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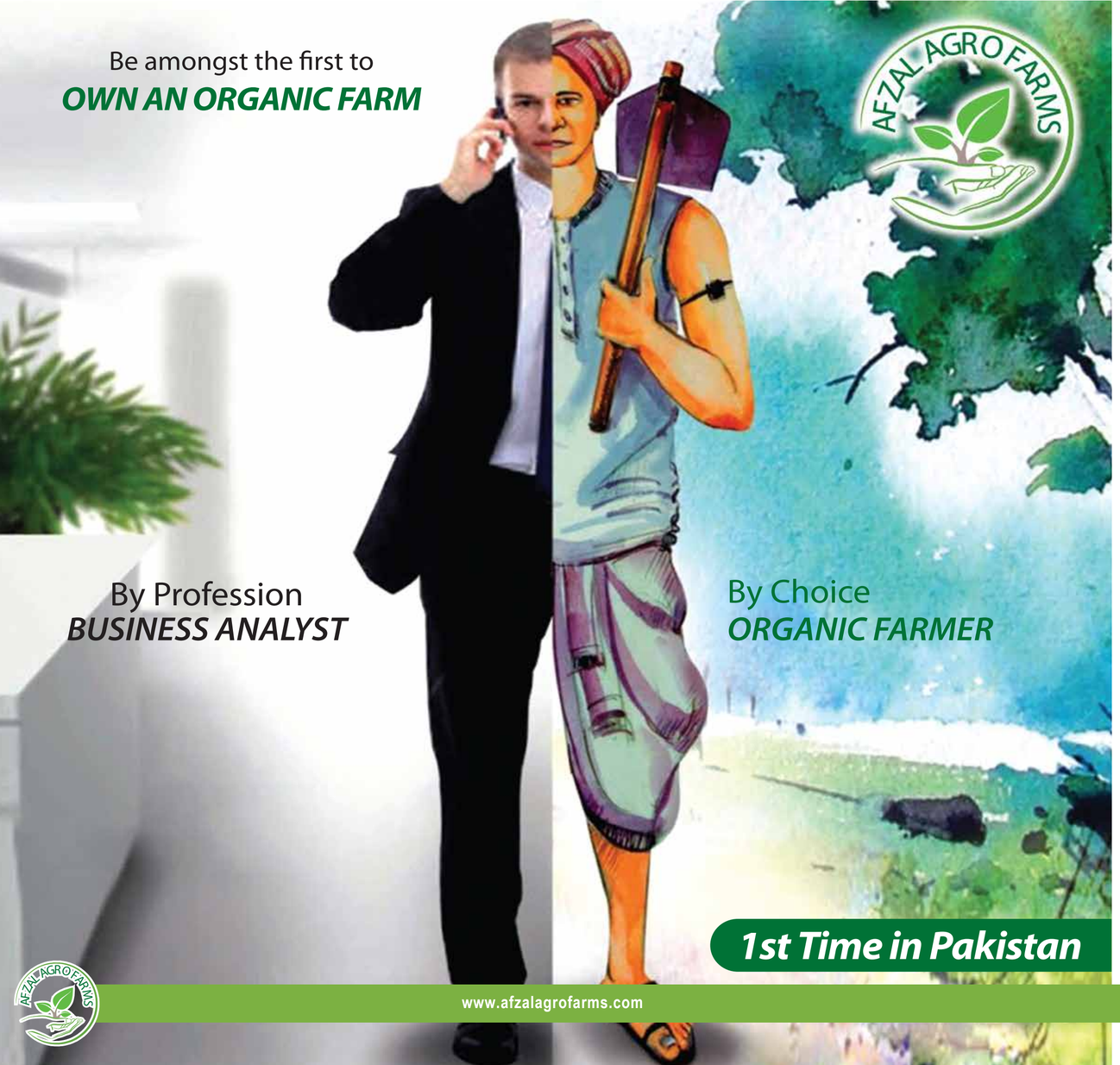

GOLDEN OPPORTUNITY

NON-FARMERS TO OWN A FARMING EXPERIENCE

45 KMS CLOSE TO ISLAMABAD

30 Minutes away from the hustling lives of the City, is Afzal Agro Farms, Stretched across 1,800 acres of lush greenary, amidst gurgling river and rich fertile land, Afzal Agro Farms offers you an investment option not just in LAND, but a FARM that produces ORGANIC FRUITS AND VEGETABLES that keep you healty, wealty and happy.

