

ANDHRA CHRISTIAN COLLEGE :: GUNTUR
(Day, Evening & P.G.)
NOTICE

Date : 07.12.2019

All the 1st year B.A. students are hereby informed to submit their names for the certified course on "VEGETABLE MARKET" for the academic year ~~2019-20~~ to the H.O.D., Department of Economics on or before 31.12.2019. The Course will commence from 21.01.2020 and the duration of the course is 30 days.

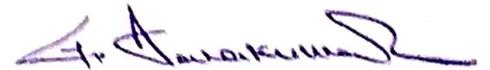
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Pragathi
Course co-ordinator* M. Sarada
H.O.D. (M. Sarada)

Dept of Economics

Copy to:

1. The Co-ordinator, IQAC, Andhra Christian College.
2. The Office Manager, Andhra Christian College.

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ANDHRA CHRISTIAN COLLEGE GUNTUR
Department of Economics
Certificate Course
VEGETABLE MARKET
2019-2020

Introduction consumer demand in local vegetable market

A course certificate serves as proof that the course was completed. It serves as a reward to the pupils accomplishments in their aims. The purpose of getting a certificate is definitely far beyond getting a proof of completion as it serves to improve the skills of the students. A broad general statement of educational intent that indicates the overall desired.

The course provides ability to understand sales promotion and management in Agricultural Marketing, E- Marketing, future marketing and role of contract farming, marketing information marketing intelligence in agricultural marketing.

OBJECTIVES OF AGRICULTURAL MARKETING

The basic objectives has been to create conditions for efficient performance of private trade, through facilitating free and informal competition. In the regulated free and informal competition. In the regulated markets, the farmer is able to sell his marketed surplus in the presence of several buyers through open and competitive bidding.

- To study the availability of the fresh and organic vegetables in the local vegetable market.
- Availability of fresh organic vegetables in the local vegetable market.
- To study the price of the vegetables in the local vegetable market.

AIM

- Vegetables from the market have to be nearer to the consumer.
- Vegetables have to be purchased from the fields in the surrounding villages.
- The fiber in the vegetables will contribute the health of the local population.
- Nearness of the cultivation in the surrounding villages will reduce the transport c

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Syllabus :

Availability of different vegetables – Health benefits of available vegetables - Nutrition value of the vegetables – Vegetables as a main source intake.

Location of the local vegetable market - supply of vegetables from surrounding village.
Minimization of time transport cost as the source of near by villages – Freshness and fibre content in the available vegetables.

Dr. A. J. Bhargava
Course co-ordinator

T. Anil Kumar

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Department of Economics

Certificate Course
VEGETABLE MARKET

2019-2020

Total Hours : 30 hours

Sl. No	TOPIC	HOURS
1	Availability of different vegetables	3
2	Health benefits of available vegetables	4
3	Nutrition value of the vegetables	4
4	Vegetables as a main source intake.	4
5	Location of the local vegetable market	4
6	supply of vegetables from surrounding village.	3
7	Minimization of time transport cost as the source of near by villages	4
8	Freshness and fibre content in the available vegetables.	4

VEGETABLE MARKETS

Introduction

By Frank J. Dainello, Extension Horticulturist- Commercial Vegetable Crops, Department of Horticultural Sciences, Texas A&M University.

The current trend toward increasing popularity of organically or naturally produced foods is relatively new having its beginning in the early sixties. Until recently, consumption of organically produced foods was considered a life style choice of a small group of people who had health and environmental issues with conventionally produced foods (4). Similarly, organic producers were individuals who selected organic production more so as a life-style choice rather than as a farming technique. According to Brummond (3) they were characterized as individuals seeking safer foods and a better environment; were usually more observant and more patient than conventional growers, and had a better understanding and interpretation of biological systems, and, often incorporated their personal beliefs into their production systems. During the decade of the nineties, the interest in organics began to creep into the mainstream consumer purchases. Currently, there appears to be an influx of business oriented producers into the organic production field. These individuals view organics more of a marketing strategy than a life style choice or belief. Consequently, large-scale agriculture has begun to take notice. As a result, organically grown has increased 20% in each of the past five years (32). The increasing popularity of organic foods is, in a large part, due to the belief that food produced with this culture is free of pesticides and has greater nutritive value than conventionally produced foods. Organically produced food, now representing seven billion dollars in annual sales (12) is beginning to assume the posture of "Big Business". Since the seven billion-dollar figure represents only 1 % of the total US food supply, organic production has an abundant potential for market expansion.

Organically grown is still in its infancy in Texas with a reported 1500 A of total production (16). However, based on the interest of conventional producers to capitalize on this increasing popularity, acreage is expected to increase steadily in the near future. Therefore, the intent of this publication is to serve as a guide to help producers make an informed decision as to whether or not organic production is a vital option for their operation.

What Constitutes Organic Production?

