



GOVERNMENT OF NEPAL



EUROPEAN UNION



Ministry for Foreign  
Affairs of Finland

## A study on Attariya Agriculture Produce Wholesale Market

to determine the feasibility and strategy to strengthen linkages  
with RVWRMP supported commercial production areas



April 2019  
Attariya, Kailali district



FCG  
INTERNATIONAL

## **Background**

The “Attariya Agriculture Produce Wholesale Market” is located in Kailali district, 18 KM from the province biggest market hub, Dhangadhi. This market is the junction point of the Far-Western province as the main highway for the hilly districts of Dadeldhura, Doti, Baitadi, Darchula, Achham, Bajhang and Bajura starts from this point. Recently, the province has decided to develop the province headquarter near the Attariya market area, and it is anticipated to increase the economic activities of this market and general area. Linking this market with the smaller local markets and collection centers operating in the hilly areas will ensure that farmers will have more opportunities to sell their products at market price, and it will decrease the influence of middlemen and brokers.

RVWRMP III is focusing on commercial farming and income generating activities in those RMs that have a market potential due to their proximity to main roads or local markets. The project is developing marketing channels and agricultural products collection centers to be established to link farmers with traders and markets.

With the aim of identifying the current trend and status of the Attariya market and the traders and how they are presently linked with the smaller markets and producer groups in the hilly areas of the project and what challenges they are facing, a small survey was conducted at the Attariya market.

## **Objective of the Study**

### **Main Objective:**

- Determine the feasibility and strategy to link RVWRMP supported commercial farmers/groups/cooperatives to the Attariya wholesale market.

### **Specific Objectives:**

- Determine the main crops, volumes, prices, origin and monthly fluctuations of fresh vegetables at the Attariya market
- Collect contact information from main traders/wholesalers/middlemen linked to the Attariya market
- Collect information on present vegetable pocket areas in hills that has been supplying the produces to the Attariya market
- Determine main issues and recommendations for Attariya based traders/wholesalers/middlemen for increasing trade with hill production areas

## **Methodology**

The methodology includes:

- Desk review
- Meeting with the market management committee members
- Interview with the wholesalers operating in the market premises
- Meeting the Provincial Ministry of Land Management, Agriculture and Cooperatives in Dhangadhi

## Findings

- The Attariya agriculture produce wholesale market was established in 2007.
- The market has its own land and building, approximately 2.5 hectares.
- Plant Protection Office has established a small building near the gate to carry out controls on the incoming products
- Produce is coming from both Nepal (Terai and hill areas) and India (mainly potato and onion)
- There are 32 wholesale shops under this market among which 4 are operated by the Dairy Development Corporation (DDC) and 28 are rented out to vegetable and fruit wholesalers.
- There is a small roofed area for farmers and farmer groups from the nearby area to sell their products.
- Only 6 wholesalers currently collect products from hilly areas.
- Data collection by the Market Committee is incomplete, data is collected in ledgers and then entered in Excel software.
- There is no data collected on prices.
- In most of the cases the local farmers in the hills contact with the available local transport entrepreneurs (jeep, bus and truck) and send their produce to Attariya or Dhangadi markets.
- 98% of the potatoes and onion is being imported from India.
- Fresh vegetables that come to this market centre is of Nepal only. From the hilly area, the fresh vegetables are supplied from mid-April to end of August. For the rest of the month, the fresh vegetables are supplied from Terai/plain area of Kailali and Kanchanpur districts.
- Grading and packaging are the major problems on the products from hills.
- There is a lack of trust by wholesalers to some of the farmer(groups) in the hill areas due to bad experiences (low quality, cheating).
- Wholesalers will only buy produce from hills if there is sufficient quantity to fill one truck.
- There is no consistency in the availability of produce from hill areas. One year one area may produce very nice quality and quantity, next year there may be nothing available at all.
- There is no Market Information System available, except the notification of prices on the radio and in newspapers. Most of the contacts are made via mobile.
- The summary of the interviews of each available wholesaler who procures produce from the hill areas is given in the following pages.

