Chittoor Fruit Processing Cluster

1	Name of the Cluster	Chittoor Fruit Processing
2	Place	Within 50 Kms radius of Chittoor town and surrounding villages
3	District	Chittoor
4	State	AP
5	No of firms (by type)	Total : 67 (76% of the firms could be catagorised as small enterprises; 20% as medium enterprises and 4 % as large enterprises)
6	No. of workers	20000
7	Turnover	Domestic Rs. 1250 million and Exports Rs. 3300 million
8	Associations in cluster	1. Chittoor District Fruit Processor's Federation
9	Major products	1. Fruit Pulp, Concentrate and Purees
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	1. Regional Agricultural Research Station – Tirupathi 2. Agri Research Station – Perumallapalle 3. District Agri Advisory Centre – Perumallapalle 4. Agricultural & Processed Foods Export Development Authority (APEDA) -Hyderabad
11	Major markets	Within country – Bengaluru, Chennai, Kolkatta and Hyderabad.
		Export – Mainly to European Countries however no direct exports observed
12	Major problems/prospects	**Problems:** • Inadequate product quality and standards • Limited facilities for testing and research • Poor effort on value addition and • Better shelf life • Inadequate technical knowledge of local manpower • Weak information channels • Poor linkages with developmental institutions • Limited geographical reach • Weak linkage between farmers and processing units • High handling losses of 15% • High post-harvest losses of 20% **Prospects:** The Ministry of Food Processing has established a Mega Food Park at Mogili village of the Cluster to meet the above issues.
13	Data source and updated on	Based on DPR submitted to MoFPI under Mega Food Park Scheme by APITCO in the Year 2009