

HORTEX NEWSLETTER

A OUARTERLY PUBLICATION OF THE HORTICULTURE EXPORT DEVELOPMENT FOUNDATION. DHAKA

So far our knowledge goes more than 20 brand super stores are presently in operation in the Dhaka City for marketing of different agro-commodities as well as other consumer goods.

Introduction According to the marketing officials of different super stores, the demand for minimally processed fresh fruits/vegetables

products are getting popularity in super stores of Dhaka City. In view of this situation, Supply Chain Development Component (SCDC) of National Agricultural Technology Despite its popularity in supermarkets especially at Agora, the Project (NATP) being implemented by Hortex Foundation has production of minimally processed products is limited due to taken initiative to strengthen supply of minimally processed rapid deterioration. Minimal processing of fruits and

appropriate technology to prevent browning reaction,

It is our believe that the demand of minimally processed fresh A wide assortment of minimally processed fruits and

Price, quality, proper packaging, advertisement and timely their quality with keeping freshness as more as possible. The supply are some key elements to promote minimally processed type of process is dependent on the type of commodity. This fruits/vegetables business. Farmers, traders, transporters product is characterized by a good degree of freshness. including other relevant stakeholders involved in the supply convenience and lack of preservatives. This type of food item chain are likely to be financially benefitted from this type of is becoming more and more popular in Bangladeshi

In recent years, there has been a considerable increment in the has an increasing trend. Working busy couples without convenience and safety. Changes in consumers' lifestyles seem domestic worker generally look for minimally processed food to have led to an increased desire for ready to eat (RTE) or items which can be easily cooked or readily consumed as ready to cook (RTC) or ready to use products (RTUP). fresh. Further, some families are reluctant to buy large fruits Therefore, interest in a new area of food preservation is being

In our opinion, emphasis has to be given to retain natural of the prepared products. Minimal processing of fruits and freshness, color, flavor, taste and nutritive value as far as vegetables has two major purposes. Firstly, it is important to possible during processing of fruits/vegetables under sanitary keep the product fresh without losing its nutritional quality. conditions. However, research is needed to generate

Secondly, products should have a minimum substantial period

microbial contamination, chilling injury and extend shelf life

Concept of Minimally Processed Fruits and of indigenous fruits/vegetables for minimal processing.

fruits/vegetables besides super stores will rise substantially in vegetables have been developed to meet up the consumers' hotels, restaurants, fast food shops in coming years with the needs for 'quick' and convenient products, and to get benefit rapid urbanization and change of lifestyle of urban dwellers. from fruits and vegetables with hygienic condition. Fruits and

Supermarkets.

Agora Marketing Minimally Processed Fruits

Md. Mozibul Haque¹

demand for high quality fruits and vegetables coupled with promoted in superstores i.e. minimally and partially processed

vegetables generally involves washing, peeling, slicing or shredding before packaging and storage at low temperature. All these have an effect on the nutrients, shelf life and quality

vegetables are minimally processed with the view to retaining

¹Manager, Supply Chain, Rahimafrooz Superstores Ltd. (Agora)

o-products at Agora

A processing practice has been standardized for the Minimally processed vegetables available at Agora at different manufacturing of minimally processed RTE fruits, RTE/RTC outlets are: vegetables and RTC fish and meat at Agora. The preparation 1. Lettuce process flow diagram is stated in *Figure 1*: 2. Carrot





storage the consumers

✓ Using gloves, masks

✓ Strict toilets hygiene for hand washing and disinfection

stock availability.

waterproof bandages

A fresh approach to minimally processed food

produces to maintain visual, textural and nutritional appeal. flavorful products that continually meet the consumers' Through the analysis of the last 5 years, sales trend expectation on brand quality, consistency, freshness and in- (million Taka) of minimally processed agro-produces at

Minimally Processed Fruits and Vegetables

Minimally processed fruits available at Agora at different outlets are orange, apple, pears, kiwi, pineapple, melon,

Figure 1: Process flow diagram of minimally pro-At supermarkets, consumers are pleased to buy minimally and vegetables at Agora processed produces because:

