

Title Post-harvest technologies and marketing channel in tomato production in Danna Katchely, Azad Jammu Kashmir

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Abstract

Tomatoes have become one of the most popular and widely grown vegetables in the world. Post-harvest technologies greatly influence the level of post-harvest losses and the quality of produce. These technologies are; grading, packaging, pre-cooling, storage and transportation. An efficient marketing system is essential for sustained agricultural development. It affects both producer's income (through prices producers receive for their products) and consumer welfare (through prices consumers pay for agricultural commodities). . There are several factors, which influence the efficiency of tomato marketing including perish-ability, seasonality, quality, prices and location of the products (Kohls and Uhl, 1985). This study was conducted with the following objectives: 1) to examine post harvest technologies in tomato growing in Danna Katchely, Azad Jammu Kashmir (AJK). 2) to study the marketing channel followed by tomato growers. 3) to recommend remedial measures for making improvements in the system. The results indicated that tomato growers in the study area were not following post harvest technologies that include; grading, packaging, pre-cooling, storage and transportation. Bulk of tomato surplus produce was marketed through local market (75%). A small quantity (25%) was marketed through wholesale market.