

MARKETING OF PINEAPPLE CULTIVATION IN SHIVAMOGGA DISTRICT OF KARNATAKA

Abstract

With a special position in fruits including mango, litchi, banana, pineapple, sapota, and grapes, India is the world's second-largest producer of both fruits (44 million tonnes) and vegetables (87.5 million tonnes). About 10.1% of the world's output of fruits and 14.4% of the world's production of vegetables is produced in India. The success of the agriculture industry is crucial for the future of Indian farmers, as India's prosperity is largely correlated with the rise in income in the agrarian sector of the economy. India offers a diverse range of climatic and physical geographic circumstances, making it ideal for growing a variety of horticultural crops.

The popular name for one member of the Bromeliaceae family, which consists primarily of tiny shrubs and herbs that grow on other plants. Since there are no accurate farm business statistics on the cost of producing pineapples, understanding its economics is essential. The precise cost estimate for the setup, maintenance, and input requirements of a pineapple orchard would be very beneficial to all pineapple farmers. The institutions that finance agriculture will find this information to be very useful. Pineapple production ranks third among the fruits grown in Karnataka. The district of the research area is rapidly becoming more covered with pineapple. The goal of the current study is to evaluate the viability of investing in pineapple gardens and to determine how profitable the pineapple crop is.

Key words: warehousing, foodgrains, storage, Karnataka.

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I. INTRODUCTION

Since gaining its independence, India's agriculture has advanced significantly in terms of growth in output, yields, and area planted with various crops. Fruits and vegetables are becoming increasingly important to India's agricultural economy, and all stakeholders should give their production and marketing their undivided attention. One of the most significant fruit crops worldwide, and particularly in India, is the pineapple. After the banana, it is the second most significant tropical fruit worldwide. The majority of the nation is covered with pineapple, which is also one of the most widely grown fruits in India's North Eastern States. Karnataka is one of the largest producers, accounting for a sizeable portion of the nation's total production of pineapple.

Due to its unique taste and flavours, the pineapple grown and cultivated in Karnataka is more in demand than in other states. Due to its favourable climate and soil, Karnataka is one of the States that produces the most pineapples in South India. It enjoys great sunshine all year round and ranges in temperature from 20 to 36 °C. Pineapple production ranks third among the fruits grown in Karnataka. Because of Manipur's diverse agroclimatic conditions, pineapple may be grown there all year round. Karnataka is one of the biggest producers and contributes significantly to the nation's overall production of pineapples. In Karnataka, pineapple is one of the key fruits that is readily available for approximately 8 months out of the year. Economically speaking, the fruit has become the main source of revenue for a sizable portion of farmers who have been producing it. The greatest fruit produced in Karnataka, the pineapple, has the privilege to be designated as the State fruit. One pineapple is believed to weigh 1.5 kg on average, but they can weigh anywhere between 1 and 3 kg.

II. PINEAPPLE SEASON IN INDIA

A third of the world's population cultivates the tropical and subtropical fruit known as the pineapple (*Ananas Comosus*), which belongs to the Bromeliaceae family. In India, the major growing season for pineapples is from July to September, and it typically takes the crop 18 to 24 months to mature enough to be harvested. A tropical plant that grows well in humidity is the pineapple. Both the plains and heights lower than 900 metres are favourable for it. The pineapple plant is not resistant of freezing conditions or very high temperatures. Between February and April, pineapples bloom. Between September through December, off-season fruit can grow and produce fruit.

The main pineapple-producing states of India, including Meghalaya, Kerala, Assam, Tripura, Manipur, and others, have a season from July to December. In Tamilnadu, the most popular pineapple cultivars are Kew, Mauritius, and Queen. Only the heavily populated, humid coastal districts of peninsular India and the magnesium-rich hillsides in the northeastern parts are suitable for pineapple growth. It can also be economically grown inside with moderate rainfall and additional irrigations.

III. PINEAPPLE SCENARIO IN SHIVAMOGGA DISTRICT

Shimoga is known as the "Rice Bowl of Karnataka" and is surrounded by picture-perfect waterfalls, paddy fields, and palm trees. The lush alluvial soil and the waters of the Tungabhadra, Sharavati, Varada, and Kumudavathi rivers are major factors in this region's great agricultural output.

Paddy, coconut, pepper, areca nut, maize, ginger, cashew, cardamom, vanilla, chillies, tomato, and fruits like watermelon, mango, banana, sapota and others are all grown in the Shimoga district. Small and marginal farmers grow commercial crops like cotton and sugarcane to supplement their income. The pineapple grown in the Soraba and Sagar taluks is the most delicious produce in the Shimoga area. Over 2,500 hectares of land are thought to be used for growing pineapples, with an average yearly yield of 155 MT and an average productivity per hectare of 62.67.