- Hygienic production, environment and facilities
- ✓ Washing hand before starting work
- ✓ Removing finger rings and watches
- ✓ Refraining from eating and drinking in the processing

Modified atmosphere enables fresh and minimally processed

watermelon, jackfruit and different other fruit slices

Quality of raw materials from selected producers

- Use of all known methods for disinfection
- ✓ Cleanliness of working cloth
 - Maintaining proper cold chain management
- ✓ Fresh wounds or knife cuts if any must be covered with

✓ Hair must be short and covered with cap etc.

dified Atmosphere Packaging (MAP)

The MAP environment enables food to provide an extended The demand of minimally processed agro-produces in the shelf life without requiring the addition of chemical superstores is considerably increasing. Due to food habit preservatives. Processors and marketers of food products rely and lifestyle changing, upper and middle class peoples on modified atmosphere packaging to assure fresh and mostly are buying RTE and RTC food from superstores.

- 12. Mixture of lettuce and cabbage

- ✓ Use of quality food graded packaging materials
- Proper monitoring of shelf life of the individual produce

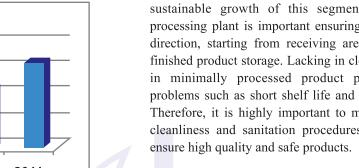
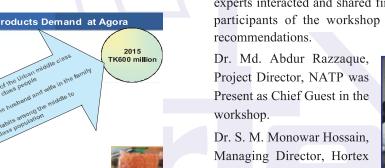


Figure 3: Sale trend of minimally processed agro-produ

to sale from BDT 250 million in 2012 to BDT 600 million in of safe and minimally processed agricultural produces. The

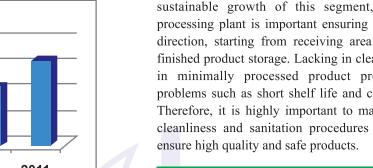


Agora increased on average 26.36% per year for the

- at Agora

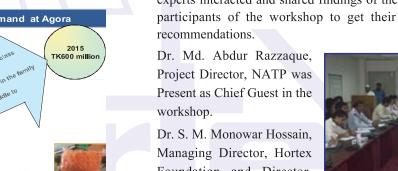


produces will go up steadily in coming years.



Supply Chain Development Component (SCDC) of National

Considering the existing marketing demand of minimally **Processed Agro-Products Supply Chain Management"** on processed agro-produces, Agora planned to prepare and 27th February 2012 at its Conference Room. The program market the products extensively. The company's projection is mainly included total of five presentations on different issues



PIU, SCDC, NATP chaired A view of training workshop the workshop. Dr. Md. Abdur Rashid, Training &

welcome speech and Md. Mozibul Hoque, Manager, Supply Chain, Rahimafrooz Superstores Ltd. (Agora) presented the

keynote paper. Dr. Sreekanta Sheel, Logistics (Transportation ✓ Training to suppliers on pre-washing and sorting all and Storage) Expert, Dr. Md. Saleh Ahmed, Post Harvest

Communication Expert, SCDC, NATP, HF delivered the

Handling and Quality Assurance Expert, Md. Bazlur Rahman,

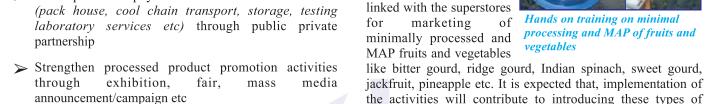
technical papers individually in the training workshop. A total

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- Marketing Expert and Md. Mahbub Alam, Business Development Expert, SCDC, NATP, HF presented their
- ✓ Ensuring right temperature at processing, packing of 31 participants (for details, please visit www.hortex.org on Recent News Title Bar) attended the workshop.

The following recommendations were made from open slicing, post-harvest

provided to th > Identify the potential products through market study for entrepreneur and the CIG minimal processing members.



