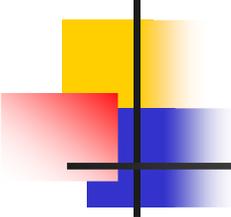


# Horti-Business in Maharashtra



**Dr. Prabhakar Firke,  
Director Horticulture,  
Maharashtra State, Pune**

13/11/08

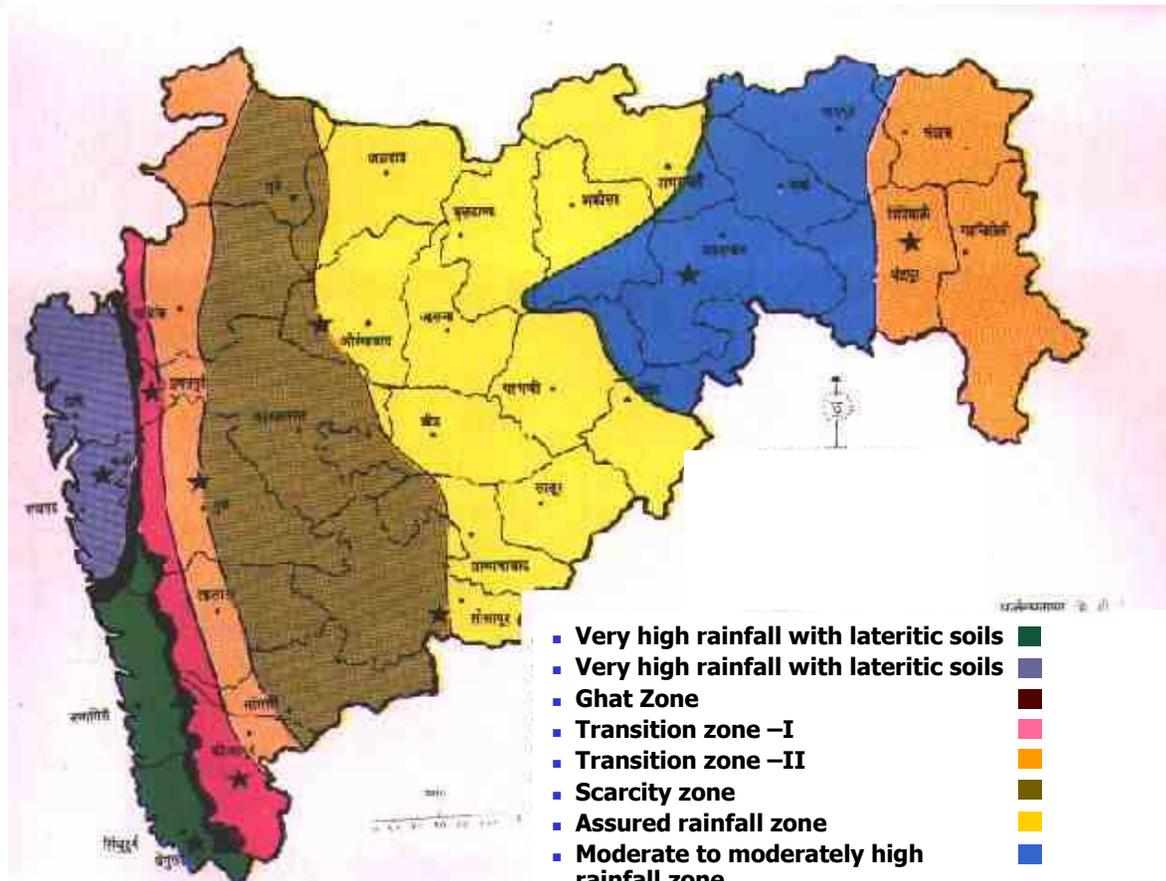


## **MAHARASHTRA - SALIENT FEATURES**

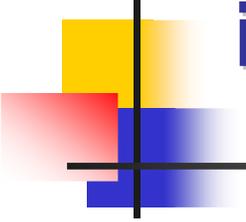
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- **Geographical area**            **307.58 Lakh ha.**
- **Gross cropped area**        **223.81 lakh ha.**
- **Cropping intensity**         **127%**
- **Gross irrigated area**        **36.67 Lakh ha. (16.4%)**
- **Area under light soils**     **40%**
- **Drought Prone Area**        **52%**

