In Pakistan, 75 per cent of seed is uncertified and sold through informal channels. Most of this uncertified seed does not meet minimum criteria in terms of purity and quality standards, resulting in poor yields. Further, most seed in Pakistan is produced by large-scale, commercial farmers. This initiative will instead work with smallholder farmers, introducing them to seed growing techniques and helping them to become part of the seed supply chain (for rice, wheat and vegetable seed). The partnership will bring together Engro Corporation and Mennonite Economic Development Associates (MEDA), which have worked together previously on large-scale dairy development initiatives.

Shared Value

By working with smallholder farmers, Engro will be able to broaden its seed supplier base and the volume of seed available for sale. The initiative will work with 4,000 smallholder farmers from villages in the Sheikhupura and Gujranwala Districts of Punjab. These farmers will benefit primarily through increased income from value added growing of seed-multiplication crops and selling their quality harvests to the seed processors at a higher price than regular crops. Farmers will also benefit by learning new farming practices and marketing techniques. MEDA will ensure female farmers are brought into this supply chain. Rural labourers will benefit from higher wages that come from supporting seed farming.