

Product development acceptability and cost effectiveness of jack fruit jam blended with avocado and kokum

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Jack fruit (*Artocarpus heterophyllus* L.) is largest edible fruit in the plant kingdom, research was carried out to study the effect of blending jack fruit jam, jack fruit (65%), avocado (15%) and kokum (20%). In various proportions an effort was made to improve its quality and sensory evaluation. Results showed that the Jack fruit jam blended with avocado and kokum containing 55 per cent juice, 0.5 per cent of acidity and 70° Brix was found to be acceptable with good organoleptic scores for appearance (4.12), aroma and flavour (4.33), taste (4.27) and overall acceptability (4.09). Product was free from spoilage during 120 days of storage, the benefit cost ratio of the product was 3.53:1. Hence, commercial production of the products can be taken up and promoted as a small scale income generating activity.

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INTRODUCTION

Jack fruit (*Artocarpus heterophyllus* L.) is one of the underutilized fruits, belongs to family Moraceae. It is popularly known as “poor man’s food”. The ripe jack fruit bulbs are rich in sugars with a calorific value of about 90 calories per 100 g fresh weight. Jack fruit is nutritious, rich in vitamins (A and B), minerals (Ca, K and Fe) and contains considerable amounts of carotene and vitamin-C. It is an important source of pectin and protein (Anonymous, 2000). Fruit is a highly fibrous and has nutritive value, containing 18.9 g carbohydrates, 0.8 g minerals, 30 IU vitamin-A and 0.25 mg thiamine for every hundred grams (Sammaddar, 1985). Jack fruit is being valued by the processor to make the best use of enormous production and glut in the market during the season.

The research on the utilization of jack fruits blended and value added products are very scanty. Blending becomes the one of the way of utilization of more number of fruits for high quality in respect of both sensory and nutritional aspects. Keeping in view the above facts and in order to explore the possibility of preparing the processed and value added products from jack fruit hygienically, the present study was undertaken with the following objectives: to standardize the recipes for preparation of product of jack fruit jam blended with avocado and kokum, to study organoleptic evaluation of prepared products for quality and acceptability and to study the cost of economics of the prepared product.

METHODOLOGY

The research was carried out at the Undergraduate Processing Laboratory at the Department of Horticulture, Gandhi Krishi Vigyan Kendra, University of Agricultural Sciences, Bangalore.

Preparation of blended juice:

For the extraction of jack fruit juice, outer rind was removed using stainless steel knife and bulbs were cut into small pieces. Fresh pulp was separated and filtered with the help of muslin

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