

Exercise

Visiting a local market to know about marketing of different fruits and their identification

Objectives

- To visit a local market to identify different fruits and studying the marketing of different fruits.

Delivery Schedule: 02 periods

Students Expectations/ learning objectives

- Identification of different fruits, which are being sold in the market
- Studying the marketing channels of fruit crops
- To know about traders, middle men, commission agents involved in marketing channel of fruit crops
- Finding out the scope of different fruits in the market

Handout and material required: Paper sheet, pen to note down the instructions, pictures of different fruits, agents and their mobile numbers.

Pre-learning required: Preliminary knowledge about different fruits and their perishable nature. Basic knowledge about marketing of fruit crops.

Introduction

Students may find different types of fruits sold at whole sale rates and retail rates during their visit to fruit market. Major fruits are mango, banana, grape, orange, mandarin, papaya, litchi, guava, figs, avocado, apple, plums, pear, peach, apricot, pomegranate, *phalsa*, *jamun* etc. Some times, students do not know the fruits. Hence, students can take help of the vendor or shopkeeper. When you go for a practical in the fruit market, please carry a book having coloured photographs of important fruit for easy identification. The demand for fruits is greatly increased in recent times with increase in the purchasing power and health awareness. Fruit growers usually find it easy to produce fruits but marketing of fruits is a big challenge. The major problem is not the perishable nature of fruits but marketing channels and lack of regulated fruit markets. As a result, fruits are sold through

For teachers...

- Arrange students visit to a fruit market.
- Ask the students to observe how farmers bring their fruits to mandi and how the sale agent starts bidding for fruit produce.
- Students should prepare list of whole sale rates of different fruits and compare them with the rates at retail counters.
- Ask students to note down activities they have observed during their visit to fruit market.

middlemen or commission agents, who earn maximum and farmers are getting less price of their fruit produce. It is therefore important for the students to know about marketing channels by interacting with the vendors, shopkeepers and fruit growers. In India there are few organizations (HOPCOMS, Mahagrape, Mahamango etc.) which help the fruit growers in getting reasonable prices of the fruit produce.









A view of a general fruit and vegetable market










Observations on market infrastructure

In the market, students will find infrastructure facilities, which are required to avoid distress whole sale of fruits. The infrastructure facilities required for this purpose includes:

- Storage (go-down) facilities
- Cold storage facilities
- Availability of ripening chambers
- Better loading and weighing facilities
- Proper stalls
- Better road links

Identification of different fruits with the help of photographs

Fruit	Photograph	Fruit	Photograph	Fruit	Photograph
Apple		Papaya		Mango	
Banana		Peach		Grapes	

Apricot		Pear		Guava	
Ber		Plum		Lemon	
Pomegranate		Mandarin		Litchi	
Cherries		Blueberries		Raspberries	

Students Activities

- List out all the fruits available in the market you have visited and classify them in tropical, sub-tropical and temperate groups
- Make a list of infrastructure facilities available in the market you have visited
- Observe the difference between wholesale and retail prices of different fruits
- Note the different packaging material used for bulk handling and retail handling of different fruits
- List out all the activities which are necessary for getting higher rates for the produce
- Chalk out the possibility of marketing of the fruits which you grow in your orchard

Study Material

- Bal, J.S. (2007). Fruit growing. Kalyani Publishers, Ludhiana, India.
- Bose, T.K., Mitra, S.K. and Sanyal, D. (2001). Fruits: Tropical and Subtropical (Vol. 1). Noya Udyog, Kolkata-6.
- Chadha, K. L., Bindra, A. S. and Bal, J. S. (1993). Training and pruning in grape. In: Advances in Horticulture Vol. 2, Eds. K. L. Chadha and O. P. Pareek, Malhotra Publishing House, New Delhi, pages 687-705
- Chadha, K.L. (2001). Handbook of Horticulture. ICAR, New Delhi.
- Chattopadhyay, T.K. (2008) A textbook on Pomology, Vol. 4 (Sub-tropical fruits), Kalyani publishers, Ludhiana, India.
- Singh, R, and Saxena, S.K. (2008). Fruits. National Book Trust, New Delhi.