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Value addition in Traditional Flower Crops

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SUMMARY

Value addition has become important component of the floriculture industry. Proper planning and technical skills fabrication of innovative and unique value-added products can generate brand and add credits to the farm operation. Some of the factor require consideration such as method of storage packaging and transport to the local market in order to preserve the quality of the product. Value added product significantly enhance grower businesses and offer a steady income even during off season. Adding value by the processing the harvested flower produce is an ideal methodology for enhancing the product value in the market.

INTRODUCTION

Value addition means increasing the value of raw product anytime harvesting sale of the final product through a change of product. African marigold has industrial application in sevaral areas loke preparation of natural dyes and essential oils and therapeutic uses. Flower crops with less shelf life to be subjected to proper postharvest operation in the limited time. Essential oils, dyes extracted from the flowers can be stored for more time. Traditional flowers they are offered in religious and social ceremonies used as an adornment by women and offered for worships at home as well as temples. Traditional flower crops like marigold, jasmine, crossandra, have high demand day to day life. Xanthophyll the major carotenoid fraction in the petals of African marigold flowers has contributed to the large-scale cultivation. Huge demand for natural colours of marigold in the international market. Lowers give the opportunity to convert them into remunerative value-added products directly from fresh flowers like garland, bouquet, flower arrangements or after drying the flowers making different dried flower products like pot pourri, wreath, painted gourds, greeting cards or after processing like rose water, gulkand, gulroban, perfumes, essential oil, insect repellents, cosmetics, etc. It is a good source of income generation by self-employment. The value-added products can be classified into three categories namely 1. Fresh Flower Products, 2. Dried Flower Products and 3. Processed Flower Products.

Value addition

Jasmine is one of the most important traditional flowers of india. Jasmine flower buds are used for making garland, bouquets, string, veni, and jadai for grand hair dressing of women on special occasions. Extraction of essential oil from jasmine for preparing perfume, hair oils and attar.

Value added product of jasmine

Jasmine tea

Green tea with jasmine flowers. Jasmine tea consumed in china is called jasmine flower tea. Flowers are also used to make jasmine tea, which often has a base green tea, white tea.

Jasmine essential oil

The petals of the flower too delicate and would be destroyed bye the distillation process used in creating essential oil.

Jasmine perfume and incense

Jasmine (Jasminum *officinale*) absolute

Some species also yield and absolute which is used in perfumes and incense. It is chemical constituents includes methyl anthranilate, indole benzyl alcohol linalool and skatole.

Jasmonates

Jasmine gave name to the jasmonate plant harmone as methyl jasmonate isolated from jasmine grandiflorum led to the discovery of the molecular structure of jasmine.

Wedding Garlands
The wedding garland made of jasmine flower buds are predominant than garlands made from other flowers of it is special fragrance and manifestation.

String

It is the custom that women of all age groups especially married women adorn their hair with flower string. Mostly Jasmine strings are liked by women folk on account of the beauty and fragrance of these strings.

Bridal crown
Bridal crown are made of mostly flower buds are used for adorning the couple.

Jasmine jadai
Its also a decorative item necessarily used for hair dressing of the bride during marriages.

Hand wrist
Hand wrist is made by jasmine buds, rose petals and Nandhiyayattam.

Tinting
Tinting is the technique which is used foe making colouring of flower. While making garlands, strings veni, jadai tinting of jasmine also done for getting varied designs.

Wedding Garlands **String**

Jasmine jadai **Hand wrist** **Tinting**

Value added product of Marigold

Xanthophyll
Carotenoid
Lutein

Importance of Xanthophyll from marigold

The early civilization natural pigments have been used to improve the nutritive and aesthetic values of food. Bicolour from saffron and other plant species were used to add colour and flavour in food. Now days natural colourants are emerging globally owing to their safer and eco-friendly nature. There exists a high demand for natural xanthophyll that can be used as a food colourant and a nutrient supplement. Among traditional flowers, marigold petals are a significant source of the xanthophyll have a much higher concentration of the pigment compared to other plant materials (Verghese, 1988). Xanthophyll is considered as an excellent antioxidant and widely used as an ingredient for nutritional, cosmetic and pharmaceutical applications. Flower extracts of marigold used as additives for poultry feed and also application in colouring foods like edible oils mustard and salad dressings, cakes, ice cream and dairy products.

Carotenoids

Carotenoids are widely used as antioxidant and preservative of diseases including cancer. The consumption of lutein and zeaxanthin have been reported to reduce age related macular degeneration to a great extent (Seddon,1994). The extract with only purified form of lutein of known concentration and a pure crystalline form is allowed for food use. Marigold petal meal as a carotenoid source is used to enhance the pigmentation and growth of Red Swordtail an ornamental fish (Ezhilet al., 2008).

Tinting of tuberose flowers

For tuberose tinting different acid dyes bromocresol green, bromophenol blue, phenol red, eosin and food dyes orange red , lemon yellow, apple green were used. Among the dyes food dyes were associated with better colour uptake and shelf life (2 days). The optimum stage of tuberose flowers for tinting was standardized and it was established that 6 to 10 immature and mature buds in the flower spike was the optimum stage for harvesting for tinting to get maximum number of usable florets per spike, reduce the flower wastage percentage as well as to get the best tinting effect.

CONCLUSION

Value addition is form of floral craft increases the economic value and consumer appeal of floriculture commodities and serving as a linkage between growers and consumers it directly utility of flowers. And others form of value addition in flower likes essential oils, tinting, flower drying, art of floral arrangement and also small scale farmers can set up small enterprises where value addition in the form bouquets, garlands, vinis, flower arrangements inn container, dry flower making can be taken up. Value added product offers higher return creates brand recognition and add variety to farm operations.

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