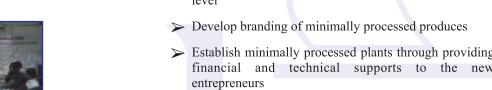
project site of Savar. Hands on training regarding different income tax by Hortex Foundation since inception,

steps of minimal processing i.e. selection of raw commodities, regularization of the employment of a female staff working as

pre-cooling, sorting, grading, washing, disinfection, peeling, cleaner in the SCDC, NATP on daily wage basis etc.

organizing training, seminar, workshop etc ➤ Intensify extension services and education on minimal processing > Consolidate information on cool chain management of minimally processed produces and sea shipment > Develop appropriate packaging system for minimally

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> Establish national standard following the market requirements and national certification body



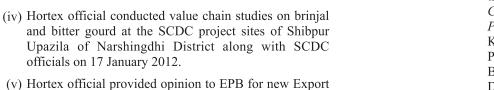
the stakeholders etc. New Enterprise Developed for Minimally Processed and Modified Atmosphere Packaged The proprietor of 'Green Agro-base' showed interest for November 02, 2011, approval on renewal of annual contracts

on various issues of agriculture and export related affairs. Some of them are as follows: The 85th meeting of the Governing Body of Hortex Foundation was held on Thursday, 26 January 2012 at Hortex (i) Hortex Foundation organized a meeting on 03 January

Mr. C. Q. K. Mustag Ahmed, Secretary, Ministry of and some local exporters regarding more vegetables Agriculture and Chairman, Hortex Foundation. The meeting export from Bangladesh to UK and other EU & Asian markets by adopting Farm to Market Approach. discussed on various administrative issues and policy directives were given which include review of (ii) Hortex official participated in the 2 (two) days training implementation status of the decisions taken in the 84th program organized by BARC held on 25-26 January meeting of the Governing Body of Hortex Foundation held on Vegetables" at BARC Conference Room, Farmgate, for fruits and vegetables in association with HF. marketing of minimally processed and modified atmosphere of five experts working in the SCDC, NATP, confirmation of packaged (MAP) fruits and vegetables at different superstores appointments of AGM (Supply and Value Chain, Marketing, (iii) Hortex and SCDC officials attended in the workshop as per discussion with the SCDC, NATP consultant of Hortex R&D) and Deputy Manager (Logistics Support), Hortex held on 07 January 2012 at BUET on "Development of Foundation. The Foundation rendered technical and logistic Foundation after completion of their probationary periods, support to start the business involving 15 CIG members at the review the observations of the Auditors on submission of

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BUET presided over the workshop. Five technical papers including SCDC, NATP, HF were presented in the event.



vi) Meeting with Mr. Matthew Krause, Manager, New Business Development, LAND O' LAKES Inc. Batch). He worked at different levels of field administration

International Development on identifying joint areas of that include UNO of Chandpur Sadar Upazila, Deputy activities for USAID's Feed for the Future Program was

Policy 2012-15 on policy meeting held on 18 January

2012 at EPB Conference Room.

Islam, Vice Chancellor, BUET was present as Chief

Guest in the program while Prof. Dr. Md. Mujibur

Rahman, Head of the Department of Civil Engineering,

(vii) Hortex official attended in the workshop (for study MATRIX) on "Market Prospecting for Potato Exporters

February 2012 on "Developing e-Krishok as a Value" Added Service Delivery Network for Rural Bangladesh". The Embassy of the Kingdom of Netherlands and Bangladesh Institute of ICT in Development (BIID) jointly organized the program. Md. Giashuddin Ahmed, Vice-Chairman of BTRC was present as Chief Guest in

special workshop on "Value Addition in Exportable Agro-Products: Constrains and Opportunities" held on 14 February 2012 at EPB Conference Room, Dhaka, Dr. Kazi Anowarul Hoque, Deputy Secretary, Ministry of

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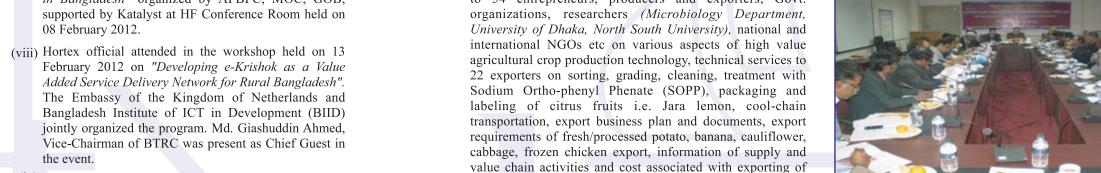
(Bangladesh-Denmark Joint Venture) held on 15 February 2012 at HF premises on establishment of 2012 on "Post-Harvest Management of Fruits and multipurpose cold storage and minor processing centre