# Agro Climatic Zones of Maharashtra



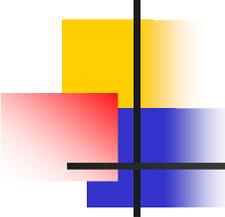
- Very high rainfall with lateritic soils ■
- Very high rainfall with lateritic soils ■
- Ghat Zone ■
- Transition zone -I ■
- Transition zone -II ■
- Scarcity zone ■
- Assured rainfall zone ■
- Moderate to moderately high rainfall zone ■
- High rainfall zone with soils formed rocks of mixed origin ■



# **Maharashtra's Strengths in Horticulture**

---

- **Diverse agro-climatic conditions**
- **Strong research support –  
Four agricultural universities**
- **National Research Centers for grapes, citrus,  
onion-garlic and Pomegranate**
- **Horticulture Training Center, Talegaon**
- **Strong co-operative network**
- **Proximity to international airport & sea port provides  
logistic advantages**
- **Strong crop based farmer's organizations**
- **Innovative farmers**

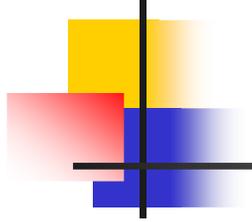


# Growers Organizations

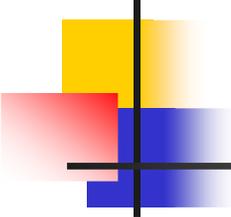
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- **Grape Growers Association (MRDBS)**
- **Mango Growers Association**
- **Pomegranate Growers Association**
- **Banana Growers Association**
- **Sapota Growers Association**
- **Orange Growers Association**
- **Sweet Orange Growers Association**
- **Kagzi Lime Growers Association**
- **Guava Growers Association**
- **Aonla, Fig, Custard apple Growers Association**
- **Vegetable Growers Association**
- **Flower Growers Association**
- **WIFA (Western India Floriculturist Association)**
- **Medicinal & Aromatic Plants Growers Association**
- **Nursery Owners Association**

# Farmers Partnership Cooperatives for Marketing



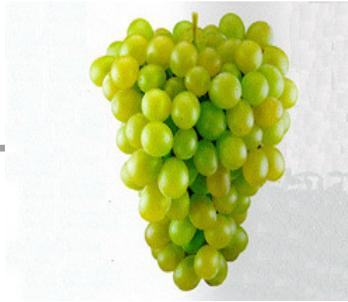
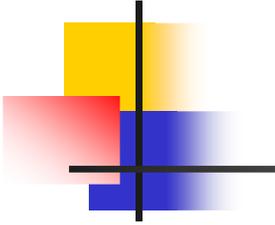
- **Mahagrapes**
- **Mahamango**
- **Mahabanana**
- **Mahaanar**
- **Mahaorange**

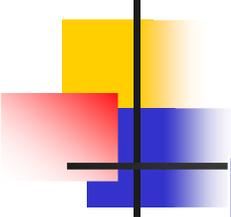


## Status of fruit crops in Maharashtra

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- **Area before 1990** : **2.42 Lakh ha.**
- **New plantations** : **13.32 Lakh ha.**
- **Total area** : **15.74 Lakh ha.**
- **Number of villages** : **39411**
- **Productive area** : **9.14 lakh ha.**
- **Production** : **103.2 lakh Mt**
- **Number of growers** : **17.51 lakhs**
- **Expenditure** : **Rs. 123408 lakhs**
- **Gross annual turnover** : **Rs. 6300 Crores**
- **Man days generated** : **3300 lakh**

