

# Artocarpus heterophyllus as a Business Opportunity

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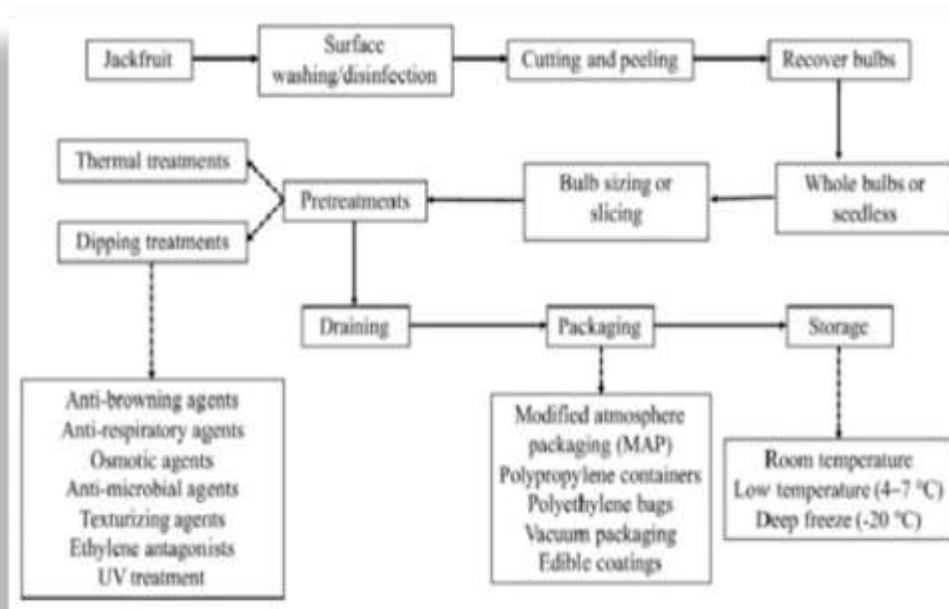
## Abstract

This research aims to investigate the product (Jackfruit) having seasonal growth and regular demand with which students can relate. The study intends to explore the ways on the importance of producing and selling these products and their processed items along with the roles of Transport, Warehousing, Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing etc. Their overall status within the market and how these factors contribute to the overall growth of the Jackfruit sector within the south. By analysing patterns of customer interactions with this seasonal fruit, the role of the agricultural sector, and the effects of different farming techniques, this research seeks to understand the change in price of the product during different seasons and, the effect on prices in the absence of effective transport system, suitable warehouse facilities and the prices near the place of origin and away.

**Key Terminologies:** Seasonal growth, Transport, Warehousing, Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing, agricultural sector, suitable warehouse facilities.



Source : [Jackfruit - Flora Sinensis 1656 \(2950721\)](#) - [Jackfruit - Wikipedia](#)



Source : [Suggested flow chart to prepare minimally processed jackfruit bulbs... | Download Scientific Diagram](#)

### Main Objective

The purpose of this research is to examine the between demand and supply situation of the product during harvesting season and to analyse how seasonal growth of jackfruit affects its market supply, pricing, and business profitability.

This means focusing on factors like supply, demand, price fluctuations, and profit margins. Another one of its main objectives is to study the role of transport in maintaining product availability and reducing post-harvest losses.

### Objectives

1. To examine the importance of warehousing and storage facilities in ensuring product quality, stabilising supply, and supporting year-round business operations.
2. To assess how advertising influences consumer awareness, demand, and market expansion for jackfruit and jackfruit-based products.
3. To analyse the economic effects of farming techniques on Jackfruit and how does it contribute to market growth.

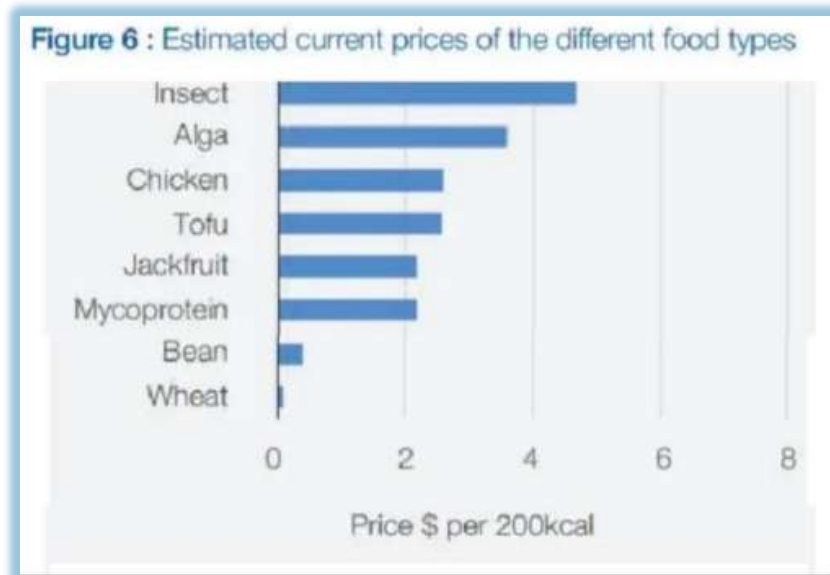
### Introduction

Jackfruit, a widely grown seasonal fruit in the southern regions of India, plays an important role in the agricultural economy as well as in the lives of consumers who rely on it for its nutritional, cultural, and economic value. Although it is largely considered a traditional fruit, jackfruit has evolved into a commercially promising product due to its increasing demand in both fresh and processed forms. The fruit's seasonal nature leads to fluctuations in supply, which in turn influences its pricing, availability, and market behaviour throughout the year.

