

Title Development of value-added products from kiwifruit in India
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Abstract

Kiwifruit (*Actinidia deliciosa*) is a relatively a new crop in Indian markets and information regarding consumer acceptability and product development is scanty. New Zealand is credited for making the native Chinese fruit popular. In an attempt to ascertain its future potential, the study established it as a rich source of vitamin C, which otherwise is known to be unstable. Not all fruit are of sufficient quality grade for fresh market so processing is important. Production of processed products like jam, butter, leather, candy and toffee was possible using standardized techniques. Products like leathers, candy and toffee held a great deal of promise, particularly with the younger generation. The Kiwi leather may provide an alternative to mango leather according to a section of consumers.