1. Name of Wholesaler:	Hari Datt Bhatta
Contact No:	984846736
Has own vehicle	3 (21 MT, 3.5MT, 5.5MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (Khodpe, Alital, Sahajpur, Budar, Nigali)
Crops collecting	Vegetables and fruits cauliflower, cabbage, tomato, ranges)
Main issues and recommendations	<ul style="list-style-type: none"> <li>• Hill products are available only for 4-5 months.</li> <li>• There is no professionalism behavior in farmers.</li> <li>• The agriculture extension service is very weak. The farmers don't have access to good seeds and fertilizers.</li> <li>• The packaging system is very poor.</li> <li>• The farmers are reluctant towards grading of products.</li> </ul>

2. Name of Wholesaler:	Laxman Bhattarai
Contact No:	9848681233
Has own vehicle	1 (7.0 MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (Nigali)
Crops collecting	Vegetables and fruits (all vegetables from Terai and only citrus from Nigali of Kailali)
Main issues and recommendations	<ul style="list-style-type: none"> <li>• He is new to this business and is setting up his contacts at hills.</li> <li>• He himself does not go to collect products (oranges) rather the farmers send to him through local transports.</li> </ul>

3. Name of Wholesaler:	Deepak Adhikari (Saraswati vegetable & fruit suppliers)
Contact No:	9848624457
Has own vehicle	2 (3.7 MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (Nigali of Kailali)
Crops collecting	Vegetables and fruits (all vegetables from Terai and only oranges from Nigali)
Main issues and recommendations	<ul style="list-style-type: none"> <li>• He does not have any local contacts. Farmers call and request him to come for purchasing oranges.</li> <li>• Last season, he brought 24 MT of oranges from Nigali.</li> <li>• The oranges grading is done by farmers themselves.</li> <li>• Last season, the minimum selling price per Kg was NRs 62 and maximum 75 for big size oranges and for small size oranges it was flat NRs 30 per Kg.</li> </ul>

4. Name of Wholesaler:	Mahadev Bhatta
Contact No:	9848832917
Has own vehicle	1 (6.0 MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (Khodpe, Alital, Sahajpur, Budar, Bugarkot, Bhatkada, Nigali)
Crops collecting	Vegetables (cauliflower, cabbage, tomato, oranges, chili, ginger)
Main issues and recommendations	<ul style="list-style-type: none"> <li>Hill's products are available only for 4-5 months.</li> <li>The packaging system is very poor.</li> <li>The farmers are reluctant towards grading of products.</li> <li>No proper collection point.</li> </ul>

5. Name of Wholesaler:	Man Bahadur Malla
Contact No:	9858423866
Has own vehicle	1 (5.5 MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (some clusters of Chure and Mohanyal)
Crops collecting	Banana only
Main issues and recommendations	<ul style="list-style-type: none"> <li>No sufficient and regular productions as per market demand (from July to January, every month 55 quintals of banana were collected from the Bhaygutepani, inner Talbandi cluster of Chure and Mohanyal RM)</li> <li>He is very much willing to bring the hills area banana as their demand is high. But the supply should sufficient to fulfil the full load of his vehicle per trip.</li> </ul>

6. Name of Wholesaler:	Yadab Bhandari
Contact No:	984886459
Has own vehicle	1 (3.5 MT)
Do you buy fresh vegetables from RVWRMP districts?	Yes (Doti and Chure of Kailali)
Crops collecting	Ginger
Main issues and recommendations	<ul style="list-style-type: none"> <li>Last season, he collected 15 MT of ginger from Chure and Baddikedar.</li> <li>He operated his shop only for collecting and selling ginger.</li> <li>He supplies ginger to Kalimati market of Kathmandu.</li> <li>He is willing to collect ginger from other parts of hilly area if there is sufficient production.</li> </ul>

