

## *Practical 2*

# **VISIT TO A FRUIT, VEGETABLE & A FLOWER MARKET**

### **EXERCISE**

2.1 : Visiting a local market to identify different fruits, vegetables and floricultural crops on the basis of plant part consumed/used.

### **OBJECTIVES**

To visit a local market to identify different fruits, vegetables and floricultural crops on the basis of their importance.

**Delivery Schedule:** 4 periods

### **Students Expectations/ learning objectives**

- Identification of different fruits, vegetables and floricultural crops on the basis of their economic plant parts being sold in the market
- Classification of the fruits, vegetables and floricultural crops into the appropriate category as per the plant part used

### **Prelearning required**

- Preliminary knowledge about different fruits, vegetables and floricultural crops
- Basic knowledge about market requirements of fruits, vegetables and floricultural crops

**Handout and material required:** paper sheet, pen to note down the instructions, pictures of different fruits, vegetables and floricultural crops.

## **2.2. VISIT TO A FRUIT MARKET**

### **INTRODUCTION**

Marketing of fruits is quite complex and risky due to the perishable nature of the fruits, 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 to the ultimate user. These features make the marketing system of fruits and vegetables 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 much well developed and markets are congested and unhygienic.



A view of a general fruit and vegetable market

When you go to a fruit market, you will find different fruits, which are sold at whole sale rate. Major fruits are mango, banana, grapes, oranges, mandarins, papaya, litchi, guava, apples, plums, pear, peach, apricot, pomegranates, etc. Several times, we do not know the name of fruits. Hence, you can take help of the vendor or shopkeeper for its identification. In the fruit market, you can also see some other facilities. When you go for a practical in the fruit market, please take a coloured print out of the fruits or a book with you for easy identification of fruits.

## Market infrastructure

Better infrastructure facilities are said to improve the producers' share in the consumers' rupee. The infrastructure facilities required for this purpose include:

- storage (go-down) facilities,
- cold storage facilities,
- availability of ripening chambers,
- better loading and weighing facilities,
- proper stalls,
- better road links etc.

### Identification of different fruits

| Fruit   | Photograph  | Fruit  | Photograph  | Fruit      | Photograph  |
|---------|---|--------|---|------------|---|
| Apple   |   | Papaya |  | Mango      |  |
| Apricot |  | Peach  |  | Grapes     |  |
| Avocado |  | Pear   |  | Gauva      |  |
| Banana  |  | Phalsa |  | Jack fruit |  |

|          |   |              |  |        |   |
|----------|---|--------------|--|--------|---|
| Ber      |  | Plum         |  | Lemon  |  |
| Fig      |  | Pomegranate  |  | Litchi |  |
| Mandarin |  | Sweet orange |  | Cherry |  |

### STUDENT'S ACTIVITIES/EXERCISES

- List out all the fruits available in the market you have visited and classify them as tropical, subtropical and temperate groups.
- Observe whether all the above mentioned infrastructure facilities are available in the market you have visited.
- Observe the difference between wholesale and retail prices of different fruits and vegetables.
- Note the different packaging material used for bulk handling and retail handling of different fruits.

### 2.3. VISIT TO A VEGETABLE MARKET

#### INTRODUCTION

All parts of herbaceous plants eaten as food by humans, whole or in part, are generally

considered vegetables. Vegetables include leaves (lettuce), stems (asparagus), roots (carrots), flowers (broccoli), bulbs (onion), seeds (peas and beans) and of course the botanical fruits like cucumbers, squash, pumpkins, and capsicums. Vegetables are identified by various means based on their economic part used, colour, shape, size etc. In a market, the vegetables can be easily identified on the basis, of their economic parts, which we consume as raw or cooked. Each part of a plant has certain characteristic features that can be used for identification of different vegetables. Now-a-days, consumers are aware about the nutritive value of vegetables, thus these days each and every vegetable is available in the market irrespective of the region in which it is grown. Therefore, it is indeed necessary to the students to plan a visit to a market to get familiar with different vegetable crops consumed as food in our daily routine.

