

**UNMATCHED SERVICES**  
IN BRINGING YOU THE BEST OF PAKISTAN



## Jaffer Brothers (Private) Limited

**KARACHI**

Citi Tower, 33-A, Block 6, P.E.C.H.S.,  
Shahrah-e-Faisal, Karachi 75400, Pakistan.  
UAN: +92 (21) 111-527-527  
Fax: +92 (21) 3437-3073

**LAHORE**

8-S Mushtaq Ahmed Gurmani Road,  
Gulberg II, Lahore 54660, Pakistan.  
UAN: +92 (42) 111-527-527  
Fax: +92 (42) 3577-8989

**ISLAMABAD**

26-D, Block B, Kashmir Plaza, Jinnah  
Avenue, Islamabad 44000, Pakistan.  
UAN: +92 (51) 111-527-527  
Fax: +92 (51) 227-6781

[jaffer.com](http://jaffer.com)

[info@jaffer.com](mailto:info@jaffer.com)

[/company/jaffer-brothers-pvt-limited](https://www.linkedin.com/company/jaffer-brothers-pvt-limited)

[/jaffergroup](https://www.facebook.com/jaffergroup)

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## Jaffer Group

Recognizing the food and natural resource potential of Pakistan, Jaffer Group started getting aggressively involved in the trading and distribution of food items and natural minerals. The Company has established a reliable supply base around the globe, mainly sourcing and supplying from countries like China, Indonesia, Thailand, Canada, Australia, Russia and India for various commodities, from vegetable/fruit items to industrial raw materials, to cater the local market demand. Though we are capable of trading any type of commodities, our major focus is on vegetables/fruits, grains and natural minerals. The Commodities Business Unit is involved in both the import & export of various commodities (fruits & vegetables, oil seeds, grains, dry fruits and minerals, etc.)

## Agriculture in Pakistan

Agriculture, a vital sector of Pakistan's economy, accounts for 21% of its total GDP. It plays an essential role as the lifeline of Pakistan's economy, accounting for 19.5% of the gross domestic product, employing 42.3% of the labor force and providing raw material for several value-added sectors. It thus plays a central role in national development, food security and poverty reduction. The rapid growth of Pakistan's urban areas indicate that demand for high-value perishable products such as fruits, vegetables, dairy and meat is rising.

Pakistan is one of the largest producers and exporters of the following:

- Cotton
- Sugar Cane
- Wheat
- Onion
- Rice
- Maize
- Mangoes
- Oranges
- Milk
- Minerals



## Cotton

Cotton is grown mainly for its fiber and oil. Pakistani cotton fiber consists of long, fine, flattened and convoluted lint. The value and quality of the cotton variety depends on the fineness of the fiber as well as its length. Pakistani cotton fiber is produced from longer and finer staples to acquire a better quality, since it can be used to produce thinner and lighter textiles without knots or uneven surfaces. In Pakistan, five different staple lengths are distinguished: short (less than 21 mm), medium (21-25 mm), medium long (26-28 mm), long (28-34 mm), and extra-long (more than 35 mm). The majority of Pakistan's production (about 80%) consists of a medium long staple. Medium staple is around 18%, and short staple is a mere 2%.

Pakistani cotton is one of the best in the world and has a comparative advantage in its production, due to the most suitable soil and climate. Some of its defining features are:

Staple Length:	29.8 mm
Ginning Out Turn:	40%
Micronaires:	4.4 – 4.5 micro / inch
Strength of Fiber:	98-99 lbs / sq. inch
Spinning Value:	Up to 50 count
Color:	Very bright

The main trading partners of Pakistani cotton are USA, Hong Kong, Germany, UK and Japan.

Pakistan is one of a few of the world's biggest exporters of yarn, accounting for about 30% of the global markets.

## Rice

Pakistani rice is known worldwide for its supreme quality and taste. Currently, Pakistan exports rice to the Middle East, Far East, Europe, Asia, USA, North America, South America, Australia and New Zealand.

### Major Varieties of Basmati and Non-Basmati Rice:

#### Basmati Rice

Basmati Rice is a unique species of rice originating from the sub-continent. It has its own unique smell, due to the presence of a chemical called 2-acetyl-1-pyrroline, which is found in basmati rice at about 90 parts per billion. That's about 12 times more than in other types of rice, giving basmati its special aroma. Basmati rice is comparable to other types of rice, though in nutrient content it is far better.

