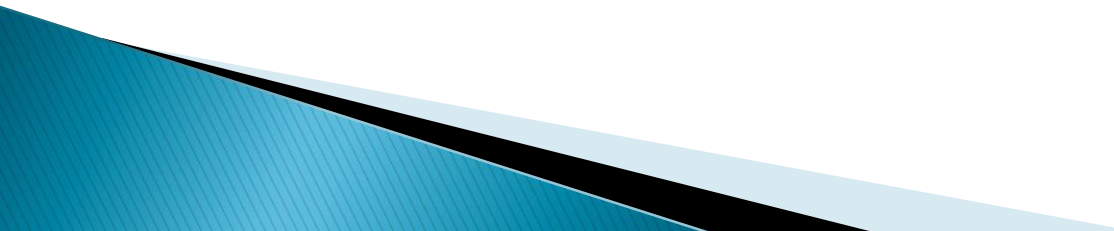




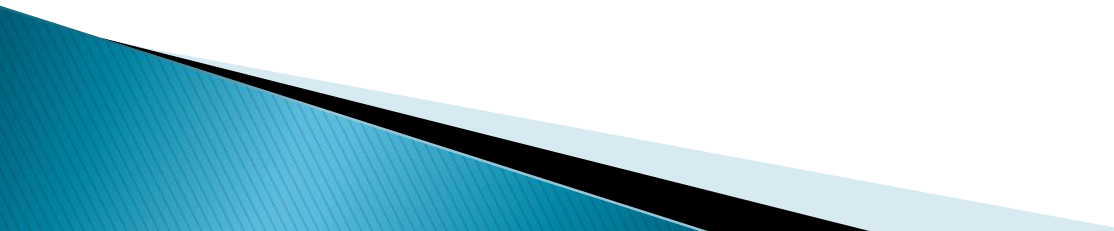
## Group 4

**Assorted Vegetables– TOMATOES**

# VALUE CHAIN

- ▶ Value Chain is not only a straight line. It is not static.
  - ▶ Value Chain of Tomatoes
  - ▶ Seeds, Seedlings (planting materials), Farmers, transport, processing, market, hotel
  - ▶ Threats / Constraints
  - ▶ Solutions
- 

# SEEDS/SEEDLINGS

- ▶ Open pollinated (Melrose variety) and Hybrid
  - ▶ Constraints
  - ▶ Shortage of seeds, Availability of seeds, Affordability of seeds, Access to seeds
  - ▶ One generation
- 

# PRODUCTION

- ▶ Availability of Land,
- ▶ Infrastructure,
- ▶ Climate Change (heavy rainfall droplet size, dry spell, drought)
- ▶ Technical Know How
- ▶ Off Season
- ▶ Pests and Diseases,
- ▶ Access to Finance,
- ▶ Machinery & Agro Inputs
- ▶ Protective shelters,
- ▶ Small scale irrigation,
- ▶ Water harvesting,
- ▶ Community based Training

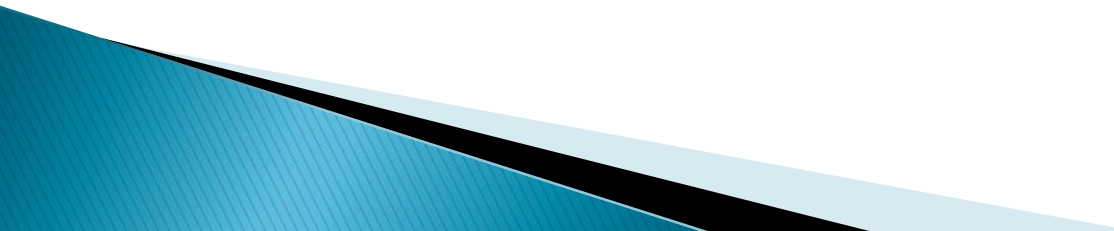
**CONSTRAINTS**

**SOLUTIONS**

# POST HARVEST STORAGE

- ▶ Transport
  - ▶ Middleman
  - ▶ Processing
  - ▶ Handling
  - ▶ Selling
- 

# TRANSPORT

- ▶ **Constraints :**
  - ▶ Lack of Transport,
  - ▶ Proper transport,
  - ▶ Storage bins, crates,
  - ▶ High cost of freight
- 

- ▶ inconsistent and adhoc
- ▶ While they are necessary there still should be arrangements promoted for direct marketing for farmers

- ▶ know how to do processing,
- ▶ technology,
- ▶ finance/capital,
- ▶ environmental issues,
- ▶ HACCP certification
- ▶ Food Act & Compliance Certification issues

**MIDDLEMAN**

**PROCESSING**

# MARKETS

- ▶ Hotels, Municipal markets, Supermarkets,
  - ▶ Constraints : Specific market needs, Quality & Consistency, Requirements to be met, Farmer not knowing market demand information
  - ▶ Solutions :Market Survey & Market Research
- 