decision-making, and collective action towards transforming food systems in Pakistan.
- Catalyzing positive changes across the entire fruit value chain, from production to consumption, to create a more resilient, inclusive, and sustainable food system.

The project will adopt a multi-stakeholder approach, leveraging the expertise and resources of public sector organizations, private sector partners, global partners, and other relevant stakeholders. Activities will include:

- Capacity building and technical assistance for private sector/SUN Business Network (SBN) members involved in fruit processing.
- Research and development to create innovative and nutritious fruit-based products.
- Establishment of environmentally friendly processing techniques and sustainable business models.
- Collaboration and knowledge exchange through workshops, seminars, and stakeholder meetings.
- Pilot testing and scaling of successful initiatives to maximize impact across the fruit value chain.

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 smallholder farmers, workers, and consumers alike. Using competencies of diverse partners: Arla Food Ingredients (AFI), Confederation of Danish Industries (DI) and Members of SUN Business Network/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.