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CEO'S MESSAGE

Afzal Agro Farms is the realization of my idea of a peaceful and luxurious living for everyone in Farm House. From scratch to this reality, a number of people have worked day and night with zeal and dedication. I am pleased to see an over whelming response by the people and organization in Afzal Agro Farms Pvt Ltd.

The main objective of this endeavor is to bring forward a contemporary style of living with all modern civic facilities on very easy terms and affordable prices with flexible payment schedules.

I am thankful to you for your interest in this Agro Farms . We are ever ready to serve you and facilitate you to realize your dream of own Agro Farms in lap of nature with a plenty of resources. We not only provide a piece of land, we actually deliver peace of mind!

Ch. Muhammad Afzal

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Customer Lifetime Value

AFZAL AGRO FARMS

Land Degradation & Desertification in Potohar.

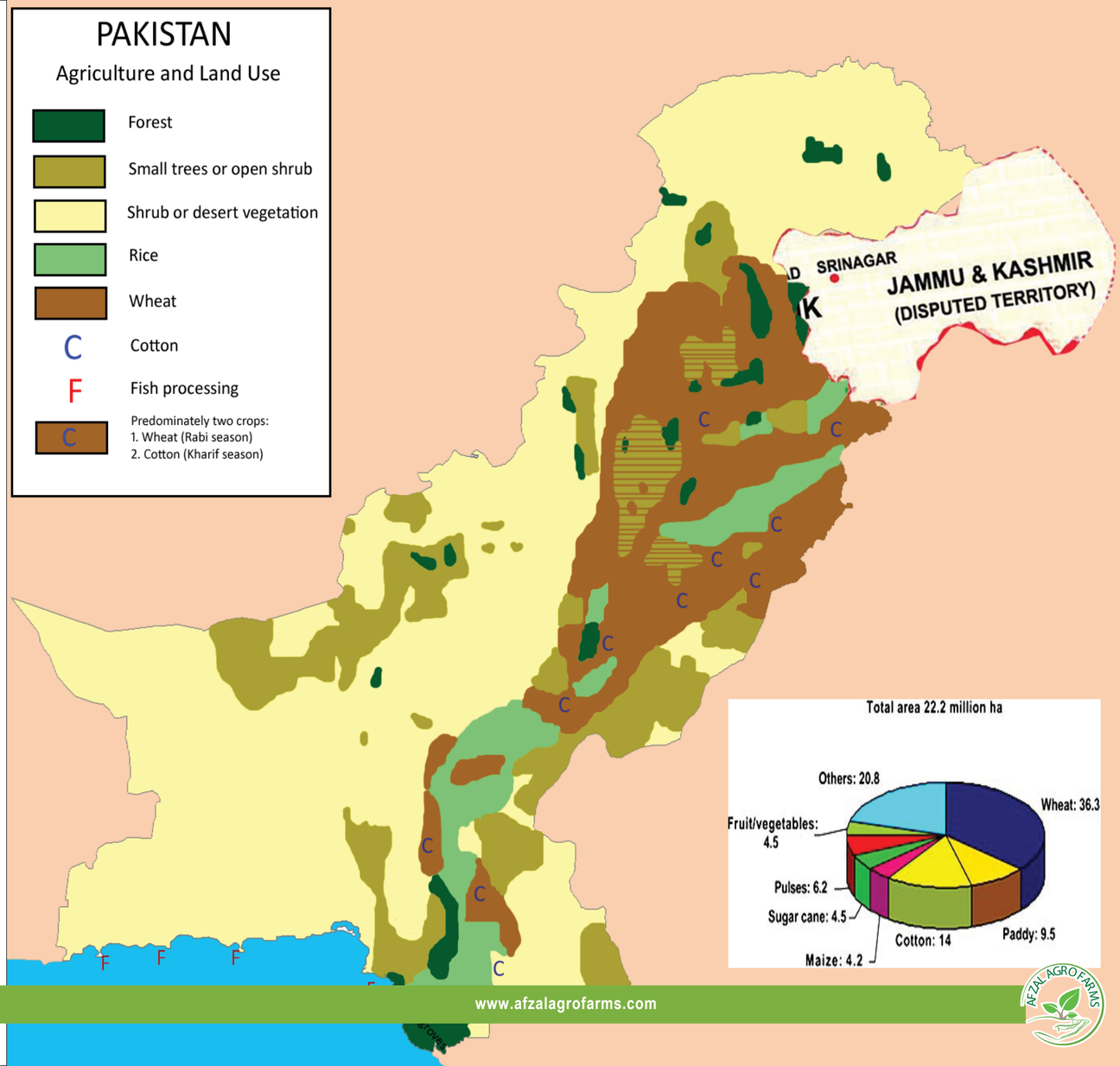
Pothwar faces severe water erosion (1.9 million hectares) due to its undulating topography and torrential rains during monsoon season. This causes removal of the top fertile layer of the soils gradually contributing to land degradation and desertification leading to reduced productive capacity of soils.

