

# Value Chain Study Report

## Value chain study on Peach

### Overview:

S. No.	Head	Details
1.	Allotted Crop	Peach
2.	Name of Location	Ramgarh
3.	District	Nainital
4.	State	Uttarakhand
5.	Total area under peach cultivation	Approx 1000 ha.
6.	Range of Peach growing area in Nainital district	Suyalvari (1000m) to Mukteshwar (2200 m)
7.	% area in Ramgarh covered by peach	85%
8.	Major peach varieties grown under Ramgarh region	Red June, Para Deluxe, Asahriya (Local), Tota Pari (Local) and Nectarine

Based on survey of Ramgarh block following observation survey emerged during the discussion with peach growers.

### 1. Planting material

- Performance of Red June is satisfactory with respect to quality and shelf life.
- Planting material is taken from mobile teams Horticulture Department.
- Due to insufficiency of quality planting material, farmers have to approach private nurseries of Garampani, Hartola and Mukteshwar.
- Farmers complained about delivery of mixed varieties in place of Red June.

### 2. Managing the inputs

#### Fertilizer/Pesticides:

- Planting is done without any testing of soil.
- No scheduling of fertilization. Normally farmers use nitrogenous fertilizers occasionally.
- No application of micronutrients.
- Farmers go for spray against aphids which causes peach leaf curl.

#### Water: Micro or Conventional

- In hilly areas irrigation water is major constraint in higher production with quality.
- During April-June plants get stressed due to scarcity of water.
- Mostly farmers opt conventional irrigation, however, are dependent on rains.
- Less adoption of micro irrigation/drip irrigation.

**Credit:**

- Due to unawareness about cultural practices and unavailability of storage houses, cold chain vehicles etc. produce fetch is very low prices in the market which causes economic loss to the farmers.

**Cultural practices (Field preparation)**

- Farmers don't go for standard package of practices.
- Farmers practice hoeing, weeding and other common practices and that too occasionally.
- Farmers are unaware of right way of pruning.
- Wrong pruning results in less production.
- Unawareness of post pruning practices results in damage by diseases.

**3. Organising Production****INM/IPM practices**

- No INM/IPM practices are followed.

**Organic Manure**

- Farmers use FYM (however, mostly not properly decomposed) as organic manure but in limited quantity whichever is available with them and is insufficient.

**Status of technology adoption: Whether standard ICAR package of practices adopted by farmers?**

- Standard ICAR package of practices are not adopted by farmers.

**Cleaning, sorting and packing practices**

- Manual cleaning and sorting is practiced.
- Cleaning and sorting equipments are not available in the area.
- Packing is done in wooden boxes with news paper as cushioning material.

**Primary processing**

- Small scale industries are there in the Ramgarh area but are not in working condition and processing is not practiced.
- Fruits are directly send to local markets and mandis of Delhi, Lucknow and Haldwani.

**Storage facilities**

- Farmers store their produce in their houses.
- Facility of cold storage, packing houses etc. are not available.
- Farmers use wooden boxes which are very costly than CFB.

**Market Linkages:****How and when farmers sell their produce?**

- Farmers sell their produce to local commission agents who send the produce to mandis.

- During harvesting season (June-July) farmers sell their produce in local markets and on road side too as it is a tourist place and farmers earn good money from tourists.

## **Gaps Identified**

### **Lack of infrastructure for quality planting material:**

- There is limited availability of elite planting material which is the base of healthy and productive orchard.
- Irrigation water is provided conventionally if available, however, mostly dependent on rains. Adoption of drip irrigation is very limited along with poor technical knowledge of operation.
- No facility of packhouse, cold storage/CA storage, Cool chamber.
- Manual sorting, grading and packing.

**Availability of PHM infrastructure:** Cold storage, pack houses, primary processing centre, mobile processing centre etc. not available.

### **Based on the survey of Ramgarh area following programme should be adapted for implementation:**

- Selection of farmers in cluster mode. At least two-three clusters should be made having at least 10 farmers in each cluster.
- Available water is to be harvested and stored in tanks
- The stored water is to be utilized during the scarcity period (April-June) at the fruit growth and development stage.
- Installation of micro irrigation (drip irrigation) & fertigation systems
- Laying of plastic mulch to conserve available moisture
- Fertilizer dose N:P:K (420:210:600 gm) for full grown tree be applied through fertigation system
- 2/3 dose of fertilizers will be applied at flowering and fruiting stage and 1/3 dose of fertilizer after harvesting
- CFB box, pack houses, cold storage and cold chain facilities should be provided.
- After providing above mention facilities the impact analysis may be done.