

## INSTITUTIONAL PROFILE: CEFORT CHAKWAL

### 1. INTRODUCTION

The **Center of Excellence for Olive Research & Training (CEFORT)** is a specialized research and training institution dedicated to advancing olive cultivation in Pakistan, with a special focus on the Pothwar region. Located in Chakwal, CEFORT serves as a hub for research, innovation, and capacity building, supporting the growth of the olive industry through scientific advancements and capacity-building initiatives.



### 2. VISION & MISSION

#### **Vision:**

To position Pakistan as a leading producer of olives by fostering research-driven solutions, sustainable agricultural practices, and a thriving value chain.

#### **Mission:**

- To conduct research on olive varieties, agronomy, climate adaptability, and pest & disease management and product development.
- To provide training and capacity-building programs for farmers, agronomists, entrepreneurs, and industry stakeholders.
- To develop sustainable and high-yield olive farming models.
- To collaborate with national and international institutions for innovation and technology transfer.

### 3. CORE FUNCTIONS

#### **Research & Development:**

- Conducting scientific studies on olive oil quality, genetics, agronomy, and pest control.
- Developing high-yield, climate-resilient olive varieties.
- Implementing modern irrigation and soil management techniques.

#### **Training & Capacity Building:**

- Organizing workshops, seminars, and field demonstrations.
- Providing hands-on training for farmers and agricultural professionals.
- Developing curricula for olive cultivation and processing.

#### **Technology Transfer & Innovation:**

- Providing technical assistance to olive farmers and other stakeholders across value chain.
- Promoting mechanized harvesting and advanced processing techniques.
- Collaborating with universities and research institutes.
- Encouraging the use of organic farming and precision agriculture.

#### **Value Chain Development:**

- Supporting the establishment of olive oil processing units.
- Facilitating market linkages and export promotion.
- Planning to conduct quality assessment and introduce certification programs.

### 4. INFRASTRUCTURE & FACILITIES

- **Experimental orchards:** with 86 varieties of the world being evaluated since 1991.
- **Mother Block:** FSC&RD Registered Mother Block
- **Multiplication Blocks:** FSC&RD Registered Multiplication Block to provide true to type cuttings to olive nursery growers and for olive grafting
- **Research Laboratories:** Olive oil quality, Olive oil quantitative analysis, Disease diagnostic, and value-addition/product development.
- **Olive Nurseries:** Producing certified and disease-free olive saplings.
- **Training Center:** Hosting workshops, farmer training programs, and knowledge-sharing sessions.
- **Processing Units:** Cold press olive oil extraction providing services to all growers in Punjab and adjoining areas
- **Value addition centre:** Mechanized fruit grading, de-stoning, facilities.

### 5. PARTNERSHIPS & COLLABORATIONS

CEFORT collaborates with various national and international organizations, including:

#### A. Academia:

- PMAS-Arid Agriculture University, Rawalpindi
- Univ. of Chakwal
- University of Agriculture, Faisalabad
- Islamia Univ. Bahawalpur
- University of Sargodha
- Cholistan University of Veterinary and Animal Sciences
- Bahawad din Zakkaria University, Multan
- University of Layyah
- Muhammad Nawaz Shareef University of Agriculture, Multan
- Government College University, Faisalabad
- NAMAL University Mianwali

**B. R&D Organizations (Public Sector):**

- CIHEAM BARI Italy
- Barani Agricultural Research Institute, Chakwal
- National Institute of Lasers & Optronics (NILOP)
- Pakistan Oilseed Department, MNFSR
- Pakistan Agricultural Research Council, Islamabad
- National Institute for Agriculture and Biology (NIAB)
- Water Management wing of Punjab Agri. Department
- Agri. Extension wing of Punjab Agri. Department
- Pakistan Horticultural Development & Export Company

**C. Other National Collaborators (Private Sector):**

- Olive Foundation Pakistan
- Punjab Olive Farmers Welfare Organization (OFP) Chakwal
- Unique Value (Pvt.) Ltd. Islamabad (Grower & Processor)
- The Farms Nursery Neela Dullah (FSC&RD registered nursery)
- Izhar Farms Kallar Kahar (Model farm & Registered nursery)
- Allied Food, Shah Kot Faisalabad (Processor)
- National Foods Pakistan
- Punjab Oil Mills
- Kissan Ghee
- Shama Ghee

**D. Civil Society Organizations (NGOs)/Service Providers**

- National Rural Support Program (NRSP)
- Agribusiness Support Fund (ASP)
- Pothwar Olive Development Advocacy
- Lok Sanjh Foundation
- Human Development Foundation
- Helping Hand for Relief and Development – HHRD
- Ghazi Barotha Taraqiati Idara (GBTI)

- Punjab Olive Farmers Welfare Organization (OFP) Chakwal

## 6. IMPACT & ACHIEVEMENTS

- The birthplace of olive revolution in Pakistan – Established state of the art research facilities – The 1<sup>st</sup> olive centre in Pakistan
- Institutionalized demand driven R&D Program
- Developed 15 olive varieties first time for commercial cultivation in Pakistan
- Developed production & processing protocols and transferred to the end users.
- Introduced commercial olive cultivation across the Pothwar region by facilitating 945 farmers to plant 1.9 million certified olive plants in Punjab (esp. Pothwar).
- Created demand of local olives in collaboration with
- Trained 1023 farmers in modern olive farming techniques.
- Enhanced local olive oil production and quality standards.
- Facilitated 20 business startups.
- Facilitated olive farmers for extraction of olive oil
- Provided fruit processing services to olive value-added players in Punjab
- Contributed to Pakistan's goal of reducing edible oil imports through domestic production.

## 7. CONTACT INFORMATION

If you are interested in developing your business plan for growing or commercializing olives in Pakistan, please visit our facilities and may be for discussion with our National olive Experts.

**Address:** CEFORT, 5km from Balkassar Interchange M-2 on Talagang Road Chakwal, Punjab, Pakistan

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**Phone:** +92 543 66 20 12

**Facebook:** <https://www.facebook.com/groups/1102441786624881>

**Pin Location:** <https://maps.app.goo.gl/QDRafmt88iq1W3Ku5>

**Virtual visit link:** [https://youtu.be/waK\\_1gho77Q](https://youtu.be/waK_1gho77Q)  
<https://youtu.be/m6NGC6GwyV4?si=cseW4U-h58Q-lvYz>



**CEFORT  
BARI**

The Olive Experts