According to the National Organic Standards Board (1) organic agriculture is an ecological production management system that promotes and enhances biodiversity, biological cycles and soil biological activity. Organic farming has been simply defined by Brummond (3) as a production system working in partnership with nature to produce food. Although all food crops produced since man's first attempt to cultivate plants until the late 1800s were produced in this manner, the concept upon which modern day organic production is based were put forth by the British Agriculturist, Sir Albert Howard (30). Sir Howard (1873-1947) believed that widespread plant and animal pests and diseases are the result of poor soil "health", and, that the key to healthy soil is through the use of manure and properly composted plant waste which decay to from humus. The humus in turn feeds bacteria, which transform soil substrates into plant

Vegetable market

legislative actions. Consequently, a grower should pay close attention to the design and implementation of cultural practices over which he has control such as: land, crop and variety selection; soil and seed bed preparation; crop establishment techniques; windbreak management; pollination, irrigation, fertilization, harvesting, handling and packaging of produce. A good understanding of how these practices are interrelated and how they impact production minimizes the increased risk associated with organic production in Texas.

In India, the food sector has evolved into a fast-growing and profitable sector due to its enormous value-creating potential, especially in the food industry. The Government of India accounts for about 32% of the country's total food market and has contributed to the growth and development of the food industry. India's grocery and grocery market is the sixth-largest in the world, with retail accounting for 70% of sales. Hence showing us the importance and scale of the Indian grocery and vegetable market.

What is a Vegetable Market?

The vegetable market is a forum where vegetable buyers and suppliers interact to buy and sell vegetables. The local vegetable market where farmers sell their products directly is called the Farmers Market or Mandis. Such markets sell fresh produce and are everywhere. For many hygienic reasons, people often choose to buy fruits and vegetables online or in supermarkets. These changes are already very difficult for farmers to sustain, which poses greater challenges for farmers. This is a bigger challenge, as the effects of improper implementation can prove to be very harmful to them.

Importance of Vegetable Market

Vegetables are vital to human beings' general good health, providing essential vitamins and minerals, dietary fiber, and phytochemicals, and reducing risk from dangerous diseases and other medical conditions. A world vegetable survey indicated 392 vegetable crops cultivated worldwide. Most of the vegetables are marketed fresh with only a small portion processed.

Vegetables are important sources of many nutrients, including potassium, dietary fiber, folic acid, vitamin A, and vitamin C. Diets rich in potassium may help maintain healthy blood pressure, which can ensure overall good health. Almost three-fourths of the world's production of vegetables occurs in Asia, mostly in China, which produces over half of its vegetables. The area of world land devoted to vegetables has increased due to the potential income value from vegetables.

Commercial vegetable production is a high input and labor-intensive activity that needs a large labor force, from cultivation to processing, including hiring non-family members and a much greater reliance on humans in the production, processing, and marketing phases. Vegetables are also rich in folic acid, which in turn ensures good hemoglobin levels among anemic patients. Vegetable consumption is also rising, reflecting the consumer's increased income, desire for

nutrients. He also expressed strong opposition to the use of synthetic substances in crop production (30).

Today, it is a common belief that organic farming is a food production system, which excludes the use of pesticides. Unfortunately, this is an erroneous belief. Simply stated, a pesticide can be any product, which has the ability to kill, suppress or repel a pest. Contrary to popular belief, organic certification allows for the use of many pesticides just as conventional systems do (21). However, Sir Howard's concept for natural production of food opposes the use of "synthetically" produced substances. Therefore, the basic difference between organic and conventional food production systems is the allowed use of synthesized pesticides, fertilizers and growth regulating substances in conventional farming systems (32). Although organic farming utilizes methods to minimize pollution from pesticides, air, water and soil, organic practices cannot ensure that products are completely free of residue (1). Also, there is no clear cut evidence to answer the question as to whether or not organically produced food is more nutritious than conventionally produced food (29).

Characteristics of Organic Farms:

Organic vegetable farms have minimizing the kind and amount of fertilizers and pesticides used to produce a crop as their overall goal. As such, emphasis is placed on long term planning based on information regarding crop pest life cycles, soil conditioning, extensive evaluation of ecological relationships, field conditions, and, options for management of these variables in a given field or on a given farm. According to the United Fresh Fruit and Vegetable Association (30), there are three basic characteristics that define an organic farm:

1. Soil conditioning is maintained through the heavy use of composted and naturally occurring plant and animal material incorporated into the soil profile; green manure and cover crops, and, crop rotation.
2. Soil fertility is depended upon the continuing activity of minor organisms such as earthworms and bacteria to digest organic matter and convert it to compounds available to plants.
3. Pest control is advanced by "healthy" soil, plant resistance, selective and limited use of pesticides that poise little or no adverse effect to the soil, crop, environment and human health.

Key to Successful Organic Vegetable Production:

The degree to which a producer is able to achieve success with organic production is directly correlated to his or her ability to understand and manipulate the inputs stated above in the characteristics of an organic farm. However, it should be pointed out that even more so than with conventional systems, vegetable production is a relatively high risk, high cost-per-acre venture requiring intensive management of investment and capital, production inputs and marketing strategies (6). Often times, crop failure and financial loss results from factors beyond the control of a producer such as; market fluctuations, unfavorable weather conditions, pest infestations and

diversity, and awareness of nutritional benefits. At the same time, consumers have a rising concern with product safety issues.

