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Horticulture AVENUE OF OPPORTUNITIES



TOWARDS MAKING AGRICULTURE A HAPPY PROFESSION THROUGH HORTICULTURE

Agriculture, an ancient profession, has faced significant challenges due to lack of streamlined processes in various aspects of the ecosystem. Unmitigated risks due to agroclimatic conditions resulting in fluctuation in product prices and economic uncertainty have made agriculture an unattractive option for many.

Furthermore, a multitude of factors contribute to the hesitance among younger generations to engage in farming. Limited access to essential resources, the ever-changing dynamics of agricultural markets, lack of awareness of technological solutions, adverse effects of climate shifts, and fragmented land holdings have created barriers to entry. The physically demanding nature of farm work, the dearth of educational opportunities in rural settings, and



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the allure of urban life with its perceived economic prospects have further deterred the youth from embracing agriculture.

Realizing the potential of Horticulture

Amid formidable challenges plaguing the agricultural landscape, horticulture emerges as a beacon of promise and opportunity. Horticultural crops, including fruits, vegetables, medicinal plants, herbs, and ornamental plants, offer a range of distinctive advantages that make them stand out in the farming domain.

Foremost among these advantages is the potential for higher profit margins. Horticultural produce, particularly fresh fruits and vegetables, often commands premium prices in the market, translating into increased income for farmers. This economic appeal is complemented by

diversified income streams. Unlike traditional subsistence farming that relies on a single crop or livestock, horticultural farmers can cultivate a variety of crops throughout the year. This diversification not only spreads risk but also ensures a consistent income flow due to staggered harvest periods.

Furthermore, horticulture stands out as a resource-efficient practice. It requires less land compared to field crops or livestock farming, making it suitable for areas with limited space. Horticultural crops are favored for their higher yield and better fruit-bearing capacity, contributing to enhanced profitability per acre.

Capitalizing on Ecosystem Improvements

In recent years, horticulture has increasingly captured the preference of farmers due to several changes in the ecosystem. This shift is supported by the ease of cultivation, increased resource efficiency, opportunity to adopt multiple cropping and sustainable farming solutions and better rate of returns. Simultaneously, enhanced transportation infrastructure has expanded market access for horticultural produce, empowering farmers to reach broader consumer bases. Government initiatives and subsidies, such as clustered farming and "one district one crop," have provided incentives for horticultural ventures. The growth of digital platforms and online marketplaces have streamlined the distribution chain, enabling direct farmer-consumer interactions and improving profit margins. The presence of processing units and secondary agriculture adds further value to horticultural products.

The innovations introduced by agricultural startups and the availability of online knowledge banks that disseminate agromonic best practices empowers farmers with the knowledge and tools they need to make informed decisions, adapt to changing conditions, and enhance the overall productivity and sustainability of their farming practices. This not only revitalizes their interest in agriculture but also positions them for long-term success in a rapidly evolving industry.



In an era marked by unpredictable climate patterns, seeds designed for resilience offer a lifeline, allowing farmers to withstand the challenges.

How the Seed industry supports the changing ecosystem

Within the vast landscape of agriculture, the seed industry stands as a cornerstone, wielding significant influence in the pursuit of food security and the prosperity of farmers. This pivotal role is defined by the provision of high-quality seeds meticulously designed to cater to the unique demands of horticulture. These seeds are packaged with traits such as nutrient-rich content, climate resilience, resistance to pests and emerge as potent tools in developing a profitable and sustainable horticultural landscape.

In an era marked by unpredictable climate patterns, seeds designed for resilience offer a lifeline, allowing farmers to withstand the challenges. The seed industry contributes to water conservation efforts by providing seeds that are Water use efficient (WUE), addressing a critical issue in agriculture. The seed industry is committed to providing quality seeds as per guidelines and battle the perils of counterfeit seeds safeguarding the interest of farmers. In sum, the seed industry empowers farmers, promotes sustainability, and plays a vital role in ensuring food security for the growing global population, charting a path toward a prosperous and sustainable future.

Horticulture's Impact on the Global Food Supply

The advancements in seed technology brings a new promise to farmers. Growers can look forward to streamlined cultivation

processes that offer enhanced production capabilities. With improved crop yields coupled with high-quality produce, farmers stand to enjoy increased profitability and economic stability.

The positive ripple effect of these advancements extends to consumers as well. They can expect to enjoy the fruits of this labour in the form of tasty and nutritious food. The improved quality of horticultural produce resulting from these resilient seeds ensures that consumers receive the best in terms of flavour and health benefits.

Processors within the agricultural supply chain also stand to gain from these developments. The seeds' attributes, such as better shelf life and transportability, make it easier for processors to procure raw materials efficiently. Additionally, the extended window for sowing and harvesting promises a more extended period of availability across a broader geographical range, allowing processors to meet market demands more effectively.

TransFARMING the ACSEN Way

At ACSEN Agriscience, we're driven by our mission: "More Profit per Acre, for More and More Farmers, Year after Year". This commitment fuels our efforts to empower farmers with high-quality, nutrient-rich, climate-resilient, and pest-resistant seeds, transforming horticulture into a profitable and sustainable profession. We prioritize open-pollinated seeds to assist marginalized farmers by offering high-quality open-pollinated varieties, leading to better yields and adaptation to local conditions. This approach enhances productivity and sustainability for farmers with limited resources.

We take pride in ranking 5th in the World Benchmark Alliance's Access to Seed Index for South and Southeast Asia. As we expand across regions like Bangladesh, Sri Lanka, the Middle East, and Africa through our brand, HyVeg, we're dedicated to addressing global food security sustainably, ensuring a brighter future for the next generation of farmers.

We envision agriculture regaining its appeal and attracting new, passionate talent, ultimately becoming a sought-after profession like any other.