Farmers grow field crops in rotation with fallow (monocropping). Deep tillage is the well accepted and adopted practice by farmers to conserve moisture in the soil profile for subsequent wheat crop. The farmers are mostly unaware of the latest conservation agriculture (CA) approaches. The CA benefits have not been demonstrated to the farming communities in dryland region as the region lacked latest equipments, suitable for CA activities and farmer participatory research to facilitate adoption of such modern techniques in the past .

BARI has a comprehensive research program on development of CA based cropping systems and approaches. The collaborative efforts of BARI and ICARDA produced positive results. The initial long-term research showed that Mung-wheat system on crop land was most profitable in comparison to farmers practices of Fallow-Wheat. Residue incorporation was found to contribute to yield of crops. It was also concluded that the zero tillage with current planting equipment was not a success story and there was a need to import/develop zero tillage suitable for rainfed areas.

he institutional Mega Project on "Developing Pothwar into an olive Valley" on degraded lands in Punjab will also contribute to minimizing land degradation and developing sustainable poverty alleviation opportunities for rural poor. The plantation of 20 lac olive plants (2016-20) in first phage Pothwar under olive valley project of Punjab Agriculture Department shall also contribute to global efforts of mitigating global warming since tree plantations facilitate bio-sequestration of atmospheric carbon dioxide. The trees and plants absorb carbon dioxide through photosynthesis. By removing this greenhouse gas from the air, plantations function as terrestrial carbon sinks, meaning they store large amounts of carbon.

As many as 300,000 olive trees will be planted in the region during 2017-18 and that work on the campaign has been going on since 1991.



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OTHER PROJECT ACTIVITIES

Data Base development

Database of the citrus, mango and vegetable growers is being maintained by the facilitator regarding personal information, land holding, cropping pattern, area under fruits & vegetables, input use, type of fruits & vegetables grown and their production. The Database also includes the information about quantity and price of the produce that has been sold in the local and international market according to the standards available.

Cluster Development

Farmers of the citrus, mango and vegetable growing areas are being grouped in a cluster form, which provided them with an opportunity of reducing post harvest losses and marketing expenses, playing a pivotal role in the alleviation of poverty in the area. Database of the cluster groups is being maintained and they are also being trained for the export of their produce, and all other related activities.

Training in Marketing

The AAF participating farmers are being disseminated knowledge to enter into an agreement with the whole seller, different marketing chains, super markets and exporters for the ensured marketing of their produce.

Bulk Messaging

To get maximum benefit from Information Technology bulk messaging system is being adopted with the collaboration of Agriculture Sector Linkage Programme (ASLP) (Pakistan-Australia). Through messaging, latest technology is being disseminated to the targeted farming community of Horticultural crops throughout the project districts and other interested audiences.

High Density Plantation

It is very important to promote the high density plantation in orchards as it enhances both the quality and quantity of the fruits. It is very difficult to perform cultural practices on an unmanaged huge tree and high density plantation will enable the farmer to manage his orchards much easily and will also reduced the post harvest losses. The target of the farmer opting for this technique is to double his produce in the coming years. Where all canopy management practices are being demonstrated for the guidance of the participating AAF farmers.

Canopy Management

Through latest information system and research, it has been observed that canopy management can play a vital role in improving the quality of the produce. The adoption of pruning at a proper time and application of micronutrient/growth regulators work wonders with the overall health of the plant, which in turn maximizes the yield. It is also observed that through the canopy management of fruit plants alternate bearing habit can be controlled easily. Farming community is being trained about the accurate and timely canopy management of their orchards, through demonstration in each AAF. Where all canopy management practices are being demonstrated for the guidance of the participating AAF.

