

MARKETING OF PARAS FOODS (PVT) LTD. IS OUTSOURCED TO FAIZAN COMMUNICATION INTERNATIONAL

In order to provide better services to our customers, PARAS FOODS (Pvt) Ltd has outsourced its marketing activities to Faizan Communication International (FCI). The firm is already engaged in trading of agriculture and food commodities. It plans to establish representative offices in different cities providing easy access for different food traders and fruits and vegetable exporters who may require food irradiation treatment for their products. Therefore, now FCI wishes to engage interested parties to work as their agents for marketing & promotion of food radiation services.

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Food Irradiation

To improve Shelf Life and increase exports of your food commodities

Pakistan Horticulture Development & Export Company and PAEC, Government of Pakistan has joined hands to establish first food irradiation facility of Pakistan. Irradiation facility is functional and particularly established to reduce post harvest losses and improve shelf life of agricultural and various food commodities.

Food Irradiation technology is globally being used for preservation of food commodities:

- To improve shelf life.
- To eliminate pest and insect infestation.
- To reduce bacteria and microbial load.
- To meet international quarantine requirements for exports.
- To reduce post harvest losses.
- To reduce use of chemicals and fumigants for preservation.

Following food commodities can benefit from food irradiation treatment:

- Fruits & Vegetables • Dehydrated Food • Condiments/spices • Rice
- Wheat • Cereals • Pulses • Beans • Cornflour • Sauces • Potato Powder
- Canned Food • Frozen Food • Ready to Eat Meals etc.

All exporters, stockists, distributors, wholesalers, cold stores, retailers of food commodities, hotels, bakers, dehydrated processors etc. can benefit from Food Irradiation Technology.

To promote food irradiation technology in major cities of Pakistan, Companies / Firms dealing in Agricultural and food commodities are required as representatives to be registered with the company. Please send profile at under mentioned e-mail addresses.

A new technology for food preservation in Pakistan



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