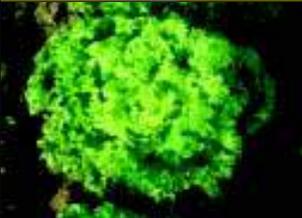
### *Tips for easy identification of Vegetables*

- Take the pictures of different vegetables with you while visiting a vegetable market. You can identify vegetables by matching them with the photo prints.
- Try to classify the vegetables on the basis of their physical characteristics like colour (red, yellow, green, purple, orange), shape (long, round, oval), texture (smooth, rough, warty, hairy), size (large, medium, small) and type of plant part used (root, stem, leaves, flower, fruit and seeds).
- Identify the vegetables based on plant part consumed.
- Identify the vegetables on the basis of other plant parts also which are not directly consumed such as leaves of carrot, beets have red stems and green leaves.
- If you are unable to identify a vegetable, you may ask the vendor about the name of vegetable and its plant part consumed either in raw or cooked form.

### **Important vegetables and their economic plant parts**

| Name     | Plant part consumed as vegetable | Photograph  | Name   | Plant part consumed as vegetable | Photograph  |
|----------|----------------------------------|---|--------|----------------------------------|---|
| Broccoli | Flower                           |  | Carrot | Roots                            |  |

|             |           |   |              |                 |   |
|-------------|-----------|---|--------------|-----------------|---|
| Cauliflower | Curd      |    | Radish       | Roots           |    |
| Cabbage     | Leaves    |    | Sweet Potato | Roots           |    |
| Peas        | Pod       |    | Turnip       | A modified stem |    |
| Beans       | Pod/fruit |    | Potato       | A modified stem |    |
| Tomato      | Fruit     |   | Pumpkin      | Fruits          |   |
| Brinjal     | Fruit     |  | Cucumber     | Fruits          |  |
| Capsicum    | Fruit     |  | Bitter gourd | Fruits          |  |
| Chili       | Fruit     |  | Sponge gourd | Fruits          |  |

|         |        |   |              |        |   |
|---------|--------|---|--------------|--------|---|
| Garlic  | Clove  |  | Bottle gourd | Fruits |  |
| Lettuce | Leaves |  | Musk melon   | Fruit  |  |
| Onion   | Bulb   |  | Spinach      | Leaves |  |

## STUDENT'S ACTIVITY/EXERCISE

Visit a local market and identify different vegetables. Record your observations with respect to various characteristics in the data sheet.

## 2.4. VISIT TO A FLOWER MARKET

### INTRODUCTION

Flower market refers to place where the flowers are purchased or sold in bulk. It is one of the important components of the marketing. In flower market, both domestic and export/international trade activities takes place. Three component viz., producers, sellers and buyers play an important role in a flower market. Since flowers are perishable in nature, therefore flower business is concentrated in early morning hours or evening hours for wholesale.

Flowers are brought from different destinations in any flower market for sale. In Delhi market, flowers come from places such as Pune, Bangalore, Punjab, Himachal Pradesh, Uttarakhand, Uttar Pradesh, North Eastern States, Kerala, etc. In some of the flower markets, farmers have made association i.e. Flower Grower Association for selling their products. The benefit of such association is that middle man is not involved and farmers get remunerative price of their produce. They sell their produce through auction. For example, auction centre for Jasmine loose flowers at Satyamanglam, T.N. There are 100s of flower vendors in the market who come from far off places every day and make their living by selling the different variety of flowers. Most of the florists from different parts of Delhi also come here to buy the flowers. They buy the flowers at cheaper rates, but sell them at much higher rates.

Once you enter the market, you would see lines of vendors or florists selling different types of cut flowers that are imported from other cities and countries. The fragrances from the flowers like roses, chrysanthemums, rajnigandha would greet you here. Flower market is a wholesale market so you can get your favourite flowers at a very low price here.