Fruit Fly Management

The biggest problem in the export of mango & citrus is the attack of fruit fly as it directly damages fruits and causes significant loss. Farmer's awareness about its control is not updated and generally chemical control is adopted, which does not control the pest on long-term basis. Moreover, consequential pesticide residues also cause hazard to human health. In order to avoid potential loss and keep our environment unpolluted, management of fruit fly through integrated approach is most appropriate. Provision has been made for demonstrating effective management of fruit fly through the project cost on an area of 200 acres in each mango and citrus district. The biological control is being used to limit the incidence of fruit fly in the demonstration blocks. These controls include Male Annihilation Technique (MAT), Bait Application Technique (BAT) and Crop Sanitation.

Demonstration of Micronutrients and Gypsum

It has been proved that application of micronutrient through foliar spray can increase the production of fruits tremendously because due to high soil pH they are not easily available to the plants. So to promote the use of micronutrients and gypsum for the quality production and improvement soil health, a 5 kanals block has been established in each AAF of mango and citrus project districts.

Promotion of Peaches and Grapes in Potohar

The climatic condition of the Pothohar areas have great potential for production of Grapes and Peaches. The demand for both the fruits in the area has increased manifolds over the years. Owing to the demand and potential climatic suitability the growth of these fruits can be highly profitable, if carried out on a large scale. So in order to promote the cultivation of peaches and grapes in the Pothohar area, Rawalpindi and Chakwal districts have been selected. In these districts, demonstration plots are being laid on an area of half acre each.

Promotion of Vegetable Hybrid Seeds

In order to achieve the breakthrough in vegetable production, promotion of hybrid seed is highly important. So to promote this genetically modified organism an effort is being made through the AAF to create awareness about the use of these hybrid seeds. The adoption of GMOs has not only improved the overall production of the vegetable crops but have also improved their quality. These hybrid seeds are being sown in demo-plots of open field and walk-in tunnels for education and training of the farming community.

Promotion of Netting House/UV resistant plastic vegetable production

The use of plasticulture in vegetable crops for the domestic and international use has increased manifold. New innovation in plasticulture includes the use of high quality plastic, which is resistant to Ultra Violet Radiation. The UV plastic also has several other qualities including Anti Fogging, Anti Dust, Antiviral, Reduction of Pest Pressure and it creates isolation to avoid insect, which act as natural pollinators for organic production of vegetable. This innovation enables the farmers to meet the requirements of Global Gap certification and WTO scenario. 6 demo-plots with netting house/UV plastic are being laid out in the vegetable districts of the project.

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Tunnel Farming

Tunnel farming is gaining rapid popularity among farmers due to fabulous yields and earnings in the Potohar areas.

The tunnel farms made of iron structure and plastic covering are almost interspersed in all the villages here and farmers are mostly growing tomatoes. The tomato plants are taller (8-10 feet) than the normal size and its longer stem is embedded with big sized tomatoes in large number too. According to the farmers who adopted this technology, their farms were producing 16 times more tomatoes and they were earning much more than they invested on this technique. Mohammad Ali, a farmer in Thakra area of tehsil Gujar Khan, told this reporter that out-of-the season cultivation of tomato was bringing good income to him.

Mr Shahzad Mumtaz, the agriculture officer of Daultala area, told Dawn that the Punjab government had been giving generous support to the small farmers for introducing this technology that was quite novel to the natives who were initially reluctant to adopt this due to higher costs on the erection on of the structures. He said the government had funded one such farm in each union council and also imparted training on the techniques to attract the farmers towards this profitable farming. Now, according to the officer, a large number of farmers in the villages were keen to learn and adopt the technology on their own.

Mr Shahzad stated that the seeds of the tomato crop were imported from Netherlands. The technique under the tunnel technology is that a controlled temperatures and environment is maintained inside the covered farm (tunnel). He said not only the tomatoes but also other vegetables like cucumber and chilies etc., can also be grown with bumper yield and promising earnings with the dedication of smaller areas of land. According to the agriculture officer, this technique can help the country in producing huge quantities of vegetables and with the increase in production the prices for the local consumers can become lower and the export of vegetables can also get a boost.

