

Title:

Practices to Enhance Marketing of Fruits and Vegetables

Word Count:

1753

Summary:

Fruits and vegetables are usually more difficult to market than to produce. There are ready ma

Keywords:

Consignment agency business, Pan India cold chain company, Pioneers in cold chain logistics, F

Article Body:

Fruits and vegetables are usually more difficult to market than to produce. There are ready ma

A producer may need several years to establish a marketing program. The number of produce buye

The future shows more promise for large scale producers or small scale producers than for mid

The small scale producer needs to seek local market channels. There are opportunities, but a p

There are no federal support prices for fruits and vegetables to help the grower when market d

There are opportunities for small scale producers for on-farm markets, organized farm markets,

Crop and variety selection are critical factors in marketing. Buyers are indifferent to the or

Different varieties may be used in shipping markets as compared to local markets. The sweet co

A local Crossville, Tennessee market owner recently shared a list of items that he had difficu

The budgets and profitability of crops is another factor in production.

Tomatoes have consistently been the most profitable crop for Tennessee producers. Greenhouse p

Tree fruit production does not fit well into small scale agricultural production. The time bet

Grapes offer some opportunity, but strawberries and blueberries are small fruit that offer mor

Harvest of fruit and vegetable crops at the proper maturity is essential. Many crops have a ve

Packaging of produce is a critical factor in marketing. Containers should protect the product

Peppers and tomatoes are specific crops sold by uniform size. Peppers are usually boxed as ext

Product identification can be a useful tool in marketing. Certain areas or growers have develo

Harvested fruits and vegetables are perishable, and quality loss starts immediately after harv

Quality of products such as green beans, sweet corn, peppers, and peaches benefit from hydroco

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