

Improving the Value Chain and Linking the Market for Fruit Growers in Quality Management of Post Harvest Systems in Bangladesh

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Abstract—*The demand for food in Bangladesh and around the world is changing rapidly. Driven by economic growth, rising incomes, and urbanization, demand is shifting away from traditional staples toward high-value fruit commodities. In Bangladesh, additional demand for these commodities is projected to be worth about \$10 billion by 2020. More than 80% of people living on less than \$2 a day in Bangladesh live in rural areas. This spatial distribution of poverty makes capitalizing on the opportunities afforded by high value fruit production and value additions an important strategic priority for those seeking to reduce poverty in the country. Insufficient processing capacity, the lack of cold storage facilities or a functioning cold chain, and the persistence of transport bottlenecks are significant constraints to organic produce, less post harvest loss and value additions of high value fruits in Bangladesh. The promise of generating higher income and increased export revenues by accessing international markets is matched by the challenges of meeting the exacting quality and safety standards that apply in those markets and by the prospect of having to compete with high quality imports from those markets. Some of the major fruits of Bangladesh have limited processing leading to value addition but most of the minor fruits don't have any processing or value addition. Recently, a number of agro-processing industry processing Bangladeshi fruits in various form for marketing in the home and to some extent to export. Most of the farmers don't have adequate knowledge on value addition as well as processing facilities. The paper mainly deals with the organic fruit status, value addition, processing and marketing of fruits in Bangladesh. Suggestions were also made on the improvement of the organic fruits value chain, market access and house hold income.*

Keywords: *Organic fruits value chain, postharvest, market, quality.*
