



Eastern India Corrugated Box Manufacturers' Association

(Affiliated to: Bharat Chamber of Commerce, Kolkata)

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Summary of the Workshop held at Haldibari, West Bengal on 27th July, 2012 Packaging Of Tomatoes In Corrugated Boxes

The Haldibari Region, Cooch Behar District grows about 1, 25,000 M.T. Tomatoes in the three month season starting in January every year & requires about 70,000 cases per day to transport the vegetable to different parts of the country. The lack of continuous supply of the wooden cases has been adversely affecting shipment, resulting in unviable prices for the farmers and unrest and adding to the inflation as the entire produce is not able to reach the market.

A seminar for packaging of Tomato from wooden crates to Corrugated Board Boxes was held in Haldibari; further to the serious concern raised by Agricultural Marketing Department, W.B. & Regulated Market Committee, W.B. of rotting of the vegetable last year due to short supply of wooden crates, the present mode used for packaging. The event was organised by EICMA with the pro active support of the government departments & technical support from Indian Institute of Packaging, Kolkata which provided full proof technical specifications for developing packaging for the perishable item.

The event was attended by over 150 Farmers and Traders directly involved in the Tomato Trade. A delegation of 18 members from EICMA and various Government Departments, President - Haldibari Merchants' Association, President - Haldibari Traders Association, President - Haldibari Loaders' Association, President and Vice President - Haldibari Gram Panchayat Samity were present. The concept of Packaging in Corrugated Boxes was completely new to the audience and the participants were quite attentive and receptive to the deliberations by Sri Milan Kumar Dey, Vice President, EICMA. He explained the merits of use of Corrugated Board Boxes for packaging with innovative practical demonstration. The Samples of boxes were displayed and also given to the traders and farmers for trial packing at their ends. The industry has been able to create the awareness of C.B.Boxes as the only alternative to wooden boxes and expects the gradual switch over of the packaging demands of the vegetable in the ensuing growing season.

Attached: 1) Photographs of the seminar 2) C.B.Boxes - Preferred Mode Of Packaging

About EICMA

EASTERN INDIA CORRUGATED BOX MANUFACTURERS' ASSOCIATION (EICMA) is an industrial association representing the interest of corrugated box manufacturers in West Bengal, Bihar, Orissa, Jharkhand, Sikkim, Assam and other North Eastern States. Established on 11th May, 1972 with a meager strength of seven members EICMA has now grown to membership strength of around 180 members. Ever since its formation, EICMA has grown from strength to strength over the years and scaled new heights of achievements. It is now one of the foremost regional associations of the corrugated box manufacturers of the country. The association has R&D laboratory at Kolkata which provides various testing facilities for corrugated boxes and papers. In the context of the changing economic scenario, the activities of EICMA are also being re-oriented. It is now giving more attention to the need for effective partnership between the Government and the corrugated packaging industry.

CORRUGATED BOARD BOXES - PREFERRED MODE OF PACKAGING

Corrugated boxes are the most accepted transport packaging around the world. But is it only the non availability of wood that compels corrugated boxes to be used? Big **NO**, it has its own following merits to be the preferred mode of transport packaging -

1. Corrugated boxes can be manufactured in any size and almost any shape.
2. It has high strength
3. It is much lighter than wooden crates - which saves on transport costs
4. It requires less storage space, compared to wooden crates
5. It can easily be assembled. Setting time is much less compared to wooden crates
6. It is suitable for printing and branding "Haldibari Tomatoes"
7. Use of renewable resources, thereby, environment friendly
8. Suitable for recycling
9. Export Compatible or widely acceptable packaging

Corrugated boxes protect the product packed inside. Tomatoes are better protected in corrugated boxes than in wooden crates. It has been seen that, better value is recovered by selling the produce to distant markets than in the local mandi.

SCIENTIFIC STUDY

A study conducted in Gujarat (by IIM, Ahmedabad) revealed that -

Conventional packaging -"PETI"-box made of strips of wood nailed together would not protect the produce adequately in transit. The information gathered from growers led us first to quantify the damages incurred in transit with tomato packed in "petis". A random sample of "petis" arriving at Ahmedabad auction market was studied. Sample "petis" were emptied out, each fruit inspected visually for mechanical damages. Pettis that had traveled 120 km had 3 - 4.5 % (600 to 900 gm in 20 kg) fruit with serious damages - bursts, bruises, fresh skin cracks. Those with 270 km travel had greater damage 5.5 to 7 %. Mechanical damages tend to grow non-linearly with transit distance. Thus a better packaging option is necessary for long distance shipments which would yield better value with lesser damage to produce.

A good package should not get deformed while in transit. It was observed in wooden crates, the nails come off and deformity is prominent. The boxes designed by us can withstand 400 kg dynamic load, before getting deformed.

PHOTOGRAPHS OF THE SEMINAR



BOXES DEVELOPED FOR TOMATO PACKAGING



Practical Demonstration Of Strength of Box



Seminar In Progress



Sri Milan Kumar Dey, Vice President - Speaking On Merits of Use Of C.B.Boxes