A **flower market involves** various floricultural segments such as cut flowers, loose flowers, dry flowers, foliage plants, value added products, etc.

## Flowers

Flowers come here from all over India -as well as from distant countries like Thailand, China and Holland amongst others. Variety of flowers in flower market includes cut flowers such as rose, gladiolus, chrysanthemum, carnation, gerbera, orchids, liliun, heliconia, Bird of paradise, anthurium, etc., and loose flowers like marigold, jasmine, crossandra, tuberose, desi rose, etc.

## Leaves /Foliage

Different types of leaves and branches are also sold in market, which are used for decorating the flowers. These are especially popular with the florists who use them in the bouquets.

## Bamboo and plants

The flower traders also sell bamboos and other plants that can be used at your home.

## Dry flowers and their products

The market also has its share of dry flower vendors who sell a large variety dry flowers, dry flower baskets and pot-pourri that could be a part of your home decor or used as gift items.

## Bouquet Accessories

The **flower market** sells various other products and accessories that are often required by the florists. For example, one can buy different colour nets, cellophane sheets with different designs, branch wires and sponges used for the bouquets, sparkle, cello tape, scissors, and ribbons in different colours and so on. Cane baskets, glass jars and other accessories can also be found here and are sold at very low prices.

## Prices in the flower market

As in other markets, bargaining is a thumb rule here as well. For example, a high quality rose one would buy for Rs. 15 in a retail shop, but here in flower market, this can be purchased for Rs. 4



Dry flowers and value added products at a flower market



A view of open flower market



Products and accessories required for value added products of flowers

only. During peak season, usually lasting September - February, and in short bursts at other times, prices can be higher with sellers less willing to discount their products.

### **Important things to remember during visit to a flower market**

- If you have time constraint, then make sure to reach market early, make good purchase and leave by time.
- Although it is a wholesale market, but individual customers can also buy flowers for their personal use.
- If you are planning to buy a large number of flowers then make sure that your vehicle is parked near the market.
- It is advisable for girls/women to not visit the market alone. If there is no option, then you can reach market little late after morning.
- If you are looking for cheap deals, the best time to visit the market is around 8.30 AM when the flower sellers start winding up and are ready to sell their flowers at low prices.
- Different vendors ask for different prices for the same flowers. Therefore, it is better to explore the market a little before you start buying.
- If you are buying roses, then check them before you buy or else you may be handed wilted or old flowers.

### *Activities for teachers and students*

- Teachers should plan a visit to a flower market. Take some live samples of flowers along with data sheet for easy identification of flowers in the market. Take some book having coloured photographs. You can take help of the persons dealing with flowers also.
- Students can get aware of the major marketing activities like selling, buying, bargaining, etc. of the produce.
- They can get idea about the price fixation of flowers according to produce like roses-which colour is having maximum demand.
- Students can get acquainted with overall demand of the country with respect to flowers. At the same time, they can get an idea how demand graph will be in future.
- Students can get awareness of the problems and hindrance in selling of the produce and can have an idea about solution.
- Students can get an exposure to different types of packaging for distant or nearby market and how packaging varies from flower-to-flower i.e., cut or loose flowers.

### **STUDENT'S ACTIVITIES/EXERCISES**

The students should visit nearby flower market and record the following observations

- Flowers present in the market
- Flower prices
- Foliage available in the market
- Dry flowers and their products
- Accessories required for making value added products
- Identify and make a list of new flora present in the market
- Handling of flowers during sale
- Packaging material used for various flowers

## RESOURCE MATERIAL

- Bose, T.K. and Som, M.G. (1990). Vegetable crops in India. Naya Prokash, Kolkata.
- Bose, T.K. and other (1993). Fruit crops of India. Naya Prokash, Kolkata.
- Randhawa G. S. Mukhopadhyay, A. (2007). Floriculture in India. Allied publishers Pvt. Ltd., New Delhi.