Economic Development, International Programs Group, Washington DC, Remedios (Ting) Gorgonio, Program an Integrated Framework for Logistics and Supply Officer, Grant Acquisition & Management, Md. Chain Management in the Primary Food Sector of Atikuzzaman, National Coordinator, Economic Bangladesh" organized by Research Team, Integrated Development, World Vision Bangladesh held on 20 Framework for Primary Food Sector of Bangladesh. February 2012 at HF to identify the areas of cooperation UGC-HEQEP Project BUET. Prof. Dr. S.M. Nazrul on supply & value chain and other activities.

(xii) Meeting with GTS Logistics Ltd. Bangladesh and Farm House Export (Pvt.) Limited, Pakistan held on 22 February 2012 at HF about pineapple and jackfruit export to Pakistan from Bangladesh.

training program from 11-15 March 2012 on "EU Controls of Export under Better Training for Safer Food visit to identifying citrus canker (Xanthomonus axonopodis) Program" at Conference Room of DG, DAE, and assisted in pre-shipment technical activities like sorting, Khamarbari, Dhaka. The program was organized by grading, cleaning, post-harvest treatment with Sodium Ortho-Plant Protection Wing (PPW), DAE and Mr. Sameer Bandali, Manager, Plant Health & Seeds Inspectorate, Department of Environment, Food and Rural Affairs (Defra), Heathrow Airport, London, UK presented the

action and Marketing Advisory Service



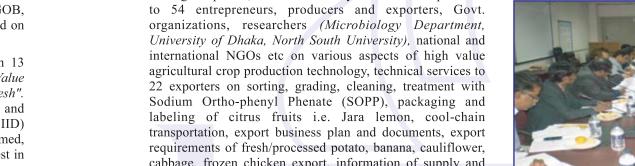
x) Two Hortex officials participated in EPB arranged

ex Supported Re-export of Citrus Fruits to

(xiii) Hortex official attended in the 4 (four) days follow-up

Paris and France, Hortex Foundation continued its technical support to the fresh produce exporters and made further field keynote paper in the event.

Industry, GOB



domestic and export market. Advisory services were provided to M/S. Polygon Resource on 5200 Kg Fresh Cauliflower export to Malaysia.

(xi) Meeting with Dan Norell, Senior Technical Advisor, Services BD: Wimexco Bangladesh: Decron Recycle Solution. Monowar Hossain, Managing Director of Hortex Foundation Savar; Global Agro Resources Ltd. etc.

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came to the conclusions that the betel leaves have every After successful trial shipments of Citrus fruits in London,

phenyl Phenate, packaging and labeling. During the period, HF demonstrated exporters, graders and packers how to identify the symptoms of citrus canker and treat citrus by Sodium Ortho-phenyl Phenate to avoid further contamination by citrus canker during pre-shipment time. HF also

emphasized on the use of quality packaging materials and (xiv) Hortex official participated in the 3 (three) days training labeling with obligatory information. During the period, HF program at Shilpa Bhaban from 19-21 March 2012 on imported 17 kg of Sodium Ortho-phenyl Phenate from China "Productivity Development Technologies" under as per suggestions from Defra and supplied among the citrus National Productivity Organization (NPO), Ministry of fruits exporters. So far exporters successfully exported about 43 MT of citrus fruits to UK, Italy and France market without

During the period, business advisory services were provided



The notable among the recipients of such services are: ACI Vegetables and Allied Products Exporters Association Limited; Angel Vision; Hamza Corporation; Trade World; (BFVAPEA) organized an expert consultation workshop on expertise in the related field. • Necessary Fund is to be provided either by sharing knowledge among the participants including GOB/Donors or by private sectors or jointly to meet validation workshops in newly selected Upazilas for

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activities can be performed by trained personnel by Consultants. Out of 244 participants, 233 were male and 11 following HACCP guidelines, different regulatory female. Resource persons were from the Superstore Owners measures and treatment option for betel leaves and
Association, DAE, DLS, DOF and SCDC. presided over the workshop.

