

MNS Agriculture University Hosts International Rhodes Grass Conference

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ملتان محمد نواز شریف زرعی یونیورسٹی اور میکسیم ایگری پرائیویٹ لمیٹڈ کے اشتراک سے ”رودز گراس فائن کٹ کاشت“ کے موضوع پر بین الاقوامی گول میز کانفرنس سے وائس چانسلر پروفیسر ڈاکٹر آصف علی (تمغہ امتیاز) دو دیگر خطاب کرتے ہوئے

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MULTAN: Muhammad Nawaz Sharif University of Agriculture organized an international roundtable conference on “Rhodes Grass Fine Cut Cultivation” in collaboration with Maxim Agri, bringing together farmers, researchers, industry stakeholders, and international agricultural experts to promote modern fodder production techniques and enhance export-oriented agriculture.

The conference focused on raising awareness among farmers about the importance of Rhodes grass as a high-value fodder crop, the selection of certified quality seed, and the production of export-standard dried fodder for international markets. Participants from Austria, South Africa, and Australia joined the event and shared global best practices in fodder cultivation, seed technology, and sustainable agricultural management.

Vice Chancellor Prof. Dr. Asif Ali T.I. inaugurated the conference and emphasized that Pakistan must adopt modern agricultural innovations to improve productivity and strengthen the national economy. He highlighted that fodder crops like Rhodes grass play a key role in livestock development and rural income generation, particularly in export-driven agriculture.

Representatives of Maxim Agri, including Chief Operating Officer Ms. Sania Kareem and Managing Director Mr. Faisal Fareed, underlined that high-quality dried fodder is in strong demand in Gulf countries. They noted that nearly 80 percent of Pakistan’s Rhodes grass production is

exported to the United Arab Emirates and other regional markets, where it is widely used as livestock feed. They stressed that improved seed quality, modern cultivation methods, and proper crop management can significantly increase both yield and export value.

International experts Mr. Brett Ross Richards from Australia and Mr. Johann Olivier from South Africa presented detailed insights on producing certified seed according to international standards and improving fodder quality through advanced agronomic practices.

Experts from Pakistan, including Prof. Dr. Hammad Nadeem Tahir, Dr. Wazir Ahmed, Dr. Mahmood Alam, and specialists in livestock nutrition, seed science, salinity, plant protection, and agricultural machinery, actively participated in technical discussions with progressive farmers.

The conference concluded that Rhodes grass has strong economic potential, and farmers can achieve higher profitability through certified seed usage, timely cultivation, and modern crop management practices.

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