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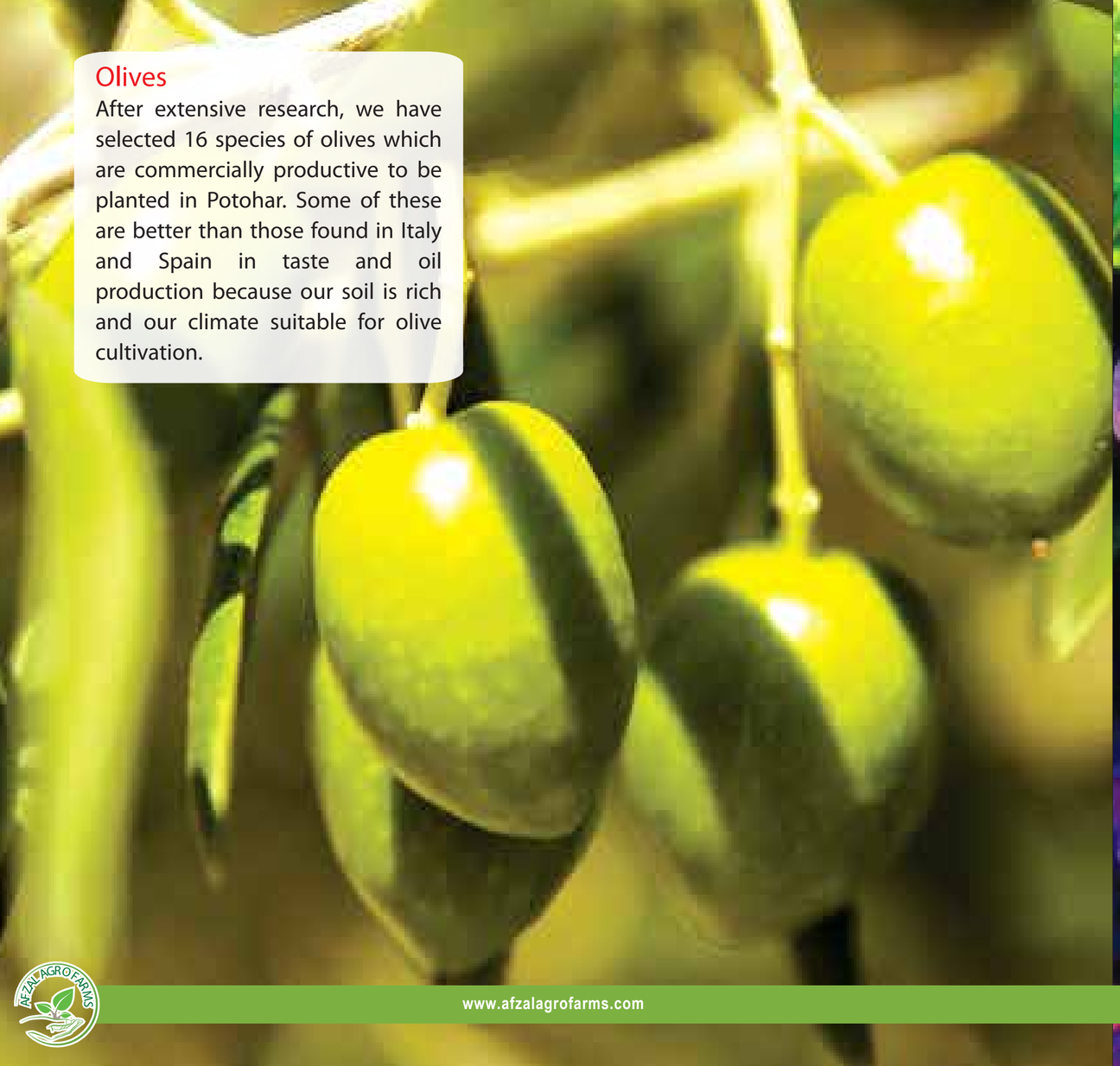


Olives

After extensive research, we have selected 16 species of olives which are commercially productive to be planted in Potohar. Some of these are better than those found in Italy and Spain in taste and oil production because our soil is rich and our climate suitable for olive cultivation.

Grapes

The proposed project is designed as a medium sized grapes cultivation farm on 5 Kanal of land. There are numerous varieties of grapes, which are suitable for cultivation in three distinctive agro-climatic zones, namely, "Sub-Tropical", "Hot Tropical" and Mild tropical climatic regions in Pakistan. However, for the purpose of this pre-feasibility study, following seedless varieties of grape are being proposed with a special consideration of starting the farm in Potohar Regions"

- **Thompson**
- **Kings Ruby**
- **Red Globe**
- **Narc Black**
- **Cardinal**
- **Perlette**
- **Crimson**
- **Sultana (Sundar Khani)**

The total time frame; from preparation of land and sowing of grapes plant to prduce fruits, is around 13 months, whereas, productive life of a grape plant to produce fruits is more than 10 .