#### 1121 Extra Long Grain Rice

1121 Extra Long Grain Rice, as the name suggests, has an average grain length ranging between AGL 7.8 mm to 8.4 mm. It carries exceptional taste, extra-long slender edgy shaped grains and a fragrance that will simply transform how one enjoys a meal. After cooking, it becomes double in length. There is no doubt that this is the finest ultra-superior quality to ever have been perceived.

#### Super Kernel Basmati Rice

The term 'Super Kernel' is the popular Pakistani grade Basmati variety from the Punjab region in Pakistan. It carries a strong aroma, being grown in the snow-fed Himalayan fields and mountains. Aged to perfection, it is also known as 'Punjab Super', with extra-long grains which double in size upon cooking. The nutty flavor is liked all over the world by quality rice lovers who opt for great taste and grand flavor.

#### Non-Basmati Rice

This grade is also termed 'Long Grain Rice' or 'White Rice'. The popular varieties include IRRI 6 and IRRI 9. Non-basmati rice is better for cuisines such as Chinese and Thai food. The other reason for liking this rice is its medium grain length that is good for making Chinese food, Thai food or Japanese dishes.

#### IRRI 9 Long Grain White Rice

IRRI 9 is the top tier amongst non-basmati long grain white rice varieties from Pakistan. It has good grain length and color, while it does not carry an aroma. Many people prefer the muggy touch this rice has to offer. Much of Pakistan's export of IRRI 9 goes to the Middle East and Africa.

#### IRRI 6 Long Grain White Rice

IRRI 6 long grain white rice is the non-basmati variety that does not carry an aroma. This type of rice is in high demand at all times due to its affordable pricing, usage and quick bulk sales. This long grain variety is the second tier to IRRI 9 and is generally supplied in bulk shipments mostly to the Middle East and African regions.

Other varieties and parboiled basmati and non-basmati rice are also available.



# Maize

Maize, being the highest yielding cereal crop in the world, is of significant importance for countries like Pakistan.

Maize has a variety of uses. Its grain is a rich source of starch (72%), Vitamins A & B3 (5%), protein (10%), oil (4.8%), fiber (5.8%), sugar (3.0%) and ash (1.7%). 100 grams of fresh grain contain 361 calories of energy, 9.4 g protein; 4.3 g fat, 74.4 g carbohydrates, 1.8 g fiber, 1.3 g ash, 10.6% water, 140 mg vitamins, 9 mg calcium, 290 mg phosphorus and 2.5 mg iron. It is a source of raw material for the industry, where it is being extensively used for the preparation of corn starch, corn oil, dextrose, corn syrup, corn flakes, cosmetics, wax, alcohol and tanning material for the leather industry.

Ethanol obtained from maize can be used as a biomass fuel. Stigmas from female corn flowers, known as corn silk, can be used as herbal supplements. Maize can be used as forage, feed for livestock and making silage after fermentation of corn stocks. Maize is used extensively as the main source of calories in animal feeding and feed formulation. Maize gives the highest conversion of dry substance to meat, milk and eggs compared to other cereal grains. Maize is a valuable feed grain, because it is among the highest in net energy content and lowest in protein and fiber content. Animals like it and eat it readily.

Around 300,000 tonnes or so was also exported to a number of countries including Indonesia, Malaysia, Vietnam, Singapore, Sri Lanka, China, Hong Kong, Bangladesh, India, Oman, Qatar, UAE, Japan, South Korea, Belgium, Germany, Tanzania and Yemen.



# Pine Nuts

Pine nuts refer to the edible seeds of pine trees. There are around 20 species of pine nuts available worldwide that contain a wide variety of nutrients such as proteins, vitamins and minerals that are essential for maintaining optimal health. Additionally, the presence of antioxidants makes pine nuts more useful in the treatment of certain health disorders. They help boost energy, vision and anti-aging, and are being used extensively as healthy ingredients in the food and beverage industry in recent years.

Pine kernels are indeed a very good source of plant-derived nutrients, essential minerals, vitamins and heart-friendly mono-unsaturated fatty acids that help benefit in reducing cholesterol levels in the blood.