## **Recommendations**

- There is a good scope for farmers in the hills to increase their production and supply to the Attariya market, especially in the off-season.
- Market development infrastructures such as collection centers and storages should be developed in the hill areas.
- Farmers should be motivated to bring their products to nearest collection center or nearest point of earthen road-head.
- There should be viable market institutions for the sustainable marketing of produces, may-be agriculture cooperatives affiliation of producers groups.
- To enhance the marketing of produces and increase the volume of produces targeting Attariya market, pocket approach of production should be adopted.
- The annual production estimation plan should be developed targeting the market and also make linkages with Attariya market center so that it can be sold easily and timely.
- The Attariya market centre should develop the viable linkages with the hill area agriculture cooperatives that are producing and marketing agriculture commodities, this can be supported by RVWRMP.
- The beauty of geographic off season production technologies should be adopted to buy and sell the agriculture commodities two-way i.e., Terai and hill areas.
- An improved record keeping system to be developed by the Attariya market center.
- The hill area producer groups should be trained in simple grading, proper packaging and other post-harvest production issues where necessary.
- RVWRMP can support small materials such as crates and scales to farmer groups and/or collection centers.
- A simple Market Information System (MIS) should be developed where farmers can access the daily prices from the wholesale market.





**महिनाको आधारमा अत्तरिया बजारमा फलफुल तथा तरकारीहरुको बार्षिक आगमन स्थिति-यस आ.व. ७३/७४**

ईकाई: किलो ग्राम

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कोड नं.	वस्तुहरु/महिना	बैशाख	जेष्ठ	आषाढ	श्रावण	भाद्र	आश्विन	कार्तिक	मंसिर	पौष	माघ	फाल्गुण	चैत	जम्मा
101	गोलभेडा ठुलो	800.00	150.00	140.00	11,313.00	10,845.00	11,285.00	9,325.00	8,345.00	8,232.00	1,234.00	1,334.00	1,234.00	64,237.00
102	आलु रातो	400.00	2,550.00	2,250.00	10,640.00	10,410.00	12,674.00	10,450.00	9,558.00	9,630.00	14,000.00	12,000.00	1,400.00	95,962.00
