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Canadian Blueberry Seeds

Nepal is a third world country that is located in the Himalaya's in between China and India; two of the most populated countries in the world. Could you imagine having one of the most dominant countries in producing food for the world next door to you, and being in such a crisis, but the differences between Nepal and China is that they both have been distinguished by the fact that Nepal has been having difficulties controlling sustainability. There are many problems that the Nepalese population face today such as, technological, environmental, and socio economic challenges. Nepal has limited amounts of accessible technology because they are not able to reach the capital required amount in order to purchase new essentials and developed products that other countries have access too and that are needed by Nepal. This being said they are not able to reach an acceptable capital amount, however they suffer with many economical problems. Nepal does not have the land, resources or well-rounded weather that other first world countries have, this instantly puts them in a agricultural crisis and puts the other countries at an advantage in the economy. Having a limited amount of technology and numerous economical challenges instantly raises socio economic problems however the population is behind in the education system and there is a negative fluctuation in work labour because of this. In order for this country to overcome adversity, they must surpass these challenges and re-establish themselves as a unit, the only way to do so is by seeking aid from other nations around the world. In Canada we are fortunate enough to have a mass amount of renewable resources, large amounts of fresh water and corresponding climate to help our country thrive. Canada being an old-core periphery can bring many benefits to Nepal. One product that could help

raise economic development in Nepal and of which Canada is very well known for would be the establishment of Canadian blueberry seeds. Blueberry seeds would be very beneficial to Nepal as well as the economical standpoint of Canada.

Product Description: Health and Nutrition

Blueberries in Canada occupy more than half of the fruit acreage giving within this country,(Sheinin, 2015) leading blueberry seeds/blueberries to be the third largest distribution and exportation nation wide. The productions of blueberries are so important to the population because of the high demand blueberries have based on their nutritional facts. Blueberries are one of the healthiest foods on the planet having one of the highest antioxidants capacities. Other than the great taste, it has been proven that blueberries can repair cellular structures, enhance digestion, and are important for brain function, such as memory improvement. (Lin, 1996). Although the consumption of blueberries will not bring educational advancement it will aid the process of doing so by making it easier for the population to learn and keep educational information intact and engraved in the human brain. Blueberries are recommended to society by the government for both men and women because of the positive effect they bring concerning health. Blueberries help improve the human body on many different levels. By eating blueberries the human body obtains it's antioxidants, these berries also give the body vitamin C, keeping the immune system strong preventing possible diseases and also vitamin E helping the body anti age. Blueberries are also a very good dieting source. These berries will help keep the population in shape banishing

unwanted fats minimizing the population's possible heart disease, diabetes and obesity rates.

Description: How the product is grown, raised and processed.

When growing blueberries, seeds must be planted into rich acidic soil containing PH between 4 and 5 in order to flourish (Barbra, 2012). Blueberry seeds must be planted in early spring to late fall; also they are able to grow in high sun exposure and low light exposure. Rainwater is ideal for growth because it contains fewer salts; while recycled water is harmful to the crop and can negatively impact the production of the seed. If the fertilizer is needed it must be added a month after the seed has been planted. Once the seed has flourished the shrub will grow between 3 meters high and 1.5 meters wide, exposing their edible bluish berries after they are fully-grown. (Fallon, 2015) Some strategies and inputs that can be used to produce well-founded blueberries include: putting netting around the crops to help keep their upright structure, controlling the population of pests that damage the plants, spacing the crops per acre in order to prevent mass amounts of weeds in between the crops, and lastly, by establishing irrigation systems either above or below the crop providing constant fresh water resources keeping the soil moistures intact.

Export plan to Nepal:

Many advantages and benefits will be acquired by exporting Canadian blueberry seeds from Canada to Nepal. In order for the distribution process to begin the Nepalese government must take a loan from the Canadian government. For this to work the Canadian government will need to purchase blueberry seeds from

farming industries that specialize in blueberries. A good example of an industry that could provide the large amounts of blueberry seeds needed for this project would be the Fall Creek farm and nursery corporation. (Mombell, 2015) The Fall Creek farm and nursery corporation provides various expenditures of blueberry seeds at a well-rounded price, for every 100 seeds the price would be \$6.09. Depending on the acreage available for Nepal's blueberry seeds, a fixed amount would be established from the cooperation. Nepal being a landlocked country makes it hard for producers to ship large amounts of their products to Nepal's land. An efficient way of doing this would be through airway, hovering above the ocean. Building warehouses with large freezers in Canada and Nepal is a recommended and beneficial strategy because the seeds and berries can be stored frozen for years without losing their attributes and nutritional values. This would result in a constant supply and demand cycle for both countries if this strategy could be supported.

All in all exporting Canadian blueberry seeds into Nepal would help import a profit to the country and bring forward nutritional benefits and working labour, this could possibly raise their economical standpoint.

