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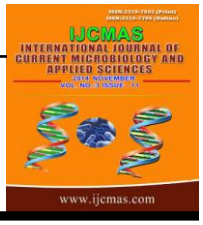

Original Research Article

Cut Flowers Harvesting and Marketing Potential of Nilgiris

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A B S T R A C T

Keywords

Harvesting, marketing, hand picking, cold storage, transportation

Commercial cut flowers harvesting and marketing potential of Nilgiri was carried out. It is ranked first in a comprehensive economic environment ranking of district in tamilnadu. For the present study six farm houses were selected to collect the data about harvesting, storage package and transport. From the data it was found to be harvesting by hand picking is common except few flowers in all farm houses. The cold storage method found to be using only in summer. The transportation charges are minimum of Rs.10 and maximum of Rs.140 per box.

Introduction

Flowers play an essential role in people's celebrations and everyday lives. Weddings, Graduations, Funerals, Mother's Day, St.Valentine's Day, Easter and Christmas are all peak periods of demand for flowers and plant. (http:2). Indian floriculture sector is now experiencing a change in terms of technology of production packaging and storage, varieties and qualities of product, quantum of production and marketing mechanism. Globalization has of fered great opportunities to Indian floriculture (http: 3). The last 19th century in England when the flower industry (or) "Floriculture" began. Even then, flowers were grown on a large scale and gave farmers large and fast returns (http:1). Back them it was Holland that was the epicenter of the cut flower industry and even now it still supplies much of the developed world with greenhouse-grown flowers. But in recent year the developing world has stolen a large slice of flower pie (http:1).

Tamilnadu holds high potential for floriculture development due to varied agro climatic conditions, low production cost, expanding domestic use of flowers etc. Growing of cut flowers under protected cultivation is also being encouraged in potential cultivation is also being encouraged in potential districts like Krishnagiri, Salem, Erode, Coimbatore, Dindugal and the Nilgiris. Anonymous (1996) assessed the global floriculture market. Suryawamshi and Kahage (1979) studied the economics of production and marketing of rose in Pune of Western Maharashtra. Ajjan and Raveendran (2001) studied Economic Analysis of production

and marketing of cut flowers carnation in Nilgiri District, Tamil Nadu. The objective was to estimate cost and revenues of cut flower production and marketing of cut flower by taking the carnation crop. The present study aims to find out the cut flowers harvest & marketing potential of Nilgiris by following standard questionnaire method.

Materials and Methods

Study Area

The Nilgiris District is in the Indian state of Tamil Nadu, South India. Nilgiri means "Blue Mountains". The Nilgiri Hills are part of a larger mountain chain known as Western Ghats. The highest point is the mountain of Doddabetta, with a height of 2.623 m. The district is mainly contained within this mountain range. The district headquarters is Ooty. It was ranked first in a comprehensive Economic Environment ranking of districts in Tamil Nadu.

For the present study six farm houses vig, Horticulture Complex, Green House, Rainbow Farm House, Blue Mountains Blooms, J.R.R Flora, M & S Agro were selected and the collected data were analyzed.

Standard Qustionaire Method

Standard Questionnaire method followed to find out the cut flowers harvesting and marketing potential of Nilgiris. Six farm houses were selected and collected data's were analyzed.

1. Name of the farm
2. Cultivated flowers
3. Harvesting method
4. Packing method
5. Storage method
6. Transport facilities

Results and Discussion

Common method of harvesting using cutter, Gerebra and Arum lily, Cala lily alone harvested only by hand picking.

All the visited farm houses found to be using cold storage method and used only in summer. Among the 6 farms visited Blue Mountain farm was not using cold storage method because they are marketing immediately after picking. Among the 7 variety, statics flower have more life approximately 30-45 days.

Except Carnation all other flowers packed in 10 flowers per bunch. Carnation alone 20 flowers per bunch. Each box contain 60-70 bunch per box,except J.R.R flora farm house(60-75). All the bunched flower are found to be sent to Flower Transport office in Mettuppalayam, Coimbatore district.After getting order only people start picking the flowers from farm.Flowers are found to be transported by van, bus, auto, lorry etc. The transported charge depends the distance. Some farm houses directly transported by lorry to Bangalore. The transportation charges are minimum of Rs 10 and maximum of Rs.140 per box.

Table-1 Farm House Details

Farm	Name of the Farm	Located Place	Farm Size
Farm:1	Horticulture complex	Charing gross,Ooty	500 sq/m
Farm:2	Green house	Puthumanthu , ooty	2500 sq/m
Farm:3	Rainbow farm house	Pengal, Coonoor	3 Acar
Farm:4	Blue mountain blooms	Hubbathalai, Coonoor	1.5 Acar
Farm:5	J.R.R flora	Bandisoli, Coonoor	800 sq/m
Farm:6	M&s agro	Vasampallm, Coonoor	12 Acar

Table.2 Harvesting & Storage Detail

Farm No.	Cultivated Flowers	Harvesting				Storage		
		Hand Pickings	Mechanical Picking			No. of days in farm	Cold Storage	Normal Storage
			Scalp	Knife	Cutter			
Farm : 1	Geribera	□			◙	5	*	-
	Statics				◙	15	*	-
	Carnation					5	*	-
	Arum lily	□			◙	5	*	-
	Lilliums					5	*	-
Farm : 2	Carnation				◙	5	*	-
Farm : 3	Lillium				◙	5	*	-
	Stroma				◙	5		
	Statics				◙	15		
	Carnation				◙	5		
	Astrick				◙	5		
Farm : 4	Carnation	-			◙	1		
Farm : 5	Geribera	□			-	-	-	-
Farm : 6	Gerbera	□				4	*	
	Calla lilly	□				4	*	
	Stroma				◙	4	*	

Table.3 Packaging & Transport Details

Farm	Flower	P		Transport Facilities					Cost of Transport (Per Box)
		No.of flower Per Bunch	No.of bunch Per Box.	**Bus**	**VAN**	**Auto**	**Jeep**	**Lorry**	
Farm :1	Carnation Gerbera Stafics Arum liiy Lilium	20 10 10 10 10	60-70 60-70 60-70 60-70 60-70	*					**10**
Farm : 2	Carnation	20	60-70						20-35
Farm :3	Lillum Carnation Statis Stroma	10 20 10 10	60-70 60-70 60-70 60-70		*				50-60
Farm : 4	Carnation	20	60-70						80-90
Farm : 5	Gerbera	10	60-75				*	*	120-140
Farm : 6	Gerbera Calla lilly Stroma	10 10 10	60-70 60-70 60-70			*	*		50-70

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