

# Garden Fresh adds freshness to local fruit market

By A City Reporter

GUWAHATI, Dec 29 – 'Garden Fresh' - an initiative undertaken by NEDFi to develop a direct linkage between the rural farmers and the city dwellers for the indigenously grown fruits and vegetable products of the region is attracting visitors to NEDFi Haat in the city.

To facilitate the marketing link between the indigenous fruits and vegetables growers and the buyers, an exhibition has been organised at NEDFi Haat, Guwahati from 28<sup>th</sup> to 30<sup>th</sup> December 2007. The exhibition claims to showcase the best quality fruits and vegeta-

bles found in the region.

The exhibition is showcasing organically grown oranges from Sonapur under the Agriculture Technology Marketing Agency (ATMA) scheme of Dept. of Agriculture, Govt. of Assam. Organically grown *Kumal Chaul* and *Joha Chawl* of Boko- Bongaon area under the same project are also attracting the customers prior to the New Year and Bhogali bihu.



Garden fresh oranges on sale at NEDFi Haat in Guwahati on Saturday. – EP photo

To promote organic cultivation, vegetables and oranges are now grown organically

under the Technology Mission of Dept of Horticulture, Govt. of Assam in Ghogua and Rong-

Tripura are available in the NERAMAC stall along with the other products like bam-

doloi area of Sonapur Agriculture Development Circle. Garden fresh vegetables and fruits showcased by Farmgate are providing variety to the show. The same organisation is already catering to the need of farm-fresh fruits and vegetables of a number of super markets of the city.

Kiwi from Arunachal Pradesh and cashew nuts from

boo shoots, pickles and honey. The dry oyster mushrooms are offered at Rs.30 per 250 gm, while the fresh ones are priced at Rs. 15 per 250 gm by Sumon Jyoti Associate of Boko. The same organisation has also brought in the mushroom pickles and the initiative taken by these enterprising youth are laudable.

NEDFi has provided them the platform to promote marketing of fresh fruits and vegetables, many of which are organically grown and it is hoped that this will help to motivate the rural farmers to come forward for organic farming in a big way.