

# **Pre-Harvest Contractor and Their Role in Apple Marketing in District Shimla**

**Kalim Deen**

The inclusion of pre-harvest contractor in marketing channel of apples is a satisfactory method of risk aversion by the growers. It also frees the grower from the botheration of harvesting and doing all post-harvest operations. Once an agreement is drawn on the basis of standing crop, the crop failure due to any unforeseen calamity becomes the headache of pre-harvest contractor and thus growers is saved from the doom. These pre-harvest contractors, who, on the one hand, provide a method for risk aversion, have drawbacks as well. Once the orchard is in their control, they do not bother for the proper maintenance of the orchard, and also damage the branches etc., about 15 per cent of all orchard are given to pre-harvest contractors and these orchards are generally are leased out for one season only. These contractors are facing the problems in grading and packing, problems of packing materials, transportation, market intelligence, malpractices, storage problem and procurement of culled apples etc.