

# SUCCESS OF PALM OIL IN FOOD SECTOR OF PAKISTAN

Pakistan is A country of 200 million of people with diversified eating practices.

By and large foods are rich in oil & fats.

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- Pakistan consumes approximately 4.5 million tons of edible oil a year.
- It is the 4<sup>th</sup> largest consumer of oil & fats in the world.
- 75% needs are met through imports while 25% through local production of oil seeds.
- Per capita consumption is around 19 kg.

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- Major oils available in Pakistani market are palm oil, soybean oil, canola oil, cottonseed oil and sunflower seed oil.
- Palm oil has been leading since last 40 years. It replaced the hydrogenated soft oils gradually from the vegetable ghee formulation.
- Since 90s Pakistan has been the most familiarized market and top user of palm oil.

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## Import of Major Oils Last 5 Years Million Tons

S#	Year	Palm Oil	Soybean Oil
1	2014	2.8	0.154
2	2015	2.7	0.185
3	2016	3.0	0.205
4	2017	3.0	0.090
5	2018	3.2	0.100
6	2019	3.3	0.100

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## Market Segmentation

S#	Segment	Million Tons/Year
1	Bakery & Industry	0.400
2	General Trade & Industry Soft Oils	0.400
3	Consumer Packs (Soft Oils & Ghee)	3.737

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## Market Segmentation

S#	Segment	Million Tons/year
01	Bakery margarine & Shortening	0.25
02	Industry Palm Olein	0.15
03	Loose Soft Oil Industry	0.15
04	GT Soft Oil	0.25

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- HORECA segment contributes 1.2 Million Tons of Oil & Fats consumption in Pakistan
- It will further increase because of population increase and urbanization.
- Activation of CPEC will be another enhancing Factor in near future.

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- Palm Oil Is Contributing Approx. 70% Due To Its Versatility, Cost Effectiveness & Availability.
- The Most Important Attribute Of Palm Oil Is That It Serves Over Wide Range Of Recipe, From Cooking, Baking, Frying And Confectionary.
- Dough Fat, Creaming Fat, Puff Pastry Margarines, Table Margarine, Shallow And Deep Frying Fat And Ice creme Fats.



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## **Brief Description About Palm Oil.**

- It Is Obtained From Palm Fruits About Size Of Small Plum.
- Fruits Are In Big Bunches Of 10-20 Kg Having Up To 2000 Fruits
- The Fleshy Cover Of Fruit Contains 50% Po. Rich In Beta Carotene And Vitamin E.

**Palm Oil**

**Fractionation**

**Palm Olein  
CP10**

**Palm Stearin  
SMP 42-52**

**Fractionation**

**Super Palm Olein  
CP6**

**Palm Mid  
Fraction  
SMP 30-34**

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## **Fractions Of Palm Oil**

- Palm Oil ( Major Use In Vegetable Ghee & Shortening)
- Palm Olein. (Major Use In Commercial Frying & Chees Processing)
- Super Palm Olein (Blends With Soft Oils For Cooking Oil)
- Palm Mid Fraction. ( Vegetable Ghee, Shortening And Specialty Fats)
- Palm Stearin. ( Puf Pastry Margarines And Non Food Purposes)

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## **Segments Of Consumption**

- Domestic Cooking & HORECA
- Industrial Use As Frying Oil And Bakery Fat. Dough Shortening, Margarines & Chocolate Fats.

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## **Market Potential**

- Despite Continuous Success Still Market For Po And Its Fractions Have Potential.
- Big Market Of Cooking Oil And Large Number Of Small Frying Operators Are Yet Un Tapped.
- Palm Olein And Super Olein Are The Two Which Are Still At Embryonic Stage In Pakistan.

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## Facts About Palm Oil and its Fractions

Fatty Acids	Palm Oil	Palm Olein	DF Palm Olein	Soybean Oil
Saturates	50%	46%	40%	15%
Mono Unsaturated	40%	42%	45%	24%
Poly Unsaturated	10%	12%	14%	61%
Total Unsaturated	50%	24%	59%	85%

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## Cholesterol Content of Different Oils

S #	Oil Type	Average Ppm	Range Ppm
1	Coconut Oil	14	5--24
2	Palm Kernel Oil	17	9--40
3	Palm Oil	18	13--19
4	Soybean Oil	28	20--35
5	Sunflower Oil	17	8--44
6	Corn Oil	50	18--95
7	Rapeseed Oil	49	25--80
8	Butter Fat	2500	2000--3000

# SUCCESS OF PALM OIL IN FOOD SECTOR OF PAKISTAN

- Naturally Trans Fat & Cholesterol Free
- Balanced Fatty Acid Composition
- High in Mono Unsaturated.
- Excellent Thermal Stability
- Low Rate of Polar Compound Generation During Frying
- Excellent Frying Performance
- Cost Effective



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## **What More To Be Done**

1. Media Campaign for Industry and Public Awareness Regarding Palm Olein and Super Palm Olein
2. Promotion of Super Palm Olein as Blend with Soybean or Canola for Cooking Oil.

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3. Introduction of Palm Olein as Domestic Frying Oil in Colored Pet Bottles.
4. Introducing Palm Olein in Bulk (16 Lit Tin) for Small Frying Vendors & Restaurants.
5. Diffusing the Wrong Perception about Hazy Oil at lower temperature.



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# THANK YOU