

Satara Strawberry Processing Unit

Problem Statement



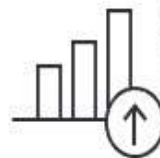
- ▶ Strawberry B and C grade kinds are squandered due to their perishable nature if not sold within the time frame specified.
- ▶ Previously, strawberries included 80% residual owing to the constant application of pesticides in the field while harvesting.
- ▶ Strawberry mother plants were imported from country like California, Spain , Italy etc because of which the cost of strawberry production is more.

Key Intervention



- ▶ Mega Farm is a Farmer Producing Organization that was founded in 2020. Mega farm collects B and C grade strawberries from over 500 farmers and processes them into value-added goods such as jam, jelly, candy, squash, and so on.
- ▶ The unit has capacity of 5MT per day and fruits are brought and processed with in 4-5 hours of harvesting.
- ▶ Training was given in quarter to farmers for using new technique like the use of honeybee boxes for self pollination and other techniques to reduce pesticides in the field, now 80% of farmers producing Strawberry through an organic process.
- ▶ Farmers are trained to produce daughter plants in their fields, polyhouses, and utilize vertical farming to enhance strawberry cultivation.

Impact



- ▶ The wastage ratio of B grade and C grade Strawberries reduced to large extent.
- ▶ 80% of strawberries were grown by using organic farming methods.
- ▶ The value addition product from Strawberry were produce and sold in the market.
- ▶ With production of daughter plants the cost of import reduce to an extend.

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“ Mega farm is FPO which produce 100% healthy and tasty strawberry value added products and helping farmers to grow with them ”

- Shri. Deepak Borde
Agriculture Supervisor, Mahabaleshwar