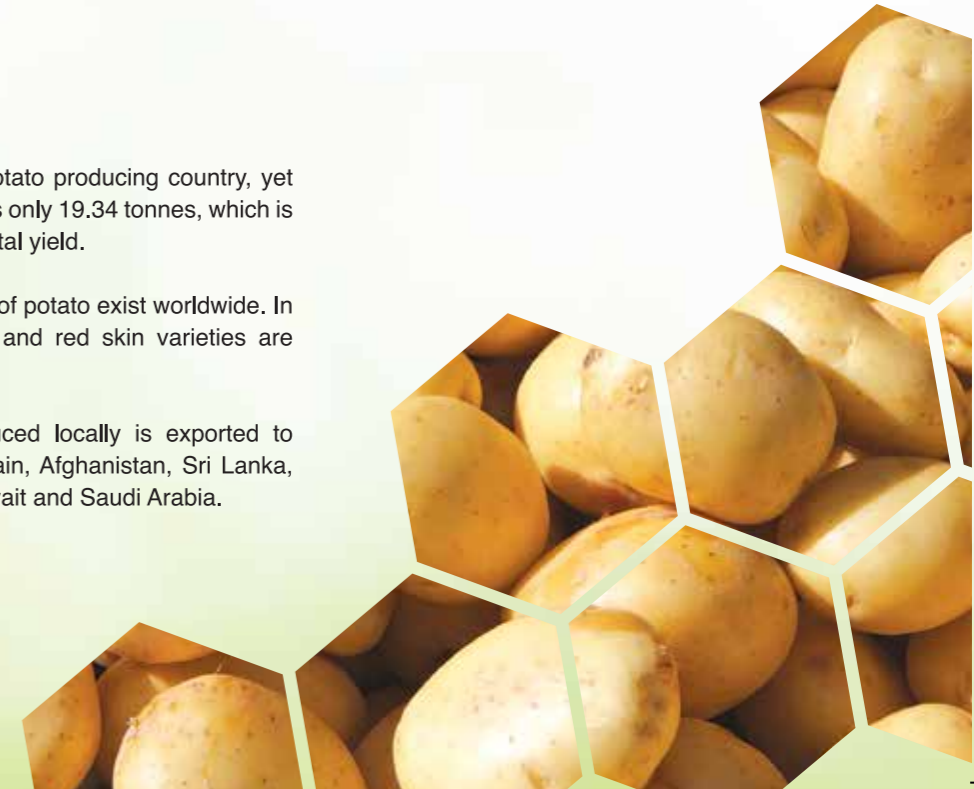
Pakistan exports pine nuts mainly to China, Germany, Italy, Jordan, Kuwait, Saudi Arabia, Spain and UAE.

# Potato

Pakistan is a large potato producing country, yet per hectare the yield is only 19.34 tonnes, which is about 45.66 tonnes total yield.

About 5,000 varieties of potato exist worldwide. In Pakistan, both white and red skin varieties are cultivated.

Surplus potato produced locally is exported to UAE, Malaysia, Bahrain, Afghanistan, Sri Lanka, Indonesia, Qatar, Kuwait and Saudi Arabia.





# Mango

Mango, the king of fruits, is the second major fresh fruit in Pakistan. Pakistani mangoes are mostly yellow in color when fully ripe, have a strong aroma and are sweet in taste. No mango of any origin can compete in taste with the Pakistani mango.

Pakistan is the 5th largest producer and the 3rd largest exporter of mangoes in the world. Pakistani mangoes enjoy a prominent position in the international market.

Pakistan produces quite a few mango varieties, out of which the prominent ones are:

