

Improving smallholder well-being through participation in modern value chains: sustaining future growth in the Pakistan citrus industry



Key details

Location

Pakistan

Duration

Start Jan 2022

End Dec 2025

Budget

AUD 1,500,000

Commissioned organisation

[The University of Queensland](#)

Partners

Chinese Academy of Agricultural Sciences; Department of Agriculture Extension Punjab; Queensland Department of Agriculture & Fisheries; University of Agriculture, Faisalabad; University of Queensland; University of Sargodha

Project Leader

Dr Rajendra Adhikari, University of Queensland

ACIAR Research Program Manager

Dr Sandra McDougall

Program

[Horticulture](#)

Project code

HORT/2020/129



Overview

This project aims to achieve sustained improvement in the well-being of smallholder citrus families by enabling their men, women and youth to benefit from participation in inclusive value chains that meet market needs and provide equitable returns to farmers.

Project outcomes

Key expected outcomes are:

- Improving the wellbeing of smallholder families by developing the capability of their men, women and youth as members of higher performing value chains, to meet market needs with the required quality and to receive an equitable share of rewards for doing so.

- Smallholder farmers adopting production and postharvest practices that reflect consumer preferences in target markets, as opposed to the traditional 'I produce whatever I can' approach. Sharing of information by other value chain members , and collaborating with smallholder farmers to meet the quantity and quality demanded in targeted markets.
- Developing and piloting a chain-wide quality assurance and value distribution model, providing an objective basis for waste reduction, price negotiation and incentive distribution across the demonstration chains.



ACIAR

