

Editor's Note

Dear readers,

Season's greetings and welcome to November - December issue of Pakistan Food Journal. Here is a round-up of our latest news. Baluchistan fish catch is increasing under the provincial government's strategy to meet growing domestic demand and export earnings.

Potato is grown in Pakistan on about 160,400 hectares distributed over eight different agro-ecological zones. 95% of the production is concentrated in Punjab and KPK Provinces.

Pakistan is not benefiting from the \$2 trillion halal food market, and has a negligible share in the industry. Today, Islam is one of the fastest growing religion on earth, both by birth and adoption, with the Muslim population estimated to reach 2.4 billion by 2013.

Record number of visitor attended ASIA FRUIT LOGISTICA, which took place on 4th to 6th September at Asia World-Expo Center in Hong Kong.

Around five months before the start of FRUIT LOGISTICA 2014, the number of stand bookings is slightly higher than last year, with the final number of exhibitors expected to be on par with last year's levels. USAID with its mission to develop the agricultural sector of Pakistan by promoting its fruits in the foreign market is participating in Fruit Logistica with 16 companies from Pakistan.

On 9th October 2013, the 32nd Anuga came to a close with excellent results. For five days, around 155,000 trade visitors from 187 countries attended the show with 6,777 exhibitors.

SIAL Middle East exhibition highly regarded throughout the globe by the industry, returns to the Middle East in November 2013. The show welcomes exhibitors from around the world and trade buyers from the Middle East, Africa and the Indian subcontinent.

Once again on behalf of our entire team at PFJ, I wish all our readers a very happy and prosperous 2014. **Amina Baqai.Ed**



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