

Roselle fruit

Arvin Boolell exhorts the inhabitants of Cascavelles to develop a niche market



On Thursday 10 July at 2.30pm, Dr. the Hon. Arvin Boolell, Minister of Agro Industry and Fisheries, visited the Fruit Village of Cascavelles, a village situated in the West, which was identified to promote the cultivation of the Roselle fruit, which is very rich in Vitamin C.

Along with Minister Jeetah and MP Babajee, Arvin Boolell visited the fields of three local growers of Roselle, and expressed his appreciation for the dedication of the inhabitants and the potential of such an integrated project. "*With agro-processing, there is a lot of potential for Roselle products such as jam, juice, etc. With proper marketing and the collaboration of companies and hotels in the region, a niche market can be developed*", he said.

The Agricultural and Research Extension Unit (AREU) has already produced and distributed 250 Roselle plants to a target of 50 households in the village of Cascavelles. After a training session and constant monitoring, the participants have now embarked in the production of Roselle fruits. They have proposed to embark in agro-processing activities and with training and logistical support from AREU, they have prepared a range of processed production from Roselle, like jam.

Under the Fruit Village Development Project, the AREU has promoted the cultivation of various fruits across the islands, in view of supplying raw materials for agro processing activities to local entrepreneurs.