

CUT FLOWER INDUSTRY

Post Harvest Technology and Management



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**Agrotech Publishing Academy
Udaipur – 313 002**

Published by:

Mrs. Geeta Somani
Agrotech Publishing Academy
11-A, Vinayak Complex B
Udaipur - 313001 (INDIA)
Mob – 9414169635, 9413763031

Distributed by:

Prof. L.L. Somani
Vinayak Book House
11-A, Vinayak Complex B
Durga Nursery Road
Udaipur – 313001, Rajasthan (INDIA)
Mob: 9414169635, 9413763031

First Edition 2009

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ISBN: 978-81-8321-138-3

Typeset by:

Dayal Computers
25, Bohraganeshji,
Udaipur - 313001

Printed at:

S.S.S. Printers
New Delhi – 110002

PREFACE

Flower production, consumption and trade have grown many folds in recent years. The annual growth potential of floriculture is 25 to 30% which is many times more than that of cereals or any other agricultural produce. Indian floriculture in general and cut flower industry in particular has recently witnessed commendable changes which have transformed it from a hobbyist activity to a commercial enterprise. Government of India has encouraged investments in this sector for both domestic and export markets resulting in advancements in yield and production technologies.

Floriculture has finally begun to form an important component of commercial agricultural and with the increasing awareness of its potential, more and more people are getting associated with this industry.

Cut flowers are usually sold in bunches or as bouquets with cut foliage. The production of cut flowers is specifically known as the cut flower industry. The production and marketing of cut flowers can be a profitable undertaking for small-scale growers.

Appreciation of the potential of cut flower industry has resulted in the blossoming of this field into a viable agri-business option. Availability of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in some part of the country or other.

Cut flower is an industry which relies and thrives on diversity and advancement of science. Cut flower industry require an innovation and change to create a market demand for products. Scientific advances are quickly implemented in this industry. However, there are inherent dangers in trying to implement laboratory research immediately into cut flower industry and putting business at risk in testing in new technology is irresponsible. There will be need to

provide information in an encouraging and exciting manner so as to stimulate the development of an enquiry mind.

Honest and sincere appreciation of the work already done in India was lacking. In such a suffocating environment, the cut flower industry can not prosper. It must be realised that people are more valuable than capital and equipment. An industry can not be built by taking away man's initiative and independence. Progressive realisation of the worthy goal was missing all over. There is no doubt that candour is the better option. There is no doubt that candour is the better option. There must be definite programme and commitments. Persons with high esteem should lead cut flower industry then only this enterprise will be successful on a long-term basis. In such important and satisfying ventures, there is need to motivate the workers by making the work more interesting, encouraging good setting, providing opportunities for growth and training, giving respect and recognition and at the same time by throughing challenges. The enthusiasm must be contagious. The entrepreneur should have a finally calibrated sense of their minimum requirement. Moreover they must love what they are doing, otherwise they probably would not succeed at all.

Indian floriculture industry is shifting from tradition a flower to cut flowers for export purposes. The liberalized economy has given an impetus to Indian entrepreneurs for establishing e export oriented units (EOUS) under controlled climatic conditions.

The wide variation in the agroclimatic conditions low land cost and cheaper labour in India permits us year round cultivation of cut flowers grow various types of tropical and subtropical flowers. Europe and other countries are increasing looking towards India for cut flowers.

In recent years there has been rapid growth in the world demand for products of cut flower industry which provide unlimited export opportunities. To enhance export and achieve leadership intensive research work on various aspects cut flower industry in general and post harvest technology and management in particular needs to be

attempted systematically. In order to ensure supply of high quality uniform material in large quantity, development of low cost, environmental friendly and economically viable post harvest technology is essential. There is a very large untapped potential that can be unlocked with the right trigger.

Relatively little has been published on post-harvest physiology and handling of cut flowers compared to fruits and vegetables. The situation has changed somewhat in the last three decades, so that these subjects have attracting both the basic and the applied aspects of flower senescence. Research on flower storage has increased in conjunction with the expansion of the cut flower industry.

The use of biodegradable plastics, biological control of pests and diseases, and new product development are receiving increasing attention, especially in the arena of cut flower crops post harvest managements, storage packing grading transportation, marketing etc.

With increase in importance of protected cultivation and green house technology combined with liberalized trade policies and many concessions given to entrepreneurs, many companies have ventured into growing cut flower for export. Major cut flower grown in India are rose, orchids, gladiolus, carnation, anthurium and gerbera. India is especially well placed to meet international demand for cut flowers which peak during winter season.

The profitable grower does not wait until he or she has harvested ready flowers to decide their fate. Have clear market plan established ahead of time. Your target market influences what you will grow how it will be handled and packaged, and the most important, your capital investment.

Proper postharvest care of cuts is essential for maintaining high quality and long vase life. The plant's life processes continue even after the stem is cut; respiration, transpiration, growth and development still happens. The cut stems and flowers remain sensitive to damage and disease. Floral preservatives and other additives are a necessary part of the post harvest process.

Internet, the information super high way has become an imperative tool for common man to exchange information at a greater speed, without manual intervention to boost cut flower business;

E-Commerce has changed the way florist do business by developing an online information system using which grower/bidder can participate in the online auction of their product and without any manual intervention, cut flowers can be sold and purchased. The internet allows each customer to see the product they want before they buy. Such a procedure not only saves time but also fetches the

The commercial transaction and the distribution of production will be separated. This will result in changes to new distribution structures in the near future. The role of information technology will be to support this development.

Authours

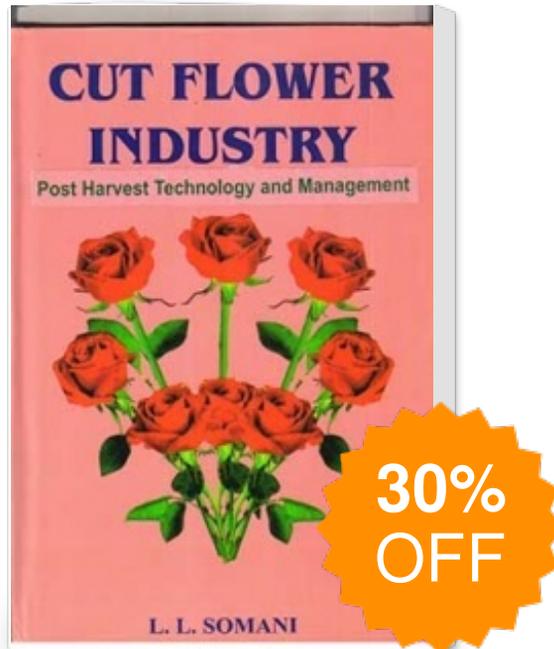
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Cut Flower Industry : Post Harvest Technology and Management



Publisher : Agrotech Publications ISBN : 9788183211383

Author : Somani LL

Type the URL : <http://www.kopykitab.com/product/8180>



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