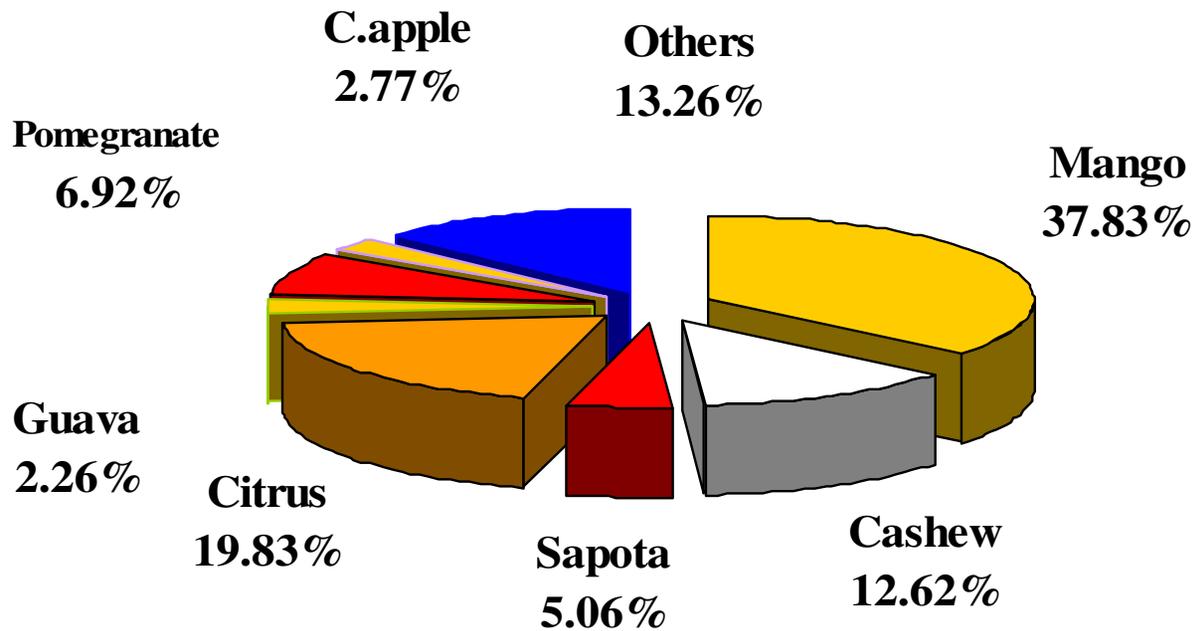


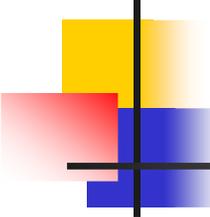


# Area under major horticultural crops in Maharashtra

Sr. No.	Crop	Area in Ha.
1	Mango	463589
2	Cashew Nut	159983
3	Grapes	44680
4	Pomegranate	96408
5	Banana	80047
6	Mandarin	126671
7	Sweet Orange	115433
8	Sapota	72670
9	Onion	124000
10	Floriculture (Green House)	374

# Principal Fruit Crops



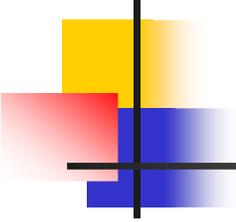


# Agri Export Zones in Maharashtra

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- **Mango (Alphonso):** Ratnagiri, Singhudurg
- **Mango (Kesar) :** Aurangabad, Jalna, Beed, Latur, Ahmednagar and Nashik
- **Grapes :** Nashik, Pune, Ahmednagar, Solapur, Satara, Sangli, Latur, Osmanabad
- **Onion :** Nasik, Pune, Satara, Ahmadnagar, Solapur & Jalgaon
- **Orange :** Amravati and Nagpur
- **Pomegranate :** Nasik, Solapur, Pune, Ahmadnagar, Latur, Beed & Sangli
- **Banana :** Jalgaon, Dhule, Hingoli, Nanded, Parbhani, Buldhana & Wardha

# Parks in Maharashtra

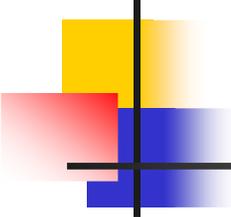


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- **Floriculture** : **Pune ( Talegaon)**
- **Food Parks** : **Pune( Chordia-Shirval),  
Nagpur(MAIDC- Butibori)  
Nagpur ( Haldiram)**
- **Wine Park** : **Nasik( Vinchur),  
Sangli( Palus)**

# Supply Chain Support in Maharashtra

- **Inland Container Depots (ICD)** : **Six - Mumbai, Chinchwad, Nagpur, Bhusawal, Aurangabad, Miraj**
- **Regional Plant Quarantine Centre** : **Shiwdi (Mumbai)**
- **Airport-Air Cargo Facilities** : **Mumbai, Pune, Aurangabad, Nagpur**
- **Sea Port** : **JNPT Mumbai**
- **Vapour Heat Treatment Plant** : **Washi (Mumbai)**
- **Irradiation Plant** : **Lasalgaon (Nashik)**
- **Phytosanitary Certificate facility for export** : **(07) Pune, Nasik, Sangli, Solapur, Amravati, Ratnagiri, Sindhudurgh**
- **PEQ facilities for import inspection** : **Four Agriculture Universities**



