

## Horticultural Producers Co-operative Marketing and Processing Society



Horticultural Producers Co-operative Marketing and Processing Society Limited (HOPCOMS) were formed in 1959 with a view to provide a fair price to the producer through direct procurement and make them available to consumers. These societies were proposed to be established in all districts. The District HOPCOMS get the produce from their farmer members and sell it to both the household and institutional customers. The societies have a large network of farmer members, decentralized procurement centers at district levels and retail network. For getting required fruits and vegetables from farmers,

HOPCOMS procurement personnel give 'indent' to farmer members. Against the indent, the procurement centers receive the produce early morning every day and make payment to the farmers. The produce collected from farmers besides from the open market (when there is a short supply of any F&V from its member compared with requirement) will be supplied to the retail outlets. Retail outlets personnel will come and collect the produce they require from the procurement centers on a daily basis.

**District HOPCOMS are five decades old:** HOPCOMS is one of the earliest cooperative initiatives of the state, established under the Karnataka State Co-operative Act in 1959. Most of district HOPCOMS are four to five decades old and are serving farming community since inception.

**Strong back-end integration:** Till recently, over 37000 farmers across 19 districts have enrolled as member of HOPCOMS. Ever since its inception, district HOPCOMS have been helping the farmers by creating an avenue to procure directly from farmers thereby prevent exploitation by the middlemen.

**Huge consumers base:** HOPCOMS collectively has over 600 retail outlets serving consumers (estimated at 60000) daily with fresh, directly procured F&V at a fair price. Large section of urban consumers prefers HOPCOMS produces, which are fresh and not cold room based