This project aims to study jackfruit not only as an agricultural product but also as a component of the wider business ecosystem. Various business activities such as transport, warehousing, advertising, banking, insurance, packaging, wholesale and retail distribution, and co-operative systems play crucial roles in determining how effectively jackfruit reaches consumers. Efficient transport reduces spoilage and widens market reach, proper warehousing stabilises supply during off-seasons, and attractive packaging increases market value. Likewise, financial services like banking and insurance support farmers and traders by reducing risks and enabling investment in improved farming and storage techniques.



Source: [https://www3.weforum.org/docs/WEF\\_White\\_Paper\\_Alternative\\_Proteins.pdf?utm](https://www3.weforum.org/docs/WEF_White_Paper_Alternative_Proteins.pdf?utm)



Source: EMR

### Literature Review

Jackfruit has a distinctly seasonal nature, with most varieties harvested once a year during the summer months. During this period, trees produce large quantities of fruit within a short time, creating a temporary surge in supply. Once the season ends, availability drops sharply, leading to higher prices and limited market access. This seasonal pattern affects farmers, traders, and consumers, influencing pricing, storage needs, and business planning throughout the year. As Jackfruit is bulky, heavy, and perishable, farmers

often rush to sell their harvest before it spoils, resulting in lower market prices during peak season. Once the harvesting period ends, the availability of jackfruit drops sharply, causing prices to rise due to limited supply while demand remains steady. This strong seasonal pattern impacts the entire supply chain. Farmers, wholesalers, retailers, transporters, and processors therefore making it necessary for businesses to plan ahead for storage, transport, warehouses, packaging and processing to manage fluctuations throughout the year.

### **Effect of Quality Transport System on Jackfruit Prices**

Good transport ensures that jackfruit reaches markets fresh and undamaged. Transport connects producers to markets. For jackfruit, a bulky and delicate fruit, transport plays a vital role in maintaining quality. When transport facilities such as good roads, refrigerated vehicles, and reliable connections between villages and markets are available, the fruit can reach markets in fresher condition and in larger quantities. This reduces post-harvest losses, lowers wastage, and allows farmers to sell at better prices without depending heavily on middlemen.

Efficient transport also enables jackfruit to move from remote rural areas to distant urban markets where demand is higher. With faster and better transportation, supply becomes more consistent, which helps stabilise prices throughout the season.

Consumers benefit from moderate pricing, while farmers and traders earn fair returns. In contrast to areas with poor transport infrastructure, regions with strong transport systems experience fewer price fluctuations, more competitive markets, and greater opportunities for value-added businesses such as processing, packaging, and retailing.



### **Demand and supply situation of the product during harvesting season**

#### **During Harvesting Season**

Supply: Very high

Demand: Stable or slightly rising

Price: Falls due to abundant availability

Business Impact:

1. Good for processing units (chips, jam, bulbs)
2. Difficult for farmers due to low market price

#### Near the Place of Origin

Prices are lower because:

1. Supply is high
2. Transport costs are minimal
3. Sellers compete with each other

#### In Distant Markets

Prices are higher because:

1. Transport cost is added
2. Middlemen margins increase
3. Supply is limited

#### In Off-Season

1. Supply: Low
2. Demand: Often higher than supply
3. Price: Rises significantly
4. Business Impact:
  1. Retailers profit more
  2. Consumers pay high prices
  3. Processing firms benefit from stored or frozen jackfruit

### **Duties performed by the warehouses & Effect on prices in the absence of suitable warehouse facilities.**

Warehouses play a vital role in the jackfruit supply chain by ensuring proper storage, preservation, and timely distribution. They protect the fruit from spoilage, pests, and adverse weather conditions, helping maintain quality and freshness. Warehouses also help stabilise market prices by storing surplus produce during peak harvest and releasing it gradually when supply is low. They facilitate grading, packaging, and sorting of jackfruit for different markets, making it ready for wholesale or retail sale. Additionally, warehouse receipts can be used by farmers to secure loans from banks, while insurance coverage reduces financial risk. By performing these functions, warehouses support farmers, traders, and processors, improving efficiency and profitability throughout the jackfruit industry.



Source : Vietnam Agriculture

Warehousing has a direct impact on the price, quality, and availability of jackfruit. Without adequate storage facilities, harvested fruit spoils quickly, forcing farmers to sell immediately at lower prices to avoid losses. This leads to a supply glut in local markets during the harvest season and causes prices to drop sharply. In the off-season, scarcity drives prices up, creating fluctuations that harm both consumers and producers. Poor or no storage also limits the ability of processors and retailers to access fresh or stored jackfruit, reducing opportunities for value-added products. Overall, lack of suitable warehousing increases wastage, reduces profitability, and destabilises the market.

### **Conclusion**

Jackfruit, with its seasonal growth and rising consumer demand, presents significant opportunities for both agriculture and business. This study shows that effective transport, proper warehousing, and suitable packaging are crucial to maintain quality, reduce losses, and stabilise prices, while advertising and branding help expand market reach and increase consumer demand. Financial services, including banking loans and insurance, support farmers and businesses in managing risks and investing in processing or storage infrastructure. Wholesale and retail distribution channels ensure the product reaches diverse markets efficiently, and co-operative farming and marketing strengthen bargaining power and farmer incomes. Additionally, processing jackfruit into chips, jam, frozen bulbs, and other products adds value, creates new revenue streams, and reduces dependency on seasonal availability. By integrating supply chain management, marketing, finance, and value-added processing, jackfruit can be transformed from a seasonal crop into a sustainable, profitable, and widely available product.

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