

### ABSTRACT

Fruits and vegetables export industry has experienced to its boom period with the opening up of the middle east markets. Presently many investors are engaged in fruits and vegetables export industry. The purpose of the report is to study what factors of fresh<sup>fruits</sup> and vegetables effectuate export markets, as quality is the most important single factor that determines success or failure of this venture.

Field of study have been thoroughly surveyed namely sorting, grading and packing of fruits and vegetables for export markets, and also<sup>factors</sup> effecting quality and post-harvest losses in fresh fruits and vegetables and the measures that have to be taken to minimize them.