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After a threadbare discussion in the workshop, the experts Highlighted Activities of SCDC, NATP

Foundation carried out

Republic of Bangladesh was guidelines. period. A total of 279 present as Chief Guest in the Betel leaf is one of the important cash crops of Bangladesh. different stakeholders

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through exporting of betel leaves (Source: Flower & foliage including 139 CIG SCDC promoted low cost storage

Failure to ensure export of Salmonella spp. and other harmful private companies and 10 SCDOs. Out of 279 participants bacteria free betel leaves will affect entire export of fresh trained, 254 were male and 25 female. Resource persons were fruits and vegetables. So, the committee made from the Faculties of Bangladesh Institute of Management recommendations to take following interventions immediately:

(BIM), Padakhep Institute of Development and Management

Some following suggestions were made from open discussion in the workshop:

> Strengthening Upazila Producers Organization (UZPO) ➤ UZPO should be linked effectively with CCMC

CCMC model

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- > CCMC should be registered from concerned authority > Arranging subsidized input facility, transport, reefer van
- Ensuring branding of CCMCs produce and promotion by Hortex Foundation ➤ Ensuring improved packaging materials at CCMCs for

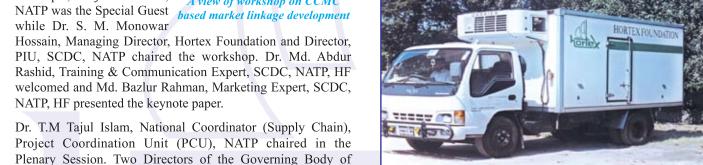
Supply Chain Development Component (SCDC) of National > Linkage development between CCMC and

Agricultural Technology Project (NATP), Hortex Foundation bank/financial institute, national cooperative market etc organized a workshop on "CCMC-based Market Linkage is essential for easy access to finance and better **Development"** on 28th February 2012 at its Conference marketing of CCMCs produce Room. The program mainly covered presentation on > Knowledge, resource, market network, financial Commodity Collection and Marketing Center (CCMC) based

Dr. M.A Sattar Mandal, Member, Agriculture, Water

Resources & Rural ☐ To store your produce/product in appropriate

Capacity 3 ton each



temperature (+ 15°c to -25°c)

and Mr. M. Ahsan Ullah attended in the workshop. Sixty three

ished by : Horticulture Export Development Foundation

Fax: +88-02-9125181, 9101065 ➤ Design and develop constitution/operation E-mail: hortex@hortex.org, Website: www.hortex.org manual/guideline/rules and regulations etc as effective sor & Editor : Dr. S. M. Monowar Hossain

> (Supply & Value Chain, Marketing, R&D) Hortex Foundation orted by : Md. Rafiqul Islam, Assistant General Manager

support, savings and finally Institutionalization of the market linkage development and open discussions on proper CCMC based marketing system is necessary for its management process of CCMC and strategy for sustaining sustainability etc. CCMC. The expert shared implementation progress of the TER TRUCK AVAILABLE ON RENT AT

accessible at CCMCs board

> Name of the superstores, agro processed products list,

☐ To maintain cool chain, while transporting your fresh

current/updated market information etc should

produce/product ☐ To ensure proper quality

☐ Auto humidity control of fresh produce up to 99%

participants (for details, please visit www.hortex.org on Recent +88-02-9141331, 8123433, hortex@hortex.org News Title Bar) from different agencies attended in the Admin Department, Hortex Foundation

> (Hortex Foundation) 22 Manik Mia Avenue, Sher-e-Bangla Nagar, Dhaka - 120

Managing Director, Hortex Foundation Editor : Mitul K. Saha, Assistant General Manager

and cool ware house for CCMCs smooth operation (GAP, Traceability, Processing and Packaging) Hortex Foundation

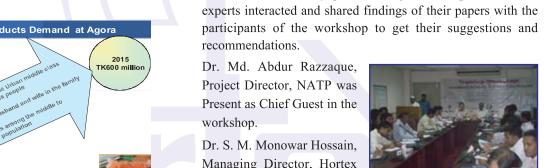
better marketing and fair price

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 Minimizing cross-contamination and storage rooms.

styles of urban middle class and busy schedules of both husband and wife in the family and being expensive of Demand of minimally processed produces in superstores is domestic help, the demand for minimally processed rapidly growing up. The opportunities of this market can be an

ensure high quality and safe products.