Strawberry Cultivation

Pakistan is producing a limited quantity of strawberries which are either eaten or used in preparing ice-cream, jam, jelly, pickle, cake or milk shake.

There are a number of reasons for restricted production, like the climate, size and taste. By overcoming problems related to quality, quantity and perishability of the fruit, Pakistan can also export it to Europe, the United States and Middle Eastern countries. Its saplings can be obtained from nurseries.

There is no one variety of strawberry which possesses all the desirable characteristics. Some are superior to others only because of certain characteristics. In general, the differences in tastes between different varieties are not given as much weight as in case of some other fruits. Some of its superior varieties enjoy colour that is very attractive. Its varieties grown in Pakistan are Chandelier, Corona and Stuff. These are mostly sour and small in size.

Blood Oranges

The benefits of blood oranges on the skin. Theblood orange is a variety of sweet orange with crimson that share many of the health benefits associated with eating sweet oranges. Apart from being rich in vitamin C, blood oranges also offer unique health benefits associated with high levels of anthocyanins

Apple

Have you ever considered planting a high density orchard at home? Near full production can be achieved within four years, less space will be required, a larger variety of fruit may be planted and the training and pruning is quite simple. Further, the horticultural techniques learned in training these trees are easily applied to regulating the growth of other plants in the landscape. Researchers have developed the Tall Spindle System for apple production that may be of interest to gardeners who would like to try something different. There are several key components used in this system. Fully Dwarf Rootstock. Trees that are propagated on either M.9 or B.9 rootstock must be used and these are fully dwarfing rootstocks.

Peach

A potential fruit of Pothwar region Peach (Prunus Persica) is a fleshy, delicious and popular fruit called as the Queen of fruits with good taste, attractive color, fine aroma and flavor. Peaches are cold tender deciduous fruits which require to 200 to 1000 chilling hours. It can be commercially grown from 600 to 1500 meter elevation. For good flower and better quality peaches require warm to hot summer temperature range of 30 to 35oC with cold winters. BARI has well established Germplasm Unit of peaches for long-term varietal evaluation.

Guava (Amrood)

Guava (amrood) is a fruit. It scientific name is Psidium Guajava. Guava is cultivated twice in a year. Guava is very useful for flu, cough, digestion problem, cholesterol, allergy, piles, blisters in mouth, constipation and more. It leaves are use for making medicines. Guava is very tasty to use with salt and black pepper. It do not use in empty stomach. Guava is better to eat after lunch or dinner. It is one of the tropical fruit. Guava is a sensitive fruit. It has rich in Vitamin C and fiber. 100 gram Guava has 76-gram water, 1.6 % protein, 0.2 % Fats, 0.1 % calcium, 0.4 % Phosphorus, 1 mg Fiber, 100 – 300 mg Vitamin C and 0.5 % potassium. It has round and oval in shape, little bit bitter in taste, otherwise sweet in taste. The outer skin of Guava is rough and inner is soft and hard both. so please sugar patient first take advice to your Doctor then use any tips,

Pomegrnate

Pomegranate is a thick skinned super seedy fruit, with a brilliant red hue which is now touted as a wonder fruit by scientific researchers. The name pomegranate derives from the French word "pomegranate" or seeded apple. They are believed to have originated in Iran and brought to Egypt in 1600 BC, where it was not only revered as an important food source but was also widely used for its medicinal value. It was held in high esteem even during those times, as it is evident by their depiction in Egyptian paintings and tombs. Inspired by the abundance of jewel toned seeds within the bright red rind, pomegranate is considered to be a symbol of fertility and prosperity in some cultures..

