



ABSTRACT

According to the government regulations crate law is implemented since December, 2011 because lot of fruits and vegetables are being damaged due to the use of inappropriate produce packing materials, which caused to make huge loss to the country. Postharvest losses of vegetables may occur at any point between harvest and consumption in the vegetable supply chain.

This study aims to assess the level of satisfaction of wholesalers with regard the Plastic crates usage. It will find out which factors have higher satisfaction levels and which has not. Finally the study will attempt to come up with practical suggestions and implementations in order to increase the usage of plastic crates as a produce packing material which will eventually leads to a higher level of satisfaction. The research is based on primary data collected via questioners, each containing of 13 variables. The questionnaires have been distributed among the wholesalers who use plastic crates at MEC. Such collected data was subjected to analysis by means of statistical models such as SPSS reliability test, hypothesis test .The outcome of the research exposed several significant factors. Five factors which concluded as highly satisfied are, Convenience of handling, Reduce microbial contamination from customer contact, Extend postharvest shelf life, Environmental friendliness, Increase the sales of fresh products The study will eventually provide suggestions and practical implementations to enhance the performance of those specified factors, which will equally enhance the level of satisfaction of wholesalers with regard to those factors.

Key Words: Wholesalers, Satisfaction Level, Plastic Crates