



Marketing of Fruits and Vegetables in India- an Overview

* V. Lilly

* Ph.D. Research Scholar, Department of Commerce, Poompuhar College (Autonomous), Melaiyur-609 107.

ABSTRACT

India's diverse climate ensures availability of all varieties of fresh fruits & vegetables. It ranks second in fruits and vegetables production in the world, after China. As per National Horticulture Database 2011 published by National Horticulture Board, during 2010-11 India produced 74.878 million metric tonnes of fruits and 146.554 million metric tonnes of vegetables. The area under cultivation of fruits stood at 6.383 million hectares while vegetables were cultivated at 8.495 million hectares. The conclusion of this study is: India produces a large number of fruits and vegetables. The majority of them have high medicinal value. Production of fruits and vegetables should be increased with priority on the basis of nutritional and medicinal values. The demand of fresh fruits and vegetables has been increasing year-by-year. Producers should objectively evaluate their own abilities, constraints and knowledge relative to growing fruits and vegetables. Fruits and Vegetables production can help increase producers' incomes but only with a very high level of management and a fairly high degree of risk. Improvements in market infrastructure such as storage facilities, cold storage, better Packaging and weighing facilities, , better road links etc., would also helpful in improving the marketing efficiency.

Keywords : Marketing, Marketing Channels, Marketing System.

INTRODUCTION

India's diverse climate ensures availability of all varieties of fresh fruits & vegetables. It ranks second in fruits and vegetables production in the world, after China. As per National Horticulture Database 2011 published by National Horticulture Board, during 2010-11 India produced 74.878 million metric tonnes of fruits and 146.554 million metric tonnes of vegetables. The area under cultivation of fruits stood at 6.383 million hectares while vegetables were cultivated at 8.495 million hectares.

India is the largest producer of ginger and okra amongst vegetables and ranks second in production of potatoes, onions, cauliflowers, brinjal, Cabbages, etc. Amongst fruits, the country ranks first in production of Bananas (31.24%), Papayas (42.11%), Mangoes (including mangosteens and guavas) (42.24%), Lemons and limes (21.77%).

The vast production base offers India tremendous opportunities for export. During 2011-12, India exported fruits and vegetables worth Rs.4801.29 crores which comprised of fruits worth Rs.1779.49 crores and vegetables worth Rs.3021.74 crores. Mangoes, Walnuts, Grapes, Bananas, Pomegranates account for larger portion of fruits exported from the country while Onions, Okra, Bitter Gourd, Green Chillies, Mushrooms and Potatoes contribute largely to the vegetable export basket. The major destinations for Indian fruits and vegetables are Bangladesh, UAE, Pakistan, Malaysia, Sri Lanka, UK, Saudi Arabia and Nepal. Though India's share in the global market is still nearly 1% only, there is increasing acceptance of horticulture produce from the country. This has occurred due to concurrent developments in the areas of state-of-the-art cold chain infrastructure and quality assurance measures. Apart from large investment pumped in by the private sector, public sector has also taken initiatives and with APEDA's assistance several Centers for Perishable Cargoes and integrated post-harvest handling facilities have been set up in the country. Capacity building initiatives at the farmers, processors and exporters' levels has also contributed towards this effort.

MARKETING OF FRUITS AND VEGETABLES

Marketing of horticultural crops is quite complex and risky due to the perishable nature of the produce, seasonal production and bulkiness. The spectrum of prices from producer to consumer, which is an outcome of demand and supply of transactions between various intermediaries at different levels in the marketing system, is also unique for fruits. Moreover, the marketing arrangements at different stages also play an important role in price levels at various stages viz. from farm gate to the ultimate user. These features make the marketing system of fruits to differ from other agricultural commodities, particularly in providing time, form and space utilities. While the market infrastructure is better developed for food grains, fruits and vegetables markets are not that well developed and markets are congested and unhygienic (Sharan, 1998).

