



"Farm to Freezer: How Cold Storage Ensures Banana Export"

On September 18th, 2024, a one-day training workshop titled **"Farm to Freezer: How Cold Storage Ensures Banana Export"** was organized by Prof. Dr. Tanveer Fatima Miano, Director of the Office of Research, Innovation, and Commercialization (ORIC) at Sindh Agriculture University (SAU) Tandojam. The workshop took place at Rashidi Fruit Farm and was aimed at providing postgraduate students with valuable insights and hands-on training on the essential steps involved in banana exportation.

The workshop provided an in-depth look at the crucial processes required to maintain the export quality of bananas, which are primarily exported to markets like Iran and the UAE. The CEO of Rashidi Fruit Farm, Mr. Shabir Shah Rashidi, was the primary trainer for the session. He shared his expertise and knowledge with the students, explaining the critical practices that ensure bananas meet the quality standards required for international export.

One of the most important aspects discussed during the workshop was the role of cold storage in preserving the freshness and quality of bananas throughout the export process. The bananas on the farm were meticulously washed twice using fungicides to eliminate any potential contaminants and reduce the risk of spoilage. After this, the bananas were carefully packed and placed in cold storage to maintain their quality during the shipping process. Mr. Rashidi emphasized that proper banana management, including effective washing, packing, and storage techniques, is essential to maintaining high export standards.

By following these best practices, banana growers can significantly improve the shelf-life and appearance of their produce, ensuring that it reaches international markets in optimal condition. Mr. Rashidi also pointed out that proper management not only helps in preserving the quality of bananas but also enhances the income potential for growers. By adhering to international export quality standards, farmers can secure better prices for their produce in foreign markets, ultimately leading to improved economic returns.

The workshop provided an excellent opportunity for postgraduate students to learn firsthand from industry experts and gain a comprehensive understanding of the critical role cold storage and proper management play in the banana export industry. This training is expected to equip students with practical skills that will benefit them in their future careers, especially those interested in agricultural exports and the horticulture sector.