Traditional marketing practices give way in developing countries to the more modern practices of the developed countries: supermarkets, long-distance shipping, international marketing, various processing and packaging practices, safety and quality standards, constant product supply, and product diversity.

These changes have increased pressure on traditional, small, and poor farmers to keep up, with the requirements of good seed, efficient practices, hiring help beyond the family, market awareness, and the ability to provide safe and high-quality vegetables. In turn, the vegetable market ensures that we, the aware public get a good hold on organic, fresh, and nutritious vegetables.

Benefits of Vegetable Market

Local vegetable markets have sprung up everywhere. Many people enjoy the benefits associated with driving a few miles to pick up fresh produce and other products.

Are you shopping at your local vegetable market? If not, here are my top 15 reasons why you should.

Farm Fresh Vegetables and Fruits – Vegetables and fruits you find at the grocery store are often several days old before they even reach the produce aisle. Before produce hits supermarket shelves, it ships in refrigerated trucks, possibly from thousands of miles away. In vegetable market produce, in most cases, the owner of the stand picked it just that morning, so you know the food is as fresh as you can get it outside of growing it yourself.

Organic – Farmers participating in vegetable markets use organic methods to grow their produce. Most label it as such, so you can be certain you are purchasing chemical-free products. They also are more likely to use non-modified seeds. Organic farming is better for the soil, the environment, and last but not least, your body.

Seasonal and Ripe – Some nutritionists and scientists suggest eating seasonally available foods is better for your body because humans ate seasonal produce for thousands of years before refrigerated shipping changed all that. Still, eating produce in season only makes sense. Lighter fruits and vegetables are available seasonally in the spring and summer, while heartier winter vegetables like squash and parsnips provide sustenance for the cooler autumn and winter months. Offerings at the vegetable market are generally picked at the peak of their ripeness when the plants' natural sugars are at their peak. Eating produce when it is ripe not only tastes better but it also provides the best nutrition possible.

Nutritious and Taste Better -One look at the vivid colors of produce found in the vegetable market, and you'll be able to tell just how nutritious the fruits and vegetables are. Compare that to produce at the grocery store, and you'll see that the supermarket's fruits and vegetables are pale in comparison. Vivid colors in fruits and vegetables are a reflection of the nutrients they

contain. Many local farmers cultivate extremely nutritious produce through their careful farming methods. Produce from the vegetable market almost always tastes better. This is because it is picked at the peak of ripeness and is incredibly fresh when it gets to you. If you start adding vegetable market produce to your cooking, you'll be amazed at the difference in flavor and texture.

Affordable and offers variety – Grocery stores tend to charge an arm and a leg for organic fruits and vegetables. However, at the local vegetable market, they are typically not much more expensive than conventionally grown produce, and the benefits to your health are likely to save you money on healthcare expenses over the long-term. Industrial farms tend to grow only a few varieties of popular vegetables. On the other hand, small local farms tend to favor variety, offering fruits and vegetables you just won't be able to find in the produce section of your local supermarket.

About Indian Mandi System

Mandis is a place for bulk purchases and transactions of agricultural products. 98% of all Mandis are subject to other government regulations, if not perfect. These Mandis are the source of all retail channels and routes to the end-user of the product.

There are several governmental organizations involved in Indian agricultural marketing, such as India's Agricultural Cost Commission, Food Corporation of India and APMC. India's mandi system is nationalized and is in government regulation. Every state has its own regulatory system for Mandis. This system varies from state to state. However, the basic idea that farmers bring their products to Mandis to sell their products remains the same. In these Mandis, your product is openly auctioned to dealers at a transparent price. To protect farmers from trader exploitation, the government has also introduced a minimum support price (MSP) that acts as the lowest price for agricultural products. According to NSSO data, about 6% of farmers receive (and maybe higher) MSPs and sell their products primarily to government-regulated Mandis. 94% of farmers sell outside Mandis. In light of this scenario, a farmer's account was introduced.

The majority of India's population depends directly or indirectly on agriculture for its income. System stability and growth and regulation in online markets such as Grofers, Big Basket, and E-marts need to be addressed as quickly and skillfully as possible.

Most famous Indian Vegetable Markets

1. Devraja Markets (Mysore)
2. Floating Vegetable Market (Srinagar)
3. Azadpur Sabzi Mandi (Delhi)
4. Pineapple Market (Nongpoh, Meghalaya)
5. Gadodia Market (Delhi)
6. Crawford Market (Mumbai)
7. Koley Market (Kolkata)

"Ye shall know the Truth and the Truth shall set you free"

Andhra Christian College::Guntur

(Day, II Shift & P. G.)

Accredited with A-grade by NAAC



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CERTIFICATE

This is to certify that Mr. / Ms. _____,

*_____ , Regd. No. _____ has participated and successfully
completed Certificate Course in Vegetable Market conducted by the Department of
Economics from 02-01-2019 to 12-02-2019*

Coordinator

Principal