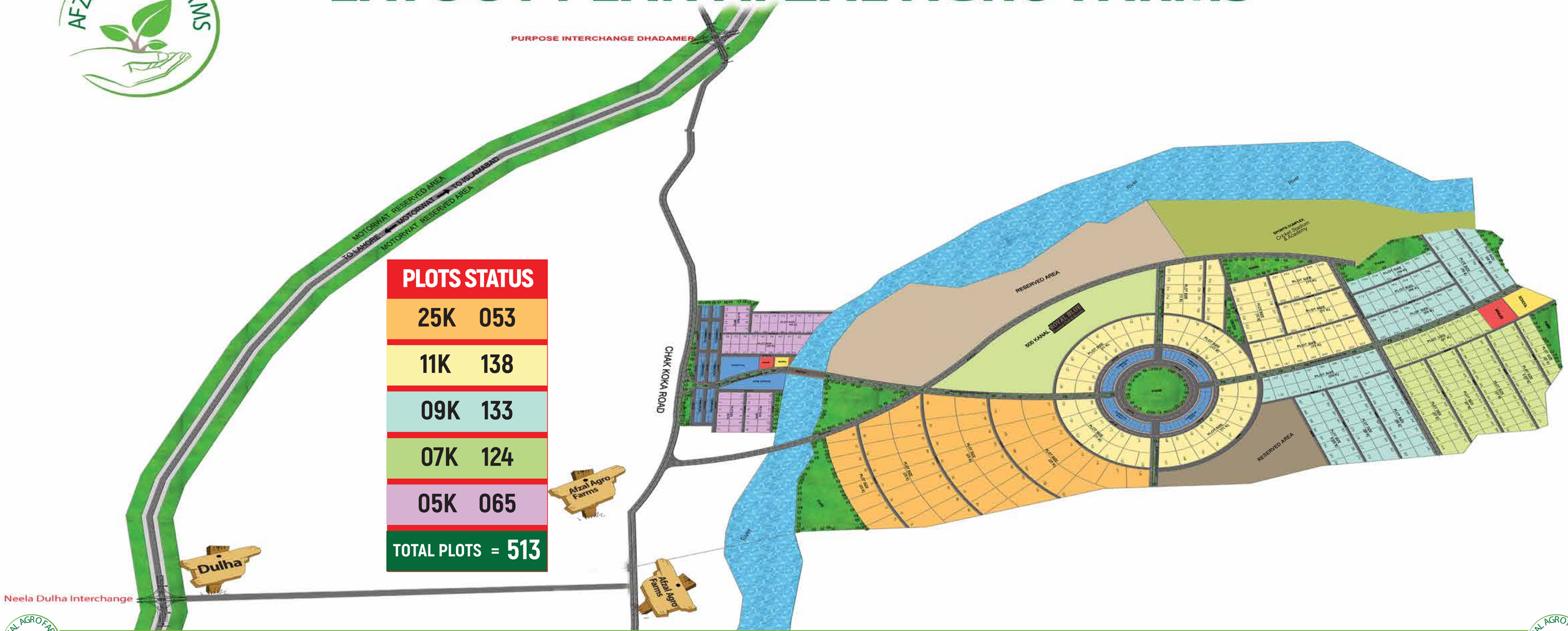
GOAT FARMING

Benefits of Goat Farming in Pakistan
Goats are comparatively cheaper to buy and sell than cattle.
Easy to maintain than any other livestock.
Reproduction process begins earlier than other animal. And gestation period is very less.
You can produce wide variety of products including meat, milk, skin, fiber at a same time from goat.
Goats can survive by consuming low quality food. And in adverse condition they can survive by consuming small amount of food.
You can easily manage goats with other livestock animals and crop production.
goat farming, goat farming business, goat farming Pakistan, goat farming business in Pakistan, goat feeding Pakistan, goat housing Pakistan

Fish Farming

Starting Own Fish Farming Business
Have you always dreamed of owning your very own fish farming business? Do you feel that the place that you have would be a great fish farm?
If you want to start your own fish farming business then here is a guide to help you make your dreams come true.