- **Sindhri**
- **Chaunsa**
- **Kala Chaunsa**

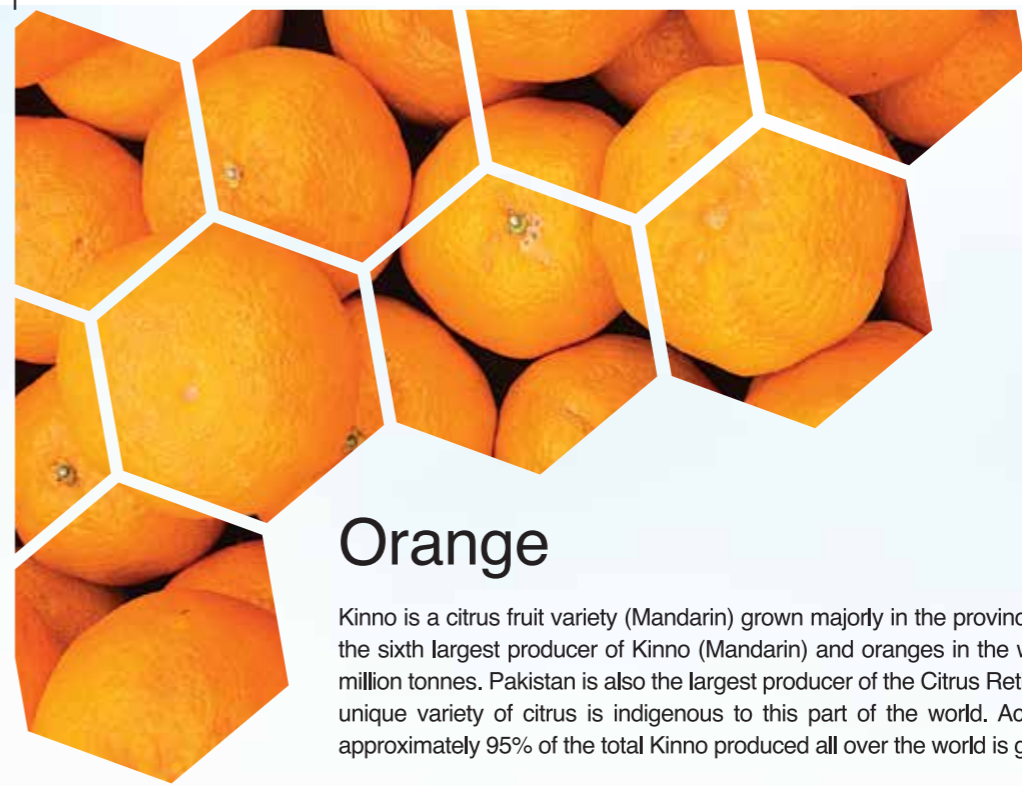
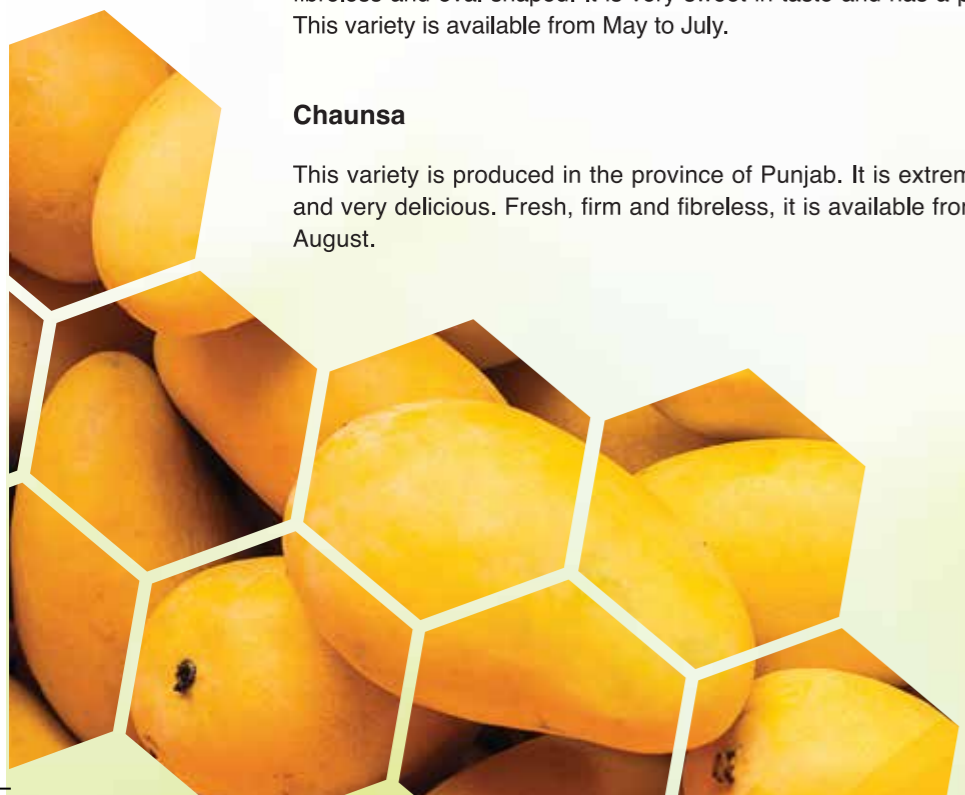
We can supply you with the best quality of fresh mangoes from Punjab & Sindh in their freshest form. The mango harvest season runs from May to September and the leading mango variety is Sindhri & Chaunsa.

## Sindhri

This fine variety is produced in the Sindh Province. It is large in size, yellow in color, fibreless and oval shaped. It is very sweet in taste and has a pleasant fragrance. This variety is available from May to July.