The pineapples grown in this region are sold in marketplaces in Mumbai and Delhi as well as in the neighbouring state of Kerala. Beginning in February, pineapple demand hits an all-time high. Vitamin A, B, and C, calcium, magnesium, iron, and potassium are all present in sufficient amounts in soraba pineapple. It is used in baked goods and confectionary and is consumed fresh or in the form of canned slices, juice, jam, squash, and syrup. The Soraba pineapple is different from other cultivars cultivated all across India in that it is incredibly juicy and tender and practically melts in your mouth! As one travels from Shivamogga to Soraba, tiny stalls put up under shady trees are frequently seen.

IV. MARKETING OF PINEAPPLE

Production includes marketing as a natural byproduct. It is widely acknowledged that marketing serves as a "nexus" between producers and consumers. Any product's production process is only complete until it is in the hands of the final consumer. Moving commodities from the point of production to the point of consumption involves a number of actions, which are together referred to as marketing. Aside from boosting output and consumption, agricultural marketing is crucial for quickening the rate of economic growth. Agricultural marketing is the study of all the procedures, organisations, and laws related to farmers' purchases of agricultural inputs and the transportation of those goods from the farm to the customer. It is a widely held belief that unless a fruit crop is effectively marketed, simply increasing supply would not satisfy customer demand. In the case of pineapples, this rule also holds true.

Karnataka is still mostly reliant on agriculture, although the majority of other states in India are gradually shifting away from their traditional farm-based economies towards industries or service-oriented economies. Due to its diversified and distinctive agro-climatic conditions, which are favourable for growing a wide range of horticultural products such as different fruits, vegetables, flowers, spices, nuts, tuber crops, and medicinal and aromatic plants, Karnataka is traditionally rich in horticulture production. Within the world citrus belt is Karnataka. A significant portion of Karnataka's total cultivated land is used for horticultural crops, which annually produce more than 14.0 lakh metric tonnes of fruits, 41.0 lakh metric tonnes of vegetables, and 2.3 lakh metric tonnes of spices in addition to nut crops, flowers, and medicinal & aromatic plants. These crops also play a significant role in the state's food and

nutritional security. Despite all of its inherent potential, the commercialization of the horticulture industry in Karnataka has not yet gained much traction. The weakest link in the agricultural situation in Karnataka is farm marketing.

Due to the lack of an organised market, the price difference between the producer and the customer is too large. The storage facility, along with the appropriate storage technology, continues to be a challenge. In the State, the cold chain system is essentially nonexistent. Farmers are more susceptible to market fluctuations when there is no agroprocessing business.

The efficiency of a farmer's production and marketing strategies determines all of his or her final earnings. An effective marketing strategy not only aids in the successful disposal of the food but also ensures growers receive a just reward for their labour at the lowest possible cost and with the least amount of spoiling. The farmer imagines an effective marketing system as one that maximises his net profits from a particular transaction and aids in growing the market for that product.

A marketing system is a network of people who work together to transmit goods from producers to final consumers. These middlemen carry out a variety of tasks. The chosen pineapple growers in the Shivamogga district enlist the aid of numerous market professionals in the promotion of their products. In light of this, we suggest examining the marketing channels, expenses, margins, pricing spreads, and marketing effectiveness for pineapple fruits.

V. THE MARKETING AGENCIES

In marketing of pineapple in the study area, the following agencies are involved.

- 1. Producers:** The majority of pineapple growers sell their produce at markets or in nearby villages. Farmers want the marketing mechanism to quickly buy their produce and provide the consumer the largest possible proportion of the rupee. They want to receive the highest price for the system's surplus produce. They also want the system to provide them with the inputs at the most affordable pricing.
- 2. Middlemen:** Middlemen are those people or companies who focus on carrying out the numerous marketing tasks and providing the services required for the marketing of goods. Therefore, the middlemen in the pineapple marketing industry can be categorised as follows:
- 3. Commission Agent:** An individual working in the wholesale market who represents a seller or a buyer is known as a commission agent. Typically, commission agents issue orders, take charge of the produce's actual handling, organise its sale, collect the price from the buyer, subtract his costs and commission, and then pay the seller the remaining balance. The primary responsibility of commission agents is to market a grower's product without incurring any risk of loss or expense. They often demand a commission of Rs. 30 per hundred pineapples while acting as commission agents on behalf of the buyers in exchange for the services they provide.

4. **Wholesalers:** Wholesalers are the merchant intermediaries who purchase and dispense enormous quantities of pineapple. They can purchase products directly from producers or through commission brokers. They market to wholesalers or retailers. They had godowns where they kept the produce.
5. **Retailers:** Retailers act as intermediaries, purchasing pineapples through commission agents, wholesalers, or occasionally directly from producers and selling them in small amounts to customers. In the marketing channels, they are the ones closest to the customers.

