**GOOD FRUIT FARMER PRODUCER COMPANY**

The Good Fruit Farmer Producer Company was registered in September 2021 in Kashmir. The FPO has 200 members of which 3 are women. The CBBO is Indian Society of Agribusiness Professionals (ISAP) and IA is NAFED.

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| Year of Registration | 2nd September 2021 |
| State | **Kashmir** |
| District | **Shopian** |
| Block |  |
| CBBO | **Indian Society of Agribusiness Professionals (ISAP)** |
| Shareholder Farmers (Nos) | **100** |
| **Small Farmers: Marginal Farmers:** |
| **Women Farmers: Tribal Farmers:** |
| State Category | **Hilly Area** |
| Share Capital (INR- Lakh) | **100000** |
| Business Activities (Summary) | **Apple , cherries, walnuts, almonds, shilajit, pesticides** |
| Area of Success\*: | Market Linkages |
| Board of Directors | **Male: 9 Female: 1** |

## **Background**

The hilly district of Shopian has forever been considered of importance as it is situated on the ancient imperial route, commonly known as the Mughal Road, which connects Lahore with Srinagar. Despite being known as the Apple Bowl of the state of Jammu &amp; Kashmir, Shopian has been grappling with several challenges ranging from high production cost due to the treacherous terrain to the sheer lack of market linkages.

Flanked by the Pir Panjal Ranges, the temperatures in Shopian can dip as low as -7 degrees in winter. The hilly terrain leaves the locals with little choice than to grow fruits, mostly apples. Thus, holding tremendous promise for the expansion of the Horticulture Sector. As much as 60% of the population finds employment in horticulture. Cultivating any other crops does not seem like an easy option.

## **Focus Areas**

The Good Fruit Farmer Producer Company Limited was established and registered under the Company Act of 2013, (Subsection 2 of Section 7, Amendments in Company Act 1956, New Rules as per 2013) on 2nd September 2021. The main aim of this FPO was to strengthen farmer capacity by ensuring enhanced productivity through agricultural best practices and market accessibility.

## **Strategic Interventions undertaken**

The FPO facilitated the usage of quality inputs and services for intensive agriculture. This leads to enhanced cluster competitiveness. The FPO has already registered itself with a e-commerce platform. This has provided farmers with bulk produce a platform to float their good and realize competitive remuneration for the same.

The members of the Good Fruit FPO collect fruits and carry out grading and sorting of the same. They also search for market linkages for their production. As a step in this direction, a tie-up with a Haryana based company called Bhumiruh Food Products has been established. Another company named Shilajeet and Dry Foods has also already done business with this FPO. A whopping transaction of Rs 50 Lakh has already been done in apples alone, which is no mean feat!

## **Success Mantra**

As a result of the interventions of the FPO, there have been marked improvements in the volume as well as quality of fruits being produced. There is increased awareness about the benefits of modern techniques of farming vis-a-vis the traditional ones. A structured schedule has been drawn to cover the required crop management operations in a timely manner, thus avoiding undue delays. Peer learning has also helped to widen the farmers’ horizons.

The FPO has been instrumental in providing an alternative renumerative channel to the farmers by eliminating the chain of intermediaries in marketing.

## **Recognition**

None

## **Benefits of the scheme**

The scheme has provided a platform for farmers to collectivise and form FPOs. The support for three initial three years as management cost and MEGF are pivotal for success of FPOs.

## **Convergence with other Central and State government schemes**

None

## **Way forward**

An MoU is in the pipeline with a startup called Orchardly, through which the members of the FPO will receive real time weather alerts, disease predictions, soil testing & other advisories. This information will help them manage the vagaries of nature better and will safeguard their interests.

The FPO has applied for FSSAI licence and is expected to receive it soon. The FPO also plans to apply for agri-input licence in the near future to support supply of good quality agri inputs to farmers at reasonable costs.

## **High Quality Images with caption**

This section is intended to provide minimum 3 high quality images of Intervention with caption having size greater than 1 MB.

## **Name and Contact Number**

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