



A Value Chain Analysis of Apple in Kashmir Valley: An Overview

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ABSTRACT

A study on "A value chain analysis of apple in Jammu & Kashmir" was carried out in the Baramulla district of the valley during 2014-15. Apple being main fruit in the district has predominant position in area, production and productivity. Both primary and secondary data was analyzed to interpret the results for this study. Primary data was collected from the 70 sample respondents from a cluster of 6 villages delineated from the Pattan zone along with market functionaries and other important players of value chain. The secondary data was collected from the relevant secondary sources.

The apple value chain in Kashmir has been comprehensively analyzed in this study. The study revealed that the horticulture is an important area for development, and the valley grows mostly apple. The trends in the apple production showed that the acreage diversified towards crop increased at a faster rate during last ten years and the farmers witnessed more potential for the fruit. The fruit crop has performed differently across the districts with overall moderate growth and high variability in Kashmir division as indicated by growth and variability analysis. The study revealed that majority of the farmers were marginal farmers with upto 2 hectares of land under apple orchards. Cost of apple cultivation works out to be Rs. 206730 per hectare with net returns to the tune of Rs. 496395 per hectare. The processing and the cold store units, the major functionaries in the value chain of apple were also studied. During the study it was found CA store was lacking in the district, particularly for apple storage. However, one processing unit (JKHPMC) covering limited apple shed for producing apple juice concentrate was established long back in the district.

The study in essence revealed that there is lack of convergence between production and apple based industrial and entrepreneurial value chain. The strategic alignment of the farm, the market functionaries, the processor and the cold chain needs to be realigned for ensuring productivity and adequate returns to each stakeholder. The emerging socio economic needs and increasing education in the valley has created a window of opportunities for large apple production base and needs to be converged and integrated into the value chain. The situation demands prospective planning in apple value chain in order to address the concerns of stakeholders.

Keywords: Apple, Marketing, Production, Value chain