



Memorandum of Understanding (MoU)
Between
Pakistan Horticulture Development & Export Company (PHDEC)
&
Quaid-i-Azam University, Islamabad (QAU)

Preamble:

This Memorandum of Understanding, hereafter called the “MoU” is made on 13th December, 2023 between the Quaid-i-Azam University, Islamabad, hereafter called “QAU” and represented by Dr Anwar Shah, Professor, Department of Economics, QAU also serving as Project Leader for Australian Centre for International Agricultural Research (ACIAR) funded project entitled “Developing food loss reduction pathways through smart business practices in mango and tomato value chains in Pakistan and Sri Lanka”, and the Pakistan Horticulture Development & Export Company hereafter called “PHDEC” and represented by Mr. Athar Hussain Khokhar, Chief Executive Officer, PHDEC, and hereafter jointly called “the parties”.

Objective:

The primary objective of this collaboration is to identify and reduce food losses in the mango and tomato value chains, fostering economic growth and sustainability in the sector. The project aims to promote inclusive development, food security, and nutritional improvements while reducing post-harvest losses.

Project Overview:

The QAU, in partnership with PHDEC, seeks to assess and mitigate food losses in mango and tomato value chains in Pakistan and Sri Lanka. This project acknowledges the significance of fresh fruits and vegetables as sources of nutrition and income for farmers, emphasizing the need to maintain product quality under challenging tropical conditions.

Scope of Collaboration:

Under this MoU, the collaboration will involve, but not be limited to, the following activities:

1. **Data Collection:** Both parties will collect data and assess interventions aimed at reducing food losses in the mango and tomato value chains. These activities may involve load tracking, focus group interviews, questionnaire-based surveys, and various sampling and quality assessment methods.
2. **Value Chain Analysis:** PHDEC and the QAU will work together to understand the key value chain practices that contribute to food loss and value depletion. This analysis will encompass the changing trends and contextual factors within these value chains, considering climate change and COVID-19 implications.
3. **Innovation Development:** The collaboration will focus on the development of innovative approaches to food loss reduction, with a special emphasis on affordable technological and organizational solutions. The goal is to create more sustainable and efficient value chains, ultimately benefiting farmers, businesses, and consumers.



4. Dissemination workshops: PHDEC and the QAU will conduct dissemination workshops to share the project outputs and innovation practices to improve the tomatoes and mango fruit quality and mitigation measures to reduce food losses.
5. Policy Recommendations: The collaborative efforts will also seek to identify policies, industry mechanisms, and strategies for farmer practice changes that can reduce the costs associated with food loss mitigation and create greater benefits at local, regional, and international levels.

Terms of Cooperation:

This MoU outlines the cooperation between PHDEC and the QAU, with both parties committing to contributing their expertise, resources, and support for the mutual benefit of the sector. The specific roles and responsibilities of each party will be detailed in project-specific agreements as necessary.

Duration:

This Memorandum of Understanding is effective upon the date of signing and shall remain in force for the duration of the project, which is subject to the terms and timelines specified in the project agreement.

Amendments:

Amendments or modifications to this Memorandum of Understanding may be made with the mutual consent of both parties and will be formalized in writing.

Termination:

In the event of termination, either party shall provide a written notice of one month to the other party. All outstanding commitments shall be honored until the termination date.

Signatories:

For Pakistan Horticulture Development & Export Company (PHDEC):

Name: Mr. Athar Hussain Khokhar, CEO-PHDEC

For Quaid-i-Azam University, Islamabad (QAU):

Name: Dr. Anwar Shah, Project Leader ACIAR/ Dept. of Economics QAU

Date: 13-12-2023