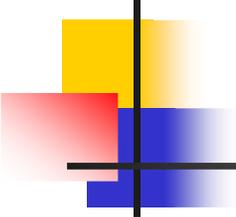
## Status of Grape Wine Production in Maharashtra

Sr. No.	Particulars	India	Maharashtra
1	Total Wineries (No.)	54	51 (95%)
2	Wine Production (Million Litre)	14.2	13.2 (93%)
3	Total investment (in Rs. Million)		2477.1

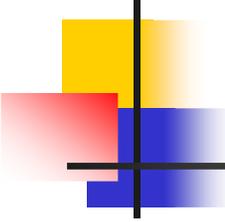
- Nodal Agency - Maharashtra Industrial Development Corporation (MIDC)
- Wine Varieties - White Wine - Sherin Blanc, Saivgnon, Blone, Risling  
Red Wine - Carbenets, Sauvignon, Shirashiraz, Metro, Pinotarior  
Rosae Still Wine, Zinfandel

# Food processing units in Maharashtra

## Registered under FPO



Sector	Home Scale	Cottage Scale	Small Scale A	Small Scale B	Large Scale	Total
Private	48	34	31	111	183	427
Co-op.	3	0	4	3	3	13
Public	5	0	1	1	1	8
<b>TOTAL</b>	<b>56</b>	<b>34</b>	<b>36</b>	<b>115</b>	<b>187</b>	<b>448</b>

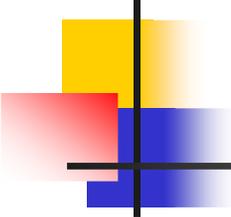


# Status of GAP in Maharashtra

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- GAP integrates the application of new production system such as IPM, ICM & INM for commercial production of agricultural products
- Quality certification in agriculture

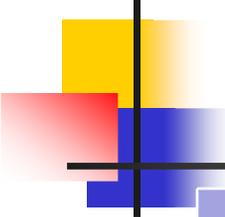
<b>Sr. No.</b>	<b>Crop</b>	<b>EUREPPGAP Certified Farms</b>
<b>1</b>	<b>Grape</b>	<b>2000</b>
<b>2</b>	<b>Mango</b>	<b>200</b>
<b>3</b>	<b>Pomegranate</b>	<b>50</b>



## **Exports – Residue Monitoring Plan for Grapes (RMP)**

---

- **Districts covered** : **Ten districts**
- **Farms registered** : **19795**
- **Residue Testing Labs** : **9 laboratories accredited by APEDA  
(4 in Maharashtra)**
- **Testing** : **92 pesticides residues**
- **Packing & grading** : **130 pack houses accredited by APEDA**
- **Export of Grapes** : **40000 MT to EU countries**
- **No. of exporters** : **200**
- **Highlights** : **- On line transactions  
Farm Registration to Export**
- **- Complete traceability**
- **- Bar coding system**



## Export of Fresh Fruits and Vegetables from Maharashtra

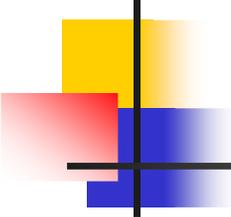
Sr. No.	Crop	% share of export from India
1	Grape	98
2	Mango	65
3	Onion	90
4	Vegetables	68

**Maharashtra is leading state in export of fresh fruit & vegetables**

# Export of Horticultural Produce from India - 2006-07

Qty. in MTS

Sr. No.	Item	Qty.
<b>1</b>	<b><i>Floriculture &amp; Seeds</i></b>	
	Floriculture	42016.60
	Fruits & Vegetables Seeds	8031.09
	Total for Floriculture & Seeds	50047.69
<b>2</b>	<b><i>Fruits and Vegetables</i></b>	
	Fresh onions	1378373.17
	Other Fresh Vegetables	275907.23
	Dried Nuts(Walnuts)	5062.06
	Fresh Mangoes	79060.88
	Fresh Grapes	85897.78
	Other Fresh Fruits	159569.43
	Total for Fruits and Vegetables	1983870.55