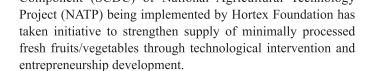


at Agora

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- 10. Mixed salad

and vegetables to save money and avoid spoilage



11. Cabbage

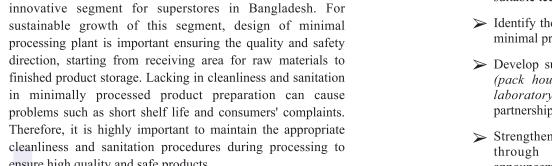
Refrigerated Selling at chilled condition to

giene Practices before Preparing Minim essed Products

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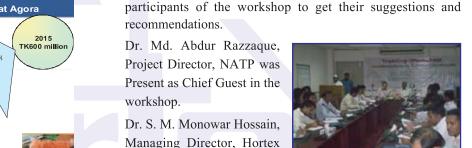
period of 2008-2011 (Figure 3). With the changing life

innovative segment for superstores in Bangladesh. For



Agricultural Technology Project (NATP), Hortex Foundation organized a training workshop on "Safe and Minimally

orkshop on Minimally Processed Products



✓ Inspection and screening of all raw materials ✓ Ensuring Good Manufacturing Practices

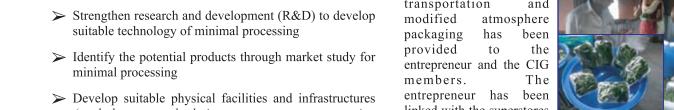
types of raw materials

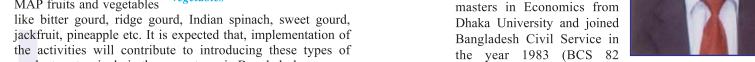
Strengthen research and development (R&D) to develop suitable technology of minimal processing discussion in the workshop: treatment, packaging,

> Strengthen capacity building and information

dissemination activities through making awareness and

processed produces and introduce at the stakeholders





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products extensively in the superstores in Bangladesh.



ew Chairman of Hortex Foundation

Mr. Monzur Hossain is the

new Chairman of Hortex

Foundation since February 06,

2012. Mr. Monzur Hossain is

a Secretary to the Government

of Bangladesh. At present he

Mr. Monzur completed his

Commissioner of Chittagong Division.

Member of Planning Commission.

As a part of government service, Mr. Monzur traveled

different areas of Bangladesh as well as different countries. He

likes to read. His reading interest includes history, economics

During the period, Hortex officials attended number of

seminars, workshops, trainings and discussion/policy meetings

and literature.

is the Secretary of Ministry

of Agriculture.

ajor Meeting/Seminar Participation

Commissioner of Netrokona District and Additional held on 25 January 2012 at HF.

2012 with the officials of Paplu Fresh Vegetables UK

Public Administration, GOB presented the keynote paper in the event. (x) Hortex Foundation organized a meeting with a foreign private company namely Timely Investment

betel leaves contaminated by Salmonella spp and other

workshop on Salmonella spp. and marketing system of fresh horticultural produces in To find out Short and Long Term treatments of exportable