DIFFERENT MARKETING CHANNELS

- Producer-trader-wholesaler-retailer-consumer.
- Producer-trader-retailer-consumer.
- Producer-trader-consumer.
- Producer-consumer.

AN EFFICIENT MARKETING SYSTEM CAN:

- Reduce post-harvest losses.
- Enhances farmers' realisation.
- Reduce consumer price.
- Promote grading and food safety practices.
- Induce demand-driven production.
- Enable higher value addition.
- Facilitate export.

INDIA IS BECOMING AN IMPORTANT MARKET IN THE GLOBAL FRUIT AND VEGETABLE TRADE

Competent AgriSolutions offers a full service consultancy cum supply chain Solutions Company covering the entire gamut of food and agricultural sector and sub-sectors with the fruit and vegetable trade in India as the main focus. Competent AgriSolutions provides innovative farm to market supply chain solutions in retail and wholesale segments of fresh, frozen, fresh-cut and dehydrated Fruits & Vegetables.

Its clients are established businesses, agri start-ups and overseas companies who wish to diversify or enter into Indian fresh produce trade or set up retail chains for perishable produce. The company also provides sourcing and marketing assistance, both for commodities and machinery / equipment, to organized retail, food processing companies and individuals in addition to being a technical advisory and project consultancy for larger infrastructure projects like wholesale produce markets, food parks and cold chain initiatives being undertaken under aegis of Indian Government agencies like NHB, MOFPI, NHM, NABARD etc. Competent Agri Solutions is also involved in project planning, introducing new products to the market and is also involved in linking small villages who produce fresh produce to enable them to supply large assured markets, particularly organized retailers. This helps farmers increase their income by cutting out the middle man, improving productivity, reducing cost of production besides producing higher quality fruit and vegetables due to less / improved handling across the supply chain.

IMPORTANCE AND SCOPE OF FRUITS AND VEGETABLES PRESERVATION

Being perishable in nature 35 to 40% losses due to deterioration. Therefore, we should preserve them for storage. Fruits and vegetables are protective foods. As per International Council of Medical Research. "Everyone should consume 85 gm. of fruits per day". By preserving the fruits and vegetables and their products we can enjoy them in off season. It improves employment of labours.

As far scope is concerned, the production of fruits and vegetables will be increased to a large extent. So to avoid glut in the market, they can be processed, preserved and enjoyed in off season. Different bi-products can be prepared from fruits and vegetables.

The importance of fruits and vegetables are well known by the Indians as fruits and vegetables have immense food value in

Vitamins and minerals which are main source of nourishment and body building. Storage of food material in perfect consumable condition for a longer time without undergoing any spoilage is an important necessity. Due to heavy glut in the market fruits and vegetables get spoiled due to lack of storage facilities. India is an ideal country that all the important fruits and vegetables can be produced due to varied soils of climatic conditions. However, fruits and vegetables are cheap in the season and wasted due to spoilage at greater extent. By growing fruit and vegetables being they are cash crops farmers get more income from the field. Therefore, to avoid the spoilage processing units are to be installed. It has been reported by AIPEDA (Agriculture and Product Export and Development Authority) that the import of fruits has been growing 37% annually. Considerable losses also occur due to improper handling transportation and lack of processing and preservation units. By using various methods shelf-life of fruits and vegetables can be extended and used as material for processing units.

CONCLUSION

India produces a large number of fruits and vegetables. The majority of them have high medicinal value. Production of fruits and vegetables should be increased with priority on the basis of nutritional and medicinal values. The demand of fresh fruits and vegetables has been increasing year-by-year. Producers should objectively evaluate their own abilities, constraints and knowledge relative to growing fruits and vegetables. Fruits and Vegetables production can help increase producers' incomes but only with a very high level of management and a fairly high degree of risk. Improvements in market infrastructure such as storage facilities, cold storage, better Packaging and weighing facilities, better road links etc., would also be helpful in improving the marketing efficiency.

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