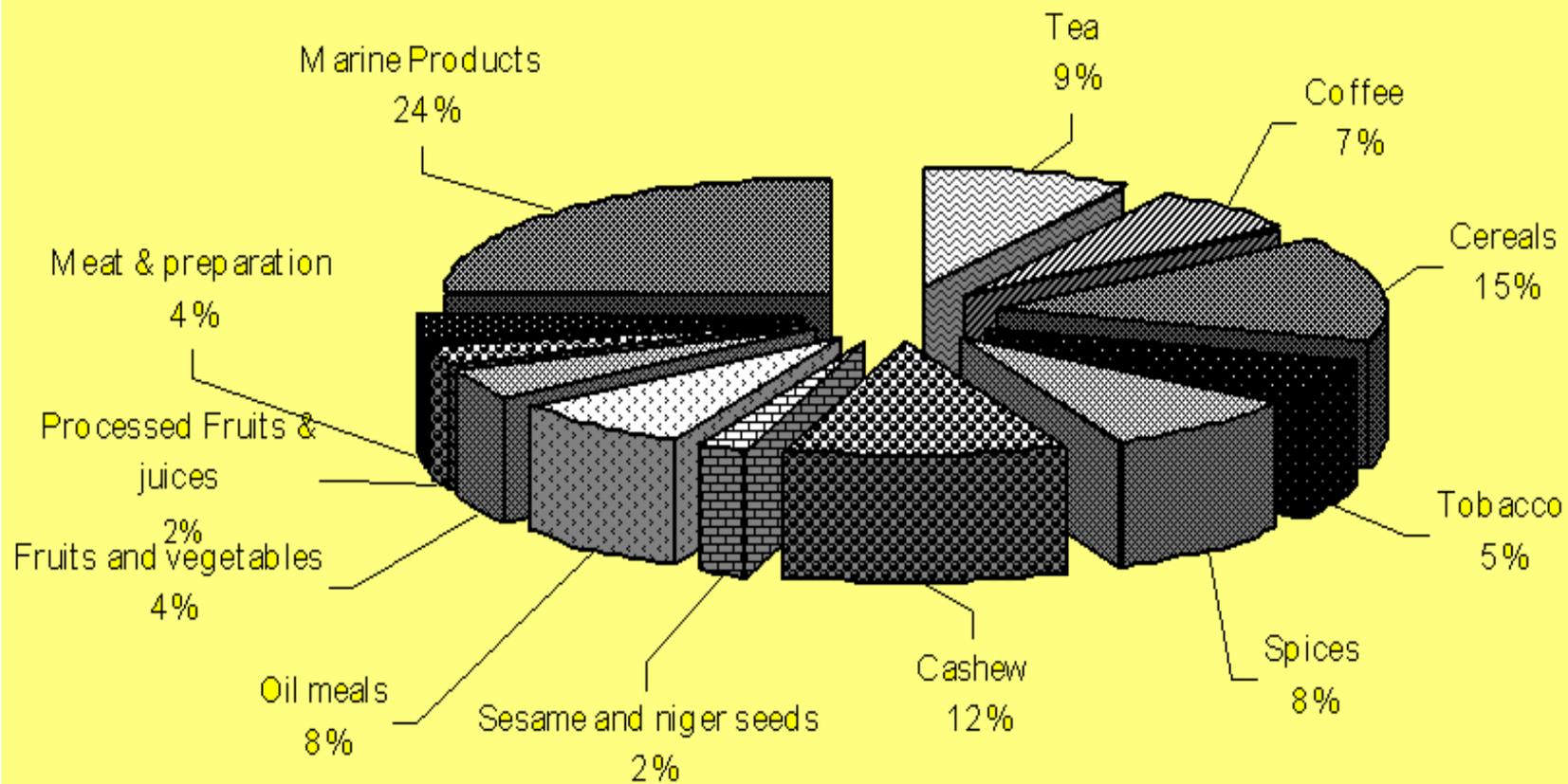


## **Export of Processed Fruits & Vegetables from India - 2006-07**

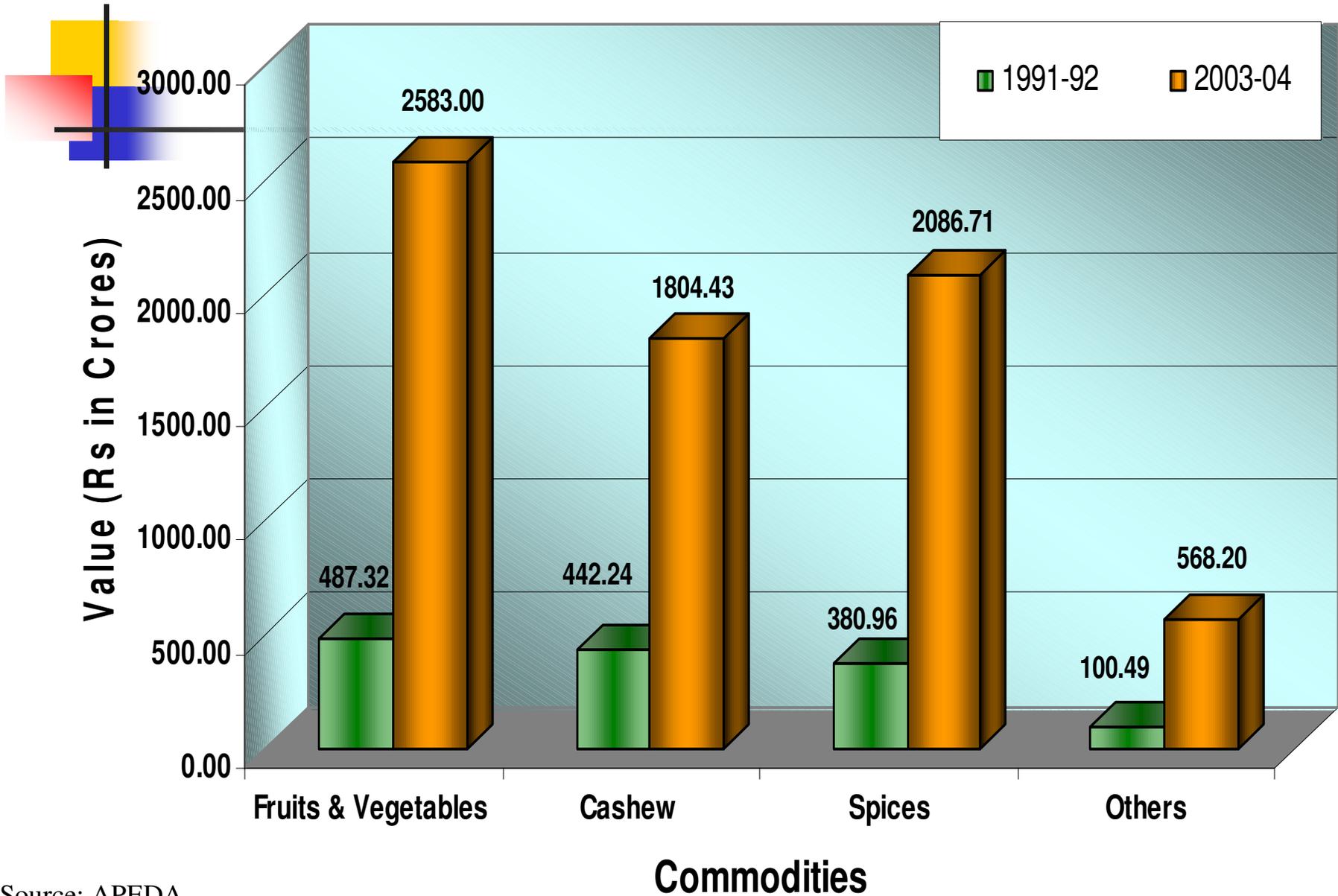
Qty. in MTS

<b>Item</b>	<b>Qty.</b>
<i>Processed Fruits &amp; Vegetables</i>	
<b>Dried &amp; Preserved Vegetables</b>	<b>118787.46</b>
<b>Mango Pulp</b>	<b>156835.51</b>
<b>Pickle &amp; Chutney</b>	<b>145216.00</b>
<b>Other Processed Fruits &amp; Vegetables</b>	<b>129110.05</b>
<b>Pulses</b>	<b>247532.33</b>
<b>Total for Processed Fruits &amp; Vegetables</b>	<b>797481.35</b>

# India's export contribution



# Export of Horticultural Commodities

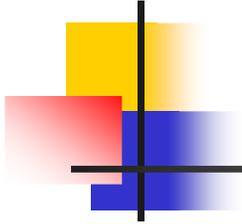


Source: APEDA



# Major Challenges for the Indian Food Industry

- Consumer education that processed foods can be more nutritious
- Low price-elasticity for processed food products
- Need for distribution network and cold chain
- Backward-forward integration from farm to consumers
- Development of marketing channels
- Development of linkages between industry, government and institutions
- Taxation in line with other nations
- Streamlining of food laws



**THANK YOU**