

HarvestPlus partners with academia to increase production of nutritious foods

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Nutritious Agri Future (Pvt) Ltd (NAF), a network entity of HarvestPlus Solutions, has announced strategic partnerships with key academic institutions, including the University of Agriculture Faisalabad (UAF) and the University of Veterinary and Animal Sciences (UVAS) Lahore. Two separate tripartite agreements were signed between HarvestPlus, NAF, and these academic institutions to advance biofortification research, product development, technology transfer, capacity building, and advocacy efforts. The ultimate goal is to increase the production, availability, and consumption of nutrient-enriched crops and foods to combat malnutrition in Pakistan.

This collaboration focuses on advancing the research and development of biofortified crops in Pakistan. It also facilitates knowledge exchange through training opportunities to build the capacity of researchers, value chain actors, students, and other stakeholders in biofortification. The partnerships seek to accelerate private sector involvement in biofortified commodities, including food businesses sourcing grain from farmers growing biofortified crops. This marks a significant milestone in HarvestPlus's commitment to embedding nutrient-rich crops into food systems sustainably, with a comprehensive approach spanning from crop research and development to delivering nutritious foods to consumers.

Arun Baral, Chief Executive Officer at HarvestPlus, stated, "Through these partnerships, we will strengthen our existing collaboration by exchanging experience and scientific knowledge with our academic partners to advance biofortified crops and food in Pakistan. HarvestPlus will provide technical oversight to research and development activities while sharing global experiences, best practices, and our learnings to deliver nutritious food to those who need it the most."