## Chaunsa

This variety is produced in the province of Punjab. It is extremely sweet in taste and very delicious. Fresh, firm and fibreless, it is available from mid June to end August.



# Orange

Kinno is a citrus fruit variety (Mandarin) grown majorly in the province of Punjab. Pakistan is the sixth largest producer of Kinno (Mandarin) and oranges in the world, approximately 2.1 million tonnes. Pakistan is also the largest producer of the Citrus Reticula variety (Kinno); this unique variety of citrus is indigenous to this part of the world. According to an estimate, approximately 95% of the total Kinno produced all over the world is grown in Pakistan.

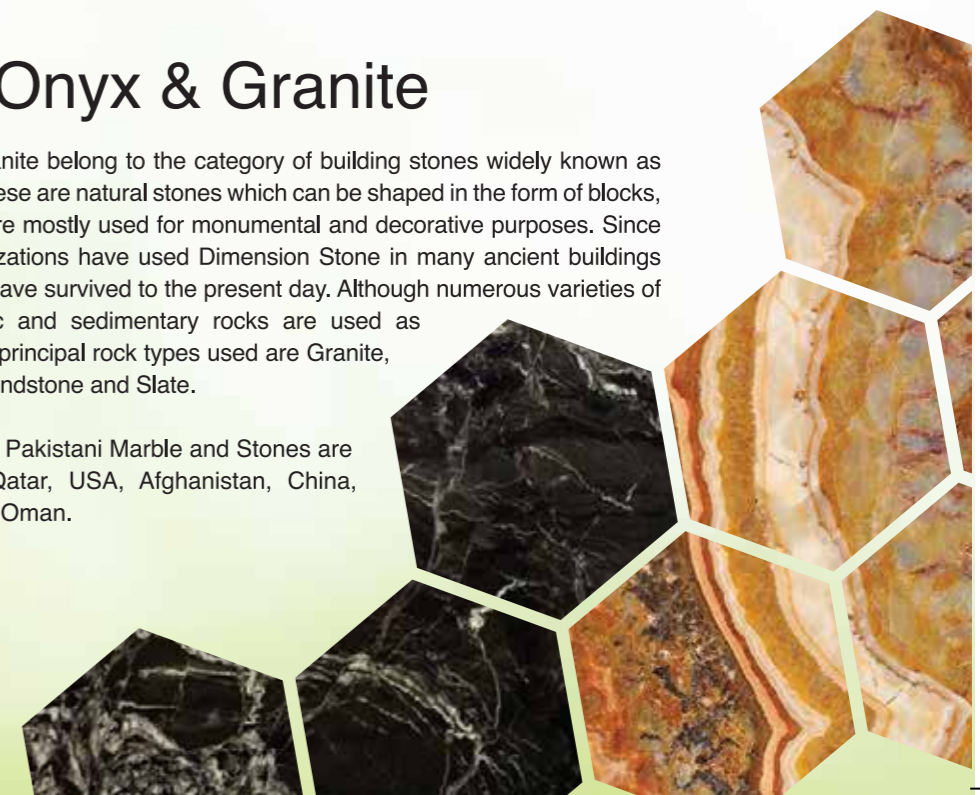
Kinno season starts in November and ends in March, a longer picking season than any other citrus variety. It is consumed directly as a fruit, as well as a juice (fresh & concentrates).

We can supply you with fresh Mandarin (Kinno) from Pakistan. Our fresh Mandarins are washed, waxed and graded automatically and packed in attractive corrugated cartons. The main commercial varieties are Mandarin (Kinno), Sweet Orange (Musambi/Red Blood), and Grapefruit, Lemon (Lisbon Lemon, Rough lemon and Eureka) and Lime (Sweet Lime/Kaghzi Lime).

# Marble, Onyx & Granite

Marble, Onyx and Granite belong to the category of building stones widely known as Dimension Stones. These are natural stones which can be shaped in the form of blocks, slabs, tiles, etc. and are mostly used for monumental and decorative purposes. Since antiquity, various civilizations have used Dimension Stone in many ancient buildings and monuments that have survived to the present day. Although numerous varieties of igneous, metamorphic and sedimentary rocks are used as Dimension Stone, the principal rock types used are Granite, Limestone, Marble, Sandstone and Slate.

The main importers of Pakistani Marble and Stones are India, Bangladesh, Qatar, USA, Afghanistan, China, Korea, Italy, UAE and Oman.