104	आलु सेतो	1,500.00	1,500.00	-	9,534.00	10,728.00	13,750.00	9,698.00	8,355.00	8,749.00	12,000.00	10,000.00	12,000.00	97,814.00
105	सुकेको प्याज	1,500.00	1,600.00	1,400.00	11,880.00	10,370.00	15,534.00	14,348.00	12,605.00	11,709.00	1,340.00	1,440.00	1,940.00	85,666.00
106	गोजर	250.00	200.00	100.00	-	-	-	-	-	30.00	-	-	150.00	730.00
107	बन्दा पाहाडी	500.00	900.00	1,000.00	1,065.00	875.00	1,056.00	6,230.00	-	-	-	-	-	11,626.00
108	बन्दा तराई	1,200.00	500.00	-	-	-	-	-	568.00	653.00	965.00	1,065.00	965.00	5,916.00
110	काउली पहाडी	150.00	100.00	120.00	-	-	-	-	-	-	-	-	-	370.00
111	काउली तराई	1,500.00	500.00	-	-	-	-	265.00	6,530.00	960.00	1,070.00	1,170.00	55.00	12,050.00
113	मुला सतो	1,000.00	1,100.00	130.00	608.00	435.00	485.00	365.00	435.00	524.00	508.00	408.00	500.00	6,498.00
114	भन्दा लामो	1,200.00	600.00	1,000.00	85.00	33.00	45.00	40.00	325.00	50.00	55.00	35.00	1,500.00	4,968.00
115	भन्दा डल्लो	700.00	100.00	200.00	-	-	-	-	-	-	-	-	800.00	1,800.00
116	बोडी	400.00	500.00	600.00	-	-	10.00	15.00	-	-	-	-	20.00	1,545.00
117	तनेबोडी	600.00	600.00	700.00	20.00	15.00	-	-	-	-	-	-	70.00	2,005.00
118	मटर कोशा	-	-	-	-	-	-	-	12.00	-	-	-	50.00	62.00
119	हरियो सिमी	500.00	-	-	-	-	-	-	-	-	-	-	650.00	1,150.00
120	तिटे केरला	1,500.00	1,000.00	1,400.00	450.00	155.00	90.00	10.00	5.00	-	-	-	150.00	4,760.00
121	लौका	2,000.00	1,500.00	1,800.00	743.00	690.00	376.00	243.00	4,360.00	190.00	70.00	75.00	1,000.00	13,047.00
122	परवल	1,200.00	1,500.00	2,600.00	5.00	-	-	-	-	-	-	-	500.00	5,805.00
123	चिचिन्डा	-	-	10.00	250.00	324.00	-	-	-	-	-	-	-	584.00
124	धिरौला	200.00	500.00	600.00	26.00	30.00	-	-	-	-	-	-	-	1,356.00
125	फर्सि	3,500.00	2,500.00	2,600.00	65.00	80.00	57.00	43.00	12.00	15.00	35.00	45.00	1,000.00	9,952.00
126	भिन्डी	1,500.00	50.00	700.00	15.00	56.00	50.00	34.00	-	-	-	-	200.00	2,605.00
127	सकरखण्ड	100.00	20.00	-	-	-	-	-	-	500.00	140.00	-	150.00	910.00
128	पिडालु	7.00	-	50.00	18.00	15.00	10.00	4.00	10.00	10.00	15.00	10.00	0.00	149.00
129	ईसकस	-	-	-	-	-	-	-	10.00	-	-	-	-	10.00
130	रायो साग	10.00	25.00	15.00	20.00	-	10.00	6.00	-	30.00	13.00	8.00	3.00	140.00
131	पलुङ्ग साग	-	-	-	-	-	-	2.00	5.00	14.00	5.00	5.00	5.00	36.00
132	चमसूर साग	-	-	-	-	-	-	-	-	-	-	40.00	-	40.00
133	तोरी साग	-	-	-	-	-	8.00	20.00	-	-	-	-	-	28.00
134	मेथी साग	-	-	-	-	-	-	-	-	-	-	60.00	-	60.00