LAYOUT PLAN AFZAL AGRO FARMS



PLOTS STATUS	
25K	053
11K	138
09K	133
07K	124
05K	065
TOTAL PLOTS =	513

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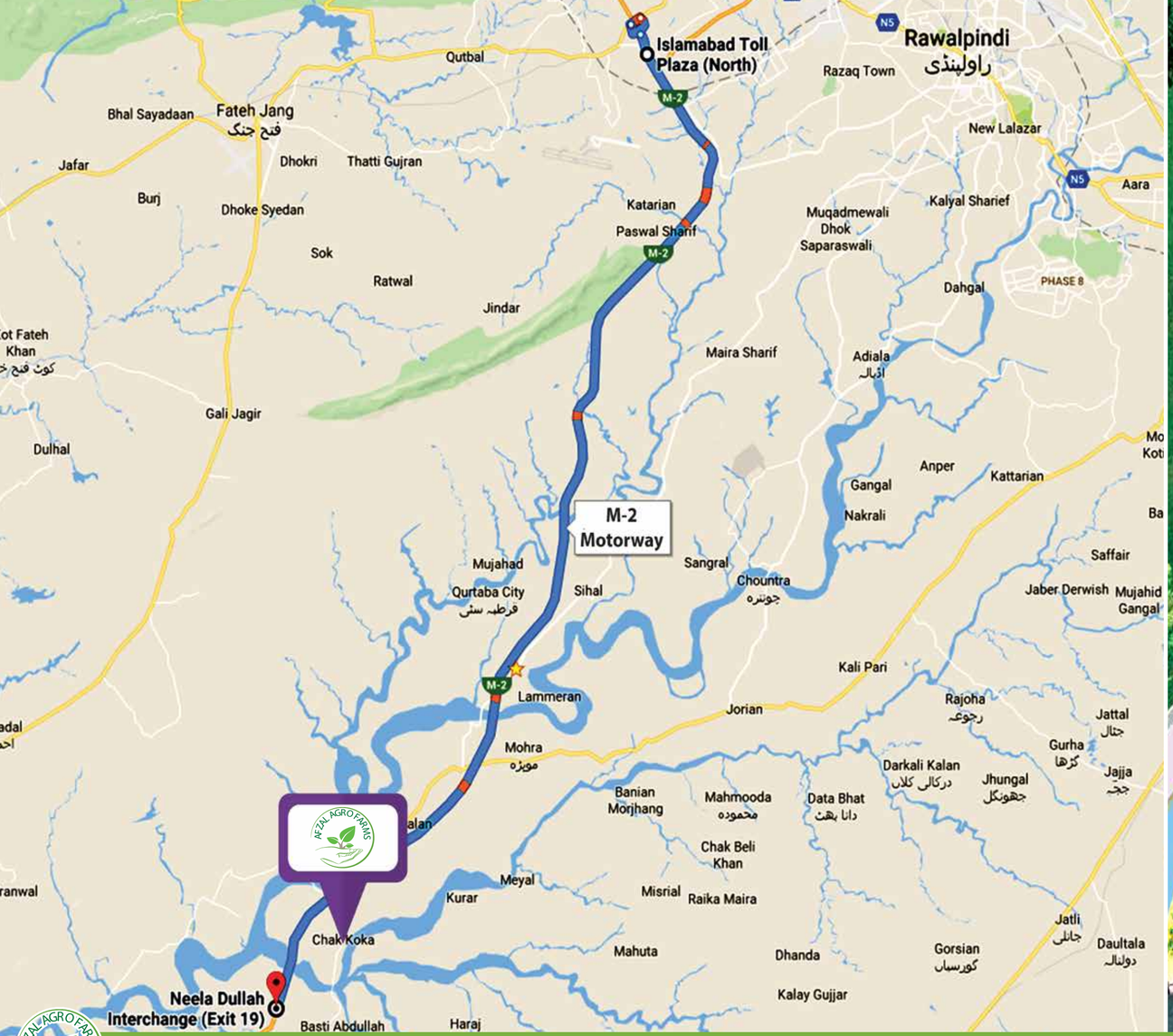
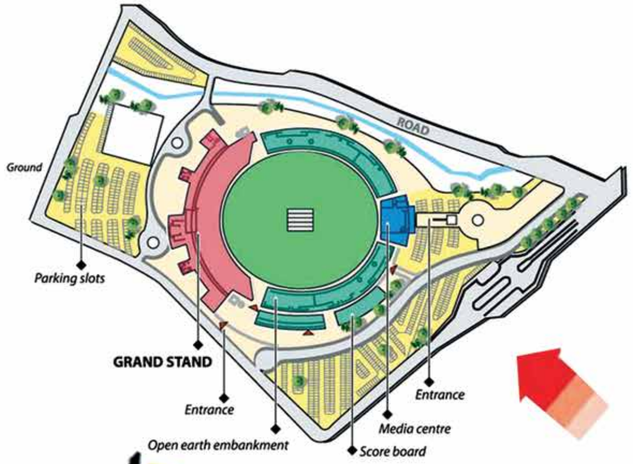


Features:

- Masjid
- Gated Community
- Carpeted Road
- School
- Park
- Electricity
- Hospitals
- Food Court
- Multiplex Cinema
- Zoo
- Water Park
- Water Sports
- 4 Star Hotel
- Challet Houses

Cricket Stadium



A Project of AFZAL AGRO FARMS

A "JV" Project of AFZAL AGRO FARMS

ROYAL BLUE
Country Club & Resorts

Multiplex Cinema / Zoo
Water Park / Water Sports
4 Star Hotel/ Challet Houses
Resturant / Food Court