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Editor's Note

The climate of Bangladesh is very favorable for growing different species and varieties of crimes of Banana and Papaya. Papaya is a very popular fruit and is cultivated throughout the country with a production of about 150.00 metric tons of crime fruits (BBS 2007). Papaya is known by the local name of Pepe in Bangla, Eddhoo, Jathar Camon and Lime and more importantly stems to the ethnic markets of Europe and Middle East.

Zara Jathe is a very medical or more popular among the people of UK especially of Sylhet origin. It is consumed as a vegetable and also as a fruit. Nutritional and medicinal supplies of crime fruits are an affordable price. Market demand for such items is increasing rapidly with the growing awareness about health consciousness and environmental issues.

The value chain analysis of zara lemon confirm an adequate supply of quality fruits, which is one of the most important factors of zara lemon production and export. At 40.00kg which that is being sold in UK retail market at £ 1.99 per pack, the farmer's share is only £ 0.20 per kilogram (1 pkg). Exporters have to bear Rs. 115.00kg as air freight and other related costs, which cover the lion share of the value. Exporters are willing to pay more and already more income to the growers by increasing the quality of quality crime in per unit area and giving more incentive to the exporters for high volume perishable fresh produce.

The crimes crops have some problems related to production, post production, marketing, and export. Farmers require after and proper marketing information for both domestic and export markets. The obligation, therefore, is to develop the production, post-harvest technologies and marketing.

Horticulture Export Development Foundation conducted the value chain analysis of Zara lemon and Zara Papaya, exercises which can be potential to be improved and possible value additions and other necessary.

Value chain analysis for exportable Zara lemon

Introduction

A value chain, also known as value chain analysis is a business model that describes the activities that Product goes through all activities of the chain in order and at each activity the product gains some value. The value chain analysis is a process where a business firm finds the sum of added values of all activities. It is important not to mix the concept of the value chain with the cost accounting. Throughout the

In case of agro-products, value chain is a chain of activities that ensures supply of agro-products as per market requirements which are fresh, clean, safe, hygienic, nutritious and tasty. It covers the entire process from all the marketing process from production up to the point of disposal/delivery to the market. In the whole process, the value chain covers production, post-harvest technologies, packaging and cool chain maintenance, including storage and transport.

Zara lemon known as a variety of Citron and is a prominent member of the genus citrus. It is mostly consumed for its thick green/white rind and not the other citrus species for juicy pulp. Value chain analysis of zara lemon is important for the growers, exporters, and other value and potential. The price of a simple lemon can reached up to 10.00 Pound.

Value addition

Zara addition: some were selected lemon to meet zara growing zara namely Santrapur, Sylhet and Dighpur, Sylhet. Zara lemon is a very popular fruit among the growers, suppliers, exporters and others involved in the zara supply and value chain. Further information was gathered from related reports, journals and books on economic sources.

Zara value chain

Zara lemon value chain actors involved in the production and marketing of zara lemon e.g. input suppliers, traders, processors and exporters. The supply chain represents the flow of zara lemon from production to consumer. The value chain of zara lemon has been presented in Figure 1. Most of exporters collect zara lemon from orchard through middle men/traders/collectors. Most of exporters are located in Hazrat Kurmat Scam of Dhaka city. The products are sorted, graded and packed in paper carton boxes for air transport. Exporters are responsible for all costs and risks associated with the transportation of the product. Exporters are responsible for all costs associated with the transportation of the product. Exporters are responsible for all costs associated with the transportation of the product. Exporters are responsible for all costs