

# Private Enterprise Approach to Saffron Processing, Packaging and Marketing

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**Presented by:**

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# Company Introduction

**Hamidzay Brothers Intl.Co, a private Afghan Company established in 2006 and registered in AISA (Afghanistan Investment Support Agency) for the purpose of processing and packaging of saffron.**

# Company's So far Fulfillments:

# 1. Procurement of some basic & initial machinery for the processing of saffron and start up of the business:

## - Saffron Automatic Drying

**Machine:** The new technology saffron drying machine is capable to dry approximately 1000 Kgs of saffron stigmas in 24 hrs. It is worth to mention that the foregoing machine will increase the coloring strength of saffron.



Continuation..

- **Sealing Machine:** This machine is used while sealing the the export packages under the company brand name.
- **Shrink Packaging machine:** This machine is used for packaging (covering) of various packages of saffron. Besides this machine can be used for packing of the dried vegetables.
- **Digital scales:** Used for weighing the saffron and in the mean time while procuring saffron from the farmers.
- **Vacuum Pressing Machine:** Used while pressing the crystal vials on the paper packs. These packages are mainly offered for our domestic consumers

## 2. Procurement of Packages:

### A. Consumer Packages:

We are going to offer our precious products to our esteem consumers in different designs and weights of crystal and paper packages.



## B. Export Packages:

3-layers laminated flexible bags of aluminum foil which protect the saffron from foreign elements, light, humidity and missing the natural aroma. The capacity of each bag is 05. to 1 kg. net. The bags are thermo sealed on top with the brand name of our company. Then they are placed in a firm durable carton box with the separators.





# 3. Capacity Building

- ❖ Participating in the 2<sup>nd</sup> International Symposium on Saffron Biology & Technology (ISSBT).
- ❖ Attending the 3<sup>rd</sup> symposium which will be take place in Greece.
- ❖ Potential cooperation with and technology transfer from European partners may solve the problems with microbiology.
- ❖ Visiting of foreign overseas processing & packaging companies.



## 4. Quality Control – Status Quo

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- Afghan saffron has high quality **BUT** high contamination
  - Per CRS – Michigan State University QC Test, 2005
- No facilities exist to test quality
- No government standards
- No government certification

## Quality Control – Two Approaches

- *Public Sector*
  - Government Standards Necessary
  - May take years to establish testing facilities
  - Some initial steps needed
- *Private Sector* (Short-term)
  - Test samples abroad at private expense
  - Initial step only, not comprehensive
  - Step towards ISO certification
  - Distribution of harvesting kits

- Private Sector (Long-term)
  - **Private capital** (limited) to finance equipment
  - **External capital**
    - *Development Banks*
      - AIB, AFC, National Banks
    - *New enterprise grant programs*
      - ASMED (Discussions begun) for large grant
      - FAO AALP (Discussion begun) for start-up grant
      - Keeps ownership Afghani

We strictly care about the quality of the saffron material, for this reason we do carry out all our saffron tests in a modern & well equipped laboratory which is fully running by the expert scientists in France. (Medicinal & Aromatic of France) and as well as in Herb Research Germany.

It should be mentioned the sample for the 2005 crops has recently been sent to France and the reports will be hopefully obtained very soon. Besides the samples for the 2006 crops will be sent to the foregoing lab for obtaining the required Quality Tests. The 2006 samples will be of two types **A)** Traditional Harvesting & **B)** Experimental Harvesting, which was proposed to us by the foregoing lab.

# 5. Marketing

**Saffron as the world's most valuable industrial/medicinal product is an important export commodity and is of great significance in Afghanistan's agricultural economy.**