Foundation (HF) in associated with Bangladesh Fruits,

People's Trade; Vegan Agro Ltd; The ACME Lab; Gmark "Salmonella spp. and other major Pests of Exportable Betel Consulting Ltd; Zaks Link; Suria Agro Marketing Company; leaf" at HF Conference Room on 03 January 2012. HF invited Green Agro Product; SEMCO; ACDI/VOCA; different the distinguished participants for the workshop from different vegetables exporters company like Poligon Resources; organizations like BCSIR: Institute of Food Science and Morison Enterprise, Fardin International, M/S. M. H. Gulzer; Technology (IFST); ICDDR'B; Department of Microbiology, Nadim Enterprise; Akhi Enterprise; Firoz Trade International; University of Dhaka; Department of Botany, Rajshahi Emon Enterprise; Lee Enterprise; Green Garden; Nahida University; Department of Plant Pathology, Bangladesh Enterprise; Crown Fruits & Vegetables Export; Monsur Agricultural University, Mymensingh; Department of Soil General Trading Co; Sabron Enterprise; Sayeda & Samia Science, Bangabandhu Sheikh Mujibur Rahman Agricultural

high value agri-commodities, farm level food safety issues

Enterprise; Dip International; Khaled Trade Syndicate; Jinnah University, Gazipur; Department of Plant Pathology, Sher-e-Enterprise; Mother Food Process Ltd; BD Food Exports; Bangla Agricultural University, Dhaka; Quarantine Sonargaon International: Manik Traders: Global Export Department of Plant Protection Wing, DAE etc. Dr. S. M.

possibilities to be contaminated by harmful bacteria like Salmonella spp. during production, post-harvest management Supply Ci and marketing period. The workshop identified the major Development sources of contamination are: soil, water, dust, organic & Component (SCDC) of inorganic fertilizers, excrements of human being, birds and animals, packaging materials, handling activities during

National Agricultural grading, sorting, cleaning, packaging and transportation for Technology Projec not properly maintaining sanitary and phytosanitary measures. (NATP) bei The experts suggested taking appropriate measures for implemented by Hortex

decontamination of salmonella spp. and other harmful bacteria especially during post-harvest handling practices, preshipment activities for local and export marketing. Finally, the 11 (eleven) batches A view of training program for experts suggested to form a specialized committee to find out training programs in the probable solutions in terms of **Short Term** (6 months - 12 different aspects for months) and Long Term (one year and above) basis. Accordingly, they formulated a 9 (nine) members committee developing supply chain and requested them to submit a draft report with in the project sites recommendations within 30 days. The committee members made a draft report with some recommendations and any interruption from Defra and other agencies.

After meeting the national demands, the country earned a participated in the good amount of foreign exchange to the tune of US\$ 42.98 training progra million equivalent of Tk. 352 Crores during the FY2010-2011 code, EPB). It is essential to sustain export of betel leaves in farmers, 140 officials of order to uphold the econ omic growth of the country as well as DAE, DLS, DOF, DAM, HRC, SRC, BLRI, BSTI, NGOs, export market demand of the produce and its reputation.

• It is necessary to setup a central pack-house under collaboration of public and private sectors for the purpose of processing of betel leaves and other line extension agencies (UAO, ULO) and Experts of SCDC exportable horticultural crops centrally as quick as harmful bacteria like E.coli, Total coli form, Hortex

possible by one stop service. Supervise of processing activities in the central packhouse are to be continued by an organization having SCDC of NATP, HF also conducted 5 (five) workshops in different aspects on selected commodities and concepts for

up the costs of research, training, management, extension/diversification of export market and other expansion of SCDC activities. A total of 244 different relevant areas of activities. stakeholders were participated in the workshops including • A pilot sub-sector study can be conducted under CIG farmers, traders and exporters, superstore owners establishment of central pack-house where all postharvest handling i.e. grading, sorting, cleaning, treating, packaging, cool-chain management NGOs, private companies, Hortex officials and SCDC



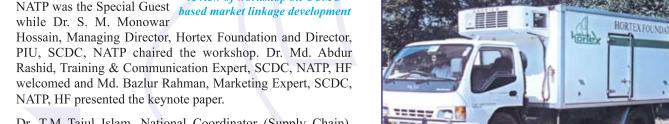
CCMC and interacted with participants.

NATP was the Special Guest hased

NATP, HF presented the keynote paper.

while Dr. S. M. Monowar

workshop. Dr. Md. Abdur Razzaque, Project Director,



Hortex Foundation namely Mr. AFM Fakhrul Islam Munshi

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