

FACE paving the way forward for homegrown Potatoes in Chitral!

The *FACE* team, consisting of Mr. Shahid Mehmood and Mr. Hamid Majid, along with the support of French based NGO *ACTED* and leading Food Processing partner *Fauji Fresh n Freeze*, are working on developing a value chain for the plantation of Potatoes at *Garam Chashma* in the beautiful valley of *Chitral*.



The Chairman, along with the executive committee of potato growers Garam Chashma with *FACE*, *Fauji Fresh n Freeze* and *Acted* team members in Chitral



Agricultural Research Station in Chitral

The project involves creating a *Climate Smart Agricultural System* that will enable the rich lands to maintain their value and provide farmers with the opportunity to utilize the true potential of their land to grow specialized Potatoes suited for the climate and packaged as prime produce.



Potato fields visit and survey

The team visited remote plantation fields in Garam Chashma, Birzin, Bashqar and Murdan Valleys for a detailed analysis of plantations and the potential for high value crops including export quality potatoes and other similar cash crops.



Meeting with farmers at their plantation for analysis

The team conducted baseline survey and profiling of the local farmers and collected samples of soil, produce etc for onward analysis through R&D.



Dr. Naseer, a renowned scientist in his 10th year of research on *Potato plantation in the Highlands* and Director of Agri Research Institute - University of Chitral (Agriculture Department) graciously met with FACE team and shared insight on plantation dynamics in Chitral valley.



The FACE team also had a productive meeting with team head of a partner organization at their offices in Chitral.



Zarai Tehkikat Station in Chitral



Plantation Samples at the Zarai Tehkikat Station

The idea of this value chain extends to creating market linkages with Hi-Value corporate buyers, such as our partner organization Fauji Fresh N Freeze, and the international market, which will directly benefit the population and help with the uplifting of local communities.

FACE plans to undertake projects pertaining to trial and successful plantation of high value crops which is vital towards the overall development of the area and its linkage to local and international food supply chain.



Meeting with the Agha Khan Rural Support Program Head Sardar Ayub.

In view of the climatic changes being faced by local farmers and its impact on their produce, introduction and implementation of precision-based agriculture is also being considered which will greatly appreciate the overall food security currently hampered by several months of snowfall.

FACE will be closely working with likeminded partners and stakeholders in the coming future.