135	फर्सिको मुन्टा	5.00	30.00	50.00	-	-	50.00	-	-	-	-	-	-	135.00
136	बेथुवा साग	-	-	-	-	-	-	-	-	-	-	55.00	5.00	60.00
137	सौपको साग	-	-	-	-	-	-	-	-	-	-	10.00	-	10.00
138	हरियो प्याज	150.00	-	-	-	-	-	-	-	-	-	130.00	65.00	345.00
139	तरुल रातो	2,000.00	1,000.00	-	-	-	-	-	-	600.00	243.00	2,500.00	2,000.00	8,343.00
140	स्याउ	500.00	1,000.00	20.00	12,265.00	10,310.00	16,250.00	14,321.00	10,223.00	2,562.00	2,300.00	250.00	100.00	70,101.00
141	केरा	1,000.00	2,000.00	1,000.00	46,353.00	42,643.00	56,745.00	55,454.00	50,345.00	37,050.00	34,253.00	700.00	500.00	328,043.00
142	कागति	500.00	600.00	1,000.00	20.00	17.00	15.00	10.00	8.00	-	25.00	100.00	200.00	2,495.00
143	अनार	150.00	200.00	10.00	360.00	670.00	8,600.00	490.00	-	320.00	400.00	50.00	25.00	11,275.00
144	आप मल्दोव	-	200.00	15,000.00	728.00	325.00	-	-	-	-	-	-	-	16,253.00
201	अंगुर सेतो	300.00	150.00	-	-	-	-	-	-	500.00	900.00	300.00	150.00	2,300.00
202	अंगुर कालो	-	-	-	-	-	-	-	-	-	-	100.00	25.00	125.00
203	तरभुजा	35,000.00	32,000.00	-	-	-	-	-	-	-	-	-	-	67,000.00
	सुन्तला	200.00	50.00	-	-	-	-	580.00	970.00	800.00	1,300.00	200.00	50.00	4,150.00
204	भुइकटहर	30.00	-	-	-	-	-	-	-	-	-	200.00	-	30.00
205	काको	4,000.00	1,000.00	900.00	415.00	673.00	582.00	324.00	224.00	20.00	30.00	150.00	3,000.00	11,318.00
206	रुख कटहर	1,500.00	3,000.00	5,500.00	-	-	-	-	-	-	-	25.00	50.00	10,075.00
207	नास्पति	0.00	-	-	-	-	-	-	-	-	-	-	-	-
208	नरिवल	-	-	5.00	24.00	30.00	25.00	20.00	25.00	-	-	4.00	2.00	135.00
209	लिचि	70.00	30.00	-	-	-	-	-	-	-	-	-	-	100.00
210	अदुवा पहाडी	-	450.00	500.00	75.00	85.00	80.00	55.00	26.00	45.00	75.00	-	-	1,391.00
211	सुकेको खुर्सानी	25.00	10.00	15.00	-	-	-	-	-	-	-	5.00	10.00	65.00
212	हरियो खुर्सानी	100.00	200.00	120.00	86.00	80.00	95.00	40.00	35.00	325.00	70.00	120.00	50.00	1,321.00
213	सुकेको लसुन	1,500.00	2,000.00	1,950.00	100.00	125.00	25.00	2.00	15.00	35.00	20.00	1,500.00	300.00	7,572.00
214	हरियो लसुन	110.00	150.00	100.00	30.00	25.00	-	-	-	-	-	130.00	60.00	605.00
215	हरियो धनिया	-	-	-	-	-	-	7.00	-	50.00	-	80.00	30.00	167.00
216	ध्य सिमी	-	-	-	35.00	50.00	16.00	-	-	25.00	-	-	-	126.00
217	भेडे खुर्सानी	-	-	-	205.00	50.00	35.00	45.00	40.00	50.00	60.00	-	-	485.00
218	ब्रो काउली	-	5.00	-	-	-	-	-	-	-	-	-	-	5.00
219	सलगम	-	-	-	-	-	-	-	-	-	-	-	-	-
220	च्याउ	-	-	-	-	-	12.00	3.00	-	-	5.00	20.00	-	40.00

