

Title Remunerative price for farmers through proper marketing strategy to boost spice cultivation

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Abstract

The West Bengal state of India is highly potential for growing spices like turmeric, ginger, large cardamom, coriander, tejpat, black pepper, curry leaf etc. The potentiality of these spices is not exploited fully as it is not market driven - our experience on turmeric says so. It is suggested to produce spice varieties that have high market demand both in domestic as well as in international. The raw materials need to be utilized for value added production such as ginger powder, salted ginger, crude fibre, ginger oil, ginger oleoresin, ginger based beverage, ginger curry paste, salted ginger, and crystallized ginger. The added value products produced from turmeric are ground turmeric, turmeric oil, oleoresin and curcumin. Black pepper, curry leaf, tejpat are also has the potential for preparation of various value added products. Spices production would increase manifold with proper marketing initiative. Spices grower's cooperatives are to be formed under the aegis of the government for marketing and have to be directly linked with the grower for their remunerative price to boost spice cultivation.