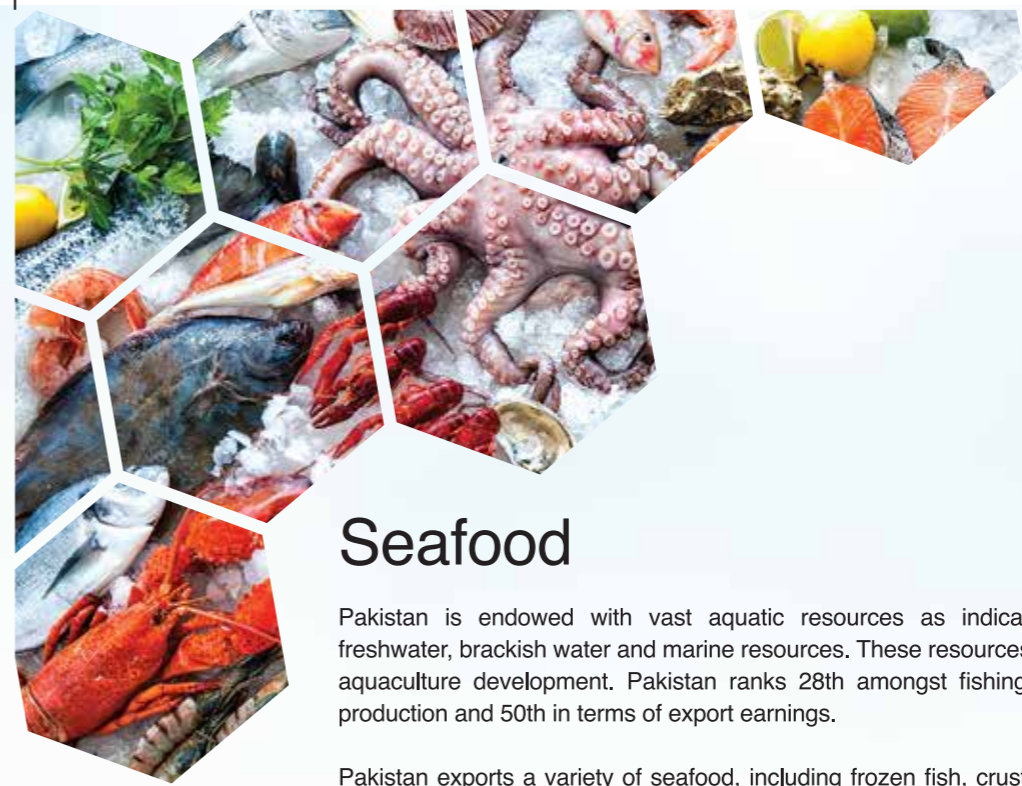
# Pink Salt or Rock Salt

The Khewra Salt Mine (or Mayo Salt Mine) is located in Khewra, Pakistan. The mine is located in the Salt Range, an outer range of the Himalaya Mountains which rises from the Indo-Gangetic Plain. It is Pakistan's largest, and the world's second largest salt mine. The mine is famous for its production of pink Himalayan salt.

Himalayan Pink and Dark Pink Rock Salt are world famous due to their natural beauty and natural processing. They contain completely natural mineral compounds that consist of not only sodium chloride but actually up to 74 minerals and trace elements in the same proportions that are found in human blood. Such salt was always associated with healthful and life enhancing effects. Recent scientific research indicates that the rediscovery of natural Himalayan rock salt may become the most important health discovery of the 21st century.

A variety of rock salt products are also available, including the natural Himalayan salt lamp, Himalayan bath salts, bath soap, cattle lick, Himalayan salt cooking plates and spa salt therapy products.

Pakistan mainly exports to USA, India, China, UK, Germany, Australia, Brazil, Italy, Afghanistan and Canada.



# Seafood

Pakistan is endowed with vast aquatic resources as indicated below, including freshwater, brackish water and marine resources. These resources are being utilized for aquaculture development. Pakistan ranks 28th amongst fishing nations in terms of production and 50th in terms of export earnings.

Pakistan exports a variety of seafood, including frozen fish, crustaceans (both in-shell and de-shelled), live, fresh, chilled, frozen, dried, salted or brined fish. Fresh or chilled fish. Fit for human consumption, dried, salted or brined smoked fish. Fit for human consumption fish fillets and other fish meat, whether or not minced, fresh, chilled or frozen. Mollusks, fit for human consumption, smoked, both in-shell or de-shelled. Live, fresh, chilled aquatic invertebrates other than crustaceans and mollusks. Live, fresh, chilled, frozen and dried fish.