VI. PRICING AND DISTRIBUTION OF PINEAPPLE BY SAMPLE GROWERS

In the Shivamogga district, pineapple maturation begins in May and lasts through August, though it might vary significantly based on weather conditions such as temperature, rainfall, and sunshine. The busiest time for harvesting is from June to July. The winter harvest, which begins in early November and lasts until January, is relatively meagre. Table-1.1 lists pineapple sales in the district's sample areas along with the percentage of sales made through various channels. Marginal farmers chose to sell directly in the weekly and biweekly rural bazaars in the district's sample regions. The growers in Shivamogga district disposed of their produce through a variety of channels of the total marketable surplus in the sample region. The district's sample farmers rely nearly entirely on market employees to sell their goods. Table 1.1 displays the farmers' manner of selling. The majority of marginal farmers—65.11 percent—sold pineapple through commission agents, while the remaining 34.88 percent sold it to stores.

66.29 percent of medium-sized farmers have used commission-based salespeople to sell pineapples: 12.65 percent of them sold through retailers, while 21.05 percent did so through wholesalers:

Large farmers sold their pineapples through commission brokers 66.83 percent of the time, wholesalers 13.42% of the time, and retailers 19.73% of the time. 13.42% of the pineapples grown by the tested growers were distributed to consumers via wholesalers. About 19.73% of the marketed surplus was sold through retailers, while the majority, or 66.83%, was handled by commission agents. This suggests that market functionaries control the marketing of pineapple in the Shivamogga area.

Table-1.1: Marketing pattern of pineapple by the sample growers to different intermediaries in Shivamogga District. (Production in Numbers)

Type of Farmer	No. of Respondents	Area in Ha	Production (in nos.)	Channels of distribution			
				Sale to commission agent	Sale to wholesaler	Sale to Retailer	Total
Marginal	69	21	253400	165010 (65.11)	-	88390 (34.88)	253400
Medium	76	119	1286000	852500 (66.29)	270800 (21.05)	162700 (12.65)	1286000
Large	38	87	875000	596070 (68.12)	53440 (6.10)	225490 (25.77)	875000
Total	183	227	2414400	1613580 (66.83)	324240 (13.42)	476580 (19.73)	2414400 (100)

Source: Primary data

VII. PROBLEMS OF PINEAPPLE MARKETING

Despite the district producing a lot of pineapples, the producers have a lot of difficulties distributing their products. Following is a discussion of the typical issues that producers and market intermediaries encounter when trying to promote their goods.

1. In the study district, the means of transport and communication are insufficiently developed and flawed. The district has very poor road and rail infrastructure. It was noted that kutchra or bridle path roads connect the majority of the pineapple-growing regions in the research district. The kutchra roads cannot be used for motor vehicles since the pineapples are picked during the monsoon season.
2. **Lack of Cold Storage Facilities:** One of the main reasons why a significant amount of pineapple quality is lost before it reaches the final customer is the absence of suitable storage facilities close to the grower field. A lack of nearby cold storage facilities affected about 86% of farmers.
3. **Lack of a Fruit Processing Facility:** Fruits and vegetables in general, and pineapple fruits in particular, are processed into a variety of goods that are extremely helpful, including jams, sauces, squash, and other items. However, the research area does not have a processing business that employs fresh fruit as a raw material and produces useful byproducts. About 78% of pineapple growers state that one of their marketing challenges was the absence of a processing sector in the research area.
4. **Lack of Funding:** According to the poll, around 75.50 percent of the farmers in the research area are having financial difficulties. The majority of the time, commission brokers (money lenders) provide financing for these growers. However, the intermediaries impose a very high interest rate on the producers, forcing the farmers to sell their goods through them even at a loss.

5. **High Marketing Expenses:** The municipal board imposed high marketing expenses on producer- sellers and market intermediaries in the form of municipal tax, market fees, octroi rent, etc. It was noticed that the market committee taxed identical goods twice in the same market—once at the level of producers and sellers and again at the level of retailers and wholesalers. The intermediaries are typically responsible for bringing goods like pineapples to market, and they frequently complained about having to pay entry fees at several points to the municipal corporation marketplaces.
6. The survey revealed that a lot of middlemen, including commission agents, wholesalers, and retailers, were actively involved in the marketing of pineapple fruit in the study area. They take advantage of farmers financially in a variety of ways, including loading and unloading, calculating commissions and numbers, etc. Farmers are forced to accept low rates as the consumer rupee share decreases.
7. **Lack of a Regulated Marketing System:** During the survey, it was discovered that there isn't a pineapple organised marketing system close to the growing centre in the study area. It is commonly accepted that while consumers pay more for the same produce, growers do not receive remunerative pricing for it.

VIII. CONCLUSION

Farmers need to be given incentives in the form of input subsidies and credit support from agricultural financial institutions in order to plant pineapples on an increasing amount of land. It is suggested that an assembling centre be built with access to roads to link a number of pineapple-growing communities, allowing for the transportation of large quantities of the fruit at lower costs while also providing growers with marketing opportunities. The orchardists are forced to sell the pineapples to the intermediaries at a lesser price as soon as they are harvested because there aren't any cold storage facilities close to the producers. In order to allow growers to store their crop at a reasonable cost and avoid being forced to sell their crop to middlemen right away after harvest, it is suggested that scientific cold storage facilities be built nearby at strategic locations within the pineapple growing region.

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