Fall Creek Farm and Nursery

Fall Creek farm and Nursery is the leading blueberry producer around the world. It is located in British Columbia and has many farms situated throughout Northern United States and southern Canada. Fall Creek, being one of the few blueberry producers in the world understands that the specialization in production of blueberries needs a lot more attention because there are mass amounts of profits that are waiting to be brought forward and introduced to the economy. Fall Creek

occupies more than 65+ different varieties of blueberry seeds of which come in all shapes and sizes and all vary in the essential time needed for full maturity production. Some of these products include the Aurora seed, the Blue gold seed, the Blue Jay seed, the Blue Crop seed, and the Northland berries, including many more. Out of all of these different varieties I believe that Nepal should specialize in just one product and perhaps further development their variety as the plan succeeds and opens up a larger market to their population. In my opinion the best variety of blueberry seed to pursue and of which would bring the most profits would be the Blue Crop berry. "The Blue crop berry is considered the best all around variety for adaptability, long production period, high yield fruit, and disease resistance" (Cully, 2011). These outstanding characteristics are why the Blue crop is the variety of seed that is planted the most throughout North America. Once Nepal see's the effectiveness that the Blue crop brings to their country they can make the decision on investing in more or they may also choose another variety to produce. Not only does the Fall Creek industry provide the seeds it also gives their customers insights and instructions on how to properly produce their merchandise bringing forth maximal profits.

"Our easy-to-follow Fall Creek Growing Program outlined below will give you valuable insight on each of our products. We highlight the most typical growing programs for each size and recommend what sizes are most typically grown from that starter size. We also recommend when to transplant and how long it generally takes to get to the finished size. There are certainly variations to these programs, but what we provide here are the

most common models that we know bring highly successful and profitable results to our customers". (Cully, 2011)

This being said not only will Nepal be distributed the best seeds possible; they will also have perpetual knowledge on what to do with the seeds and how to come out with the most efficient blueberries possible.

Competing Nations

The United States and Canada are not the only countries that supply blueberry seeds. There are many competing nations of whom all have their very own specialized seeds as well as different tactics and efficient ways of growing them. One main competing nation in this equation is China. A question that we can ask ourselves is why wouldn't Nepal purchase their seeds from a neighbouring country and save on transportation expenses? To answer this question we can begin by stating that the Canadian blueberry seeds are much superior than those from China. The Canadian blueberry seeds are much more cost efficient, have better quality products and are more appropriate for the Nepalese yearly climate.

The Herbary Bio is the most popular blueberry seed on the market within China. The problem with these seeds and main reason why they would not be beneficial to Nepal is because they are unable to grow in certain temperate conditions. These seeds are only able to grow in high sun exposure and not low light exposure, which could possibly cause problems within many countries. These seeds also experience growth problems if there is too much moisture that is put into the soil. This product wouldn't be beneficial to Nepal because there isn't always going to be high sun

exposure in the seasons within the county and this country usually varies in the amount of rain that is produced, leaving the growing process in doubt of success. In comparison of price these seeds can vary from \$10-30 per kilograms, (Lee, 1999) which is very high compared to the price that the Nepalese could purchase from the Fall Creek and nursery Industry.

The main problem with blueberry production

In order to begin the investment in the blueberry industry it is very costly. Finding the land for the seeds to be planted in, establishing plants and purchasing technologies that would help with the advancements of the seeds are three of the most important problems that Nepal will face if they were to purchase seeds from Canada. This production process is also very time consuming and would take a lot of labour to maintain the health of these plants. The blueberry market in Nepal would not be able to bring forth profits immediately, which would be a problem. It takes a lot of patience and time for blueberries shrubs to grow and nourish their berries. After about 2-3 years after preparing the crops the plants will finally begin growing edible blueberries and without bringing in a profit from the start it would be very hard to keep the production going if no money is being made. These farming industries would not meet the consumer demand right away. They would need to wait until the first harvest to see how effective and popular the blueberry market is for the Nepalese and how much profit it brings to the industry providing the blueberries. After realizing that the Canadian blueberries would be a success in Nepal they would need to double their labour and land acreage expanding their

farms to meet the demands of the population which would increase the amount of labour needed to be put forward. In order for this to work and be able to overcome these problems the farmers will need a lot of patience and establish a hard working base.