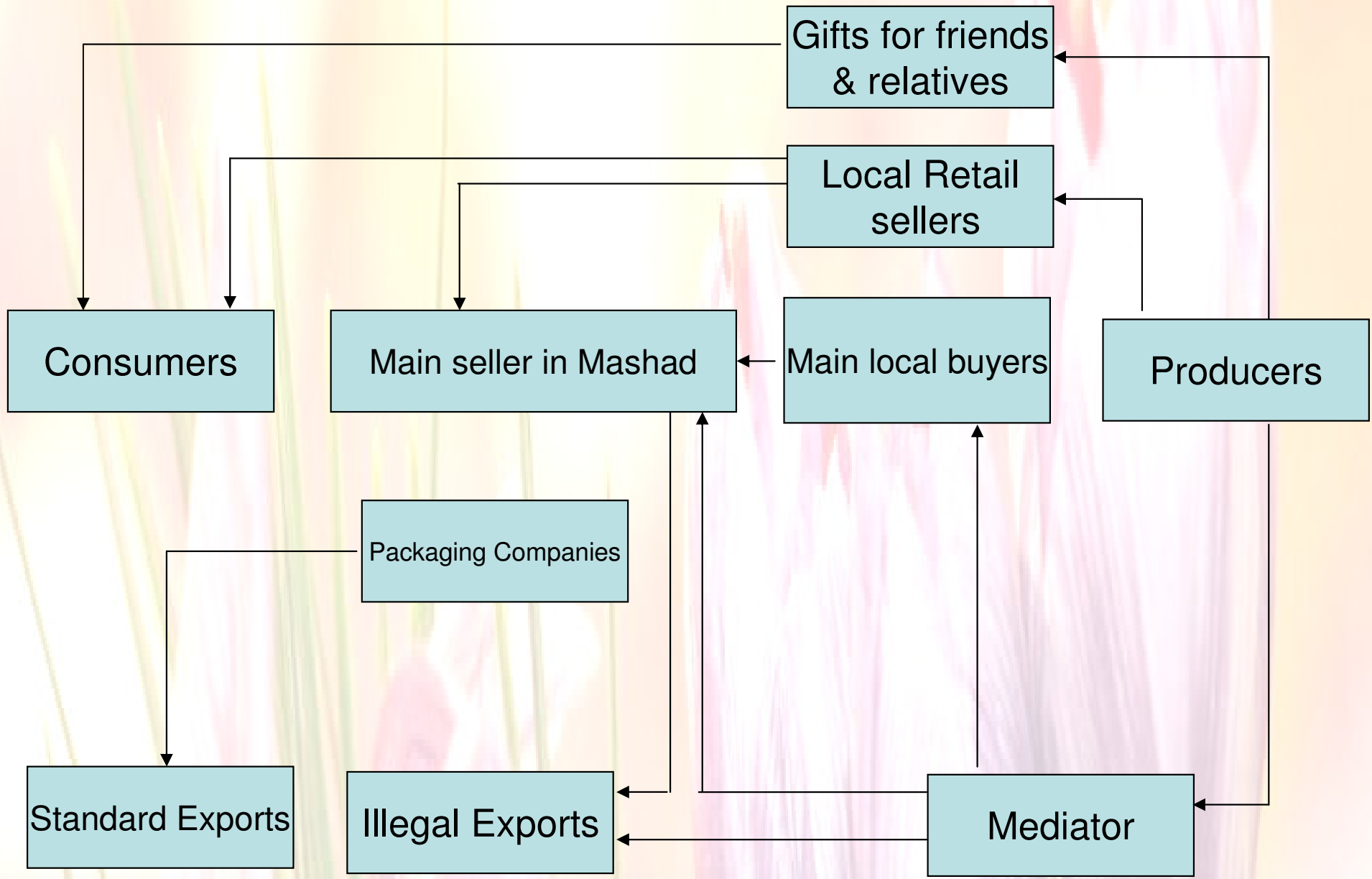
**Our company with the close contribution of CRS (Catholic Relief Services) are working together in order to find proper market for the Afghan Saffron.**

## Steps have been done for finding proper international market for Afghan Saffron

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- ❖ Market Survey in the divers international regions such as; USA, India, Germany, France etc.
- ❖ Pending queries from several buyers of the United States, India, France & Germany
- ❖ Invitation of an Indian company is presently passing its final stages.
- ❖ Participating the exhibition in Dubai DEC 15<sup>th</sup>

# Saffron marketing Chain in Herat





# Comments

We can prevent the penetration of the middlemen and/or mediators and remove them from the marketing system, if marketing from production to consumption is undertaken by saffron packaging and processing companies. Besides the saffron planters/farmers will receive the benefits.

*Thank you for your kind attention!*