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ईकार्ड: किलो ग्राम

ईकाई: किलो ग्राम

क्रोड नं.	वस्तुहरू/महिना	वैशाख	जेठ	आषाढ	श्रावण	भाद्र	आश्विन	कार्तिक	मंसिर	पौष	माघ	फाल्गुण	चैत	जम्मा
101	गोलभेडा ठूलो	1,353.00	1,560.00	9,034.00	1,185.00					1,025.00	1,234.00	1,334.00	1,234.00	17,959.00
102	आलु रातो	15,000.00	17,120.00	15,010.00	9,640.00	1,240.00				12,000.00	14,000.00	12,000.00	14,000.00	110,010.00
104	आलु सेतो	13,000.00	14,050.00	10,215.00	8,534.00	11,128.00				8,028.00	12,000.00	10,000.00	12,000.00	98,955.00
105	सुकेको प्याज	2,143.00	2,342.00	1,840.00	880.00	1,070.00				1,170.00	1,340.00	1,440.00	1,940.00	14,165.00
106	गोजर	-	-							20.00				20.00
107	बन्दा पाहाडी	843.00	654.00	1,065.00	45.00	332.00				830.00	965.00	1,065.00	965.00	6,764.00
108	बन्दा तराई													-
110	काउली पहाडी	1,132.00	570.00	870.00	30.00	260.00				960.00	1,070.00	1,117.00	1,070.00	7,079.00
111	काउली तराई	-												-
113	मूला सतो	636.00	443.00	608.00	75.00	95.00				324.00	508.00	408.00	508.00	3,605.00
114	भन्टा लामो	30.00	30.00	54.00	85.00	80.00				50.00	55.00	35.00	55.00	474.00
115	भन्टा ढल्लो													-
116	बोडी	8.00	26.00		20.00	30.00								84.00
117	तनेबोडी													-
118	मटर कोशा													-
119	हरियो सिमी													-
120	तिते करेला	55.00	437.00	450.00	55.00	155.00							25.00	1,177.00
121	लौका	890.00	764.00	743.00	77.00	290.00				190.00	70.00	75.00	70.00	3,169.00
122	परबल	10.00	25.00	7.00	5.00								8.00	55.00
123	चिचिन्डा		-	250.00	8.00	324.00								582.00
124	घिरौला		10.00	26.00	10.00	30.00								76.00
125	फर्सि	300.00	378.00	65.00	50.00	80.00				15.00	35.00	45.00	35.00	1,003.00
126	भिन्डी	12.00	208.00	15.00	40.00	70.00								345.00
127	सकरखण्ड		-							500.00	140.00			640.00
128	पिडालु		26.00	10.00	18.00	15.00				10.00	15.00	10.00	15.00	119.00
129	ईसकुस		-											-
130	रायो साग	13.00	10.00	15.00		10.00				30.00	13.00	8.00	13.00	112.00
131	पलुङ्ग साग		-							14.00	5.00	5.00	5.00	29.00
132	चमसुर साग		-											-
133	तोरी साग		-											-
134	मेथी साग		-											-
135	फर्सिको मुन्टा		-											-
136	बेथुवा साग		-											-
137	सौपको साग		-											-
138	हरियो प्याज		-											-
139	तरुल रातो		-							600.00	243.00			843.00
140	स्याउ	4,500.00	4,900.00	5,234.00	2,265.00	1,962.00				2,562.00	2,300.00	2,500.00	2,500.00	28,723.00
141	केरा	38,275.00	4,576.00	46,353.00	4,635.00	4,250.00				37,050.00	34,253.00	31,250.00	28,353.00	228,995.00
142	कागति	23.00	20.00	20.00							25.00	25.00	25.00	138.00
143	अनार	750.00	827.00	323.00	360.00	325.00				320.00	400.00	500.00	400.00	4,205.00
144	आँप मल्खोव	823.00	1,427.00	728.00		235.00							328.00	3,541.00
201	अंगुर सेतो	800.00	549.00	350.00						500.00	900.00	1,100.00	850.00	5,049.00
202	अंगुर कालो		-											-
203	तरभुजा		-											-
	सुन्तला	1,020.00	344.00							800.00	1,300.00	1,400.00	1,500.00	6,364.00
204	भुइँकटहर		-											-
205	काको	685.00	580.00	353.00	415.00	340.00				20.00	30.00	25.00	30.00	2,478.00
206	रुख कटहर		-											-
207	नास्पति		-											-
208	नरिवल		-			20.00								20.00
209	लिचि		-			15.00								15.00
210	अदुवा पहाडी	100.00	497.00	75.00	45.00	35.00				45.00	75.00	75.00	75.00	1,022.00
211	सुकेको खुर्सानी													-
212	हरियो खुर्सानी	45.00	50.00	75.00	100.00	125.00				325.00	70.00	25.00	70.00	885.00
213	सुकेको लसुन	4.00	54.00	20.00	30.00	25.00				35.00	20.00	15.00	20.00	223.00
214	हरियो लसुन		-											-
215	हरियो घनिया		-											-
216	धुँ सिमी	5.00	12.00	8.00	35.00	50.00				25.00			6.00	141.00
217	भेडे खुर्सानी	40.00	307.00	120.00	25.00	50.00				50.00	60.00	40.00	60.00	752.00
218	ब्रो काउली		-											-
219	सलगम		-											-
220	च्याउ		-											-