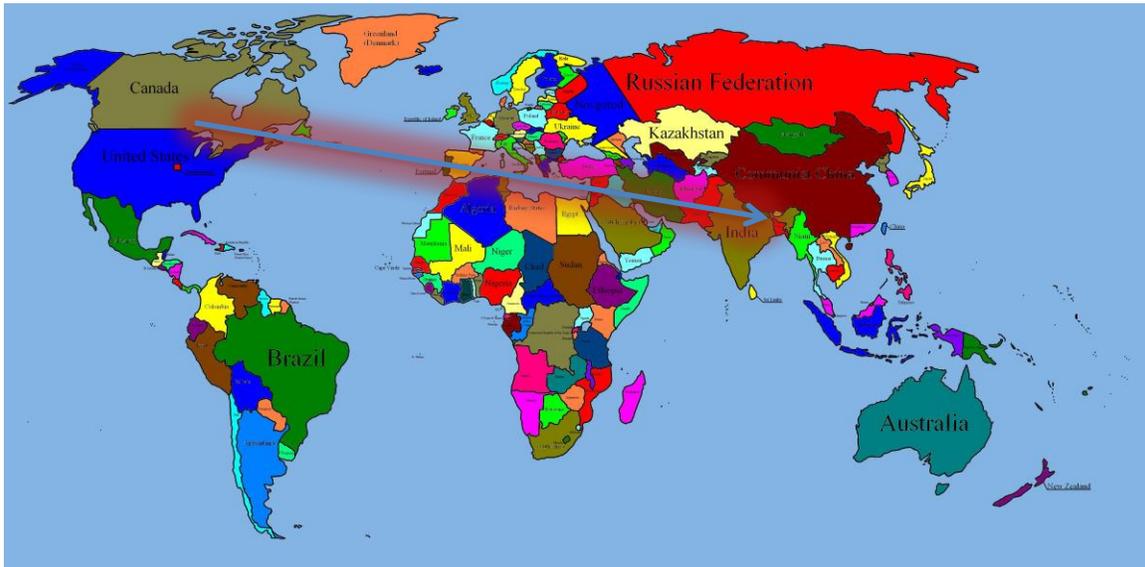
Marketing process

After these plants are harvested the marketing process will begin. These blueberries can either be sold directly from the farm forming a monopoly market or sold by different firms who will then develop a competitive market between the consumers. Blueberries are considered a cash crop because they would bring large expenditures. After harvesting the blueberries, the country of Nepal would now be in position to sell their products locally or even distributing their products to other nations who are unable to produce blueberries themselves, starting an international trade. This would bring them enormous profits if performed the right way. Most farmers in developing countries do not receive the proper or efficient amount of payments that they should for the hard labour and pristine products they produce. This is because they over produce their products and once they have sold the capacity at the price of the consumer's desires, instead of letting their goods go to waste they sell them to wealthier nations at a very low cost. When this takes place however, "The real profit in agriculture is not from primary production but from post-harvest processing (value add-on)" (Raizada, 2015). In order to prevent this from happening to Nepal, the producers should obtain their own post processing

facilities and enhance advertisements before shipping their products to other countries.

Transportation

In order for Canada and Nepal to reach the trade agreement and to be able to distribute their merchandise, some sort of transportation plan must be developed first. My idea for transportation would be either by airplane, travelling over the North Atlantic Ocean or by boat travelling through the North Atlantic, the South Atlantic and then the Indian Oceans. A very reliable carrier for our pristine and delicate blueberry seeds would be the Nolinor aviation cargo plane. This corporation ships vast amounts of merchandise assuring their arrival with safety. The Nepalese government can reach an agreement on a set price by contacting the Nolinor aviation cargo line at <http://nolinor.com/en/cargo/>.



<http://toptentrend.in/wp-content/uploads/2015/11/world-political-map-large-size.jpg>



<https://www.planespotters.net/airline/Nolinor-Aviation>

How could the Nepalese use the product?

This product would not only be beneficially to the farmers who are producing it and making a profit but it would more so benefit the population as a whole. An entire village purchasing these Canadian blueberries would bring nutritional benefits along with many different commodities and substitutes. Along with these berries come many more production ideas. With these berries the population will discover that they can be used in or with just about anything. Syrups, grains, juices and medicines are very few of the products that blueberries can help have a positive outcome. These rich and sweet berries will be admired once the consumers get their hands on them.

How the seeds are manufactured

A lot of hard labour is involved with picking the blueberries once they are flourished and ready to harvest. In Nepal they would have the chose between two options. Either picking the blueberries by hand or by purchasing large harvesting machinery. If Nepal were to choose to pick the blueberries by hand they would be saving a lot of money and would avoid letting chemicals and fuels into the air from the machines. This decision would involve a lot more labour and would become very time consuming. If Nepal were to choose to use the harvesting machine they would be able to get large amounts of their products on the market quicker and would be able to enhance profits in the long run. These machines would “move slowly along the rows of the plants and gently shake each plant so ripe berries fall into a catching framed”. In my opinion, I believe purchasing the harvesting machinery would be more beneficial to Nepal. Although they would need to get a loan and be in debt to purchase it they would then enhance profits in the future regarding time management.

Overall, the exportation of the Canadian blueberry seeds would be very beneficial to the country of Nepal. The Canadian blueberry seeds would benefit Nepal by providing technological, economical and socio economic advancements. For this to be able to happen Nepal must gain a connection with Canada and also with Fall Creek Farm and Nursery. They must inherit loans from the government in order to be financially stable and be able to purchase the blueberry seeds. In conclusion, once Nepal is financially ready for the project and investment in

Canadian Blueberry seeds they will obtain a positive outcome for the economy and population of Nepal.

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