ROAD SHOW

Organics & Millets International Trade Fair 2019
The Second Roadshow of International Trade Fair-2019 on 01 December 2018 at Poppys Hotel Coimbatore, Tamil Nadu.

Dignitaries:

- Smt. C N Nandini Kumari, Managing Director, KAPPEC Karnataka.
- Smt. Sublaxmi, Chairperson Sanlak Agro Industries, Tamil Nadu.
- Shri. M Altaf – TNOCD –TamilNadu State Organic Certification Department.
- Mr. Umesh Bagur, General Manager, KAPPEC Karnataka
- Mr. Jaydip Roy, General Manager, ICCOA ICCOA (International Competence Centre for Organic Agriculture) Bengaluru.
- Mr. Vikram Sankaranarayana – Managing Director Sanlak Agro Industries, Tamil Nadu.

The Department of Agriculture, Government of Karnataka is organizing the International Trade Fair- Organics and Millets 2019” in association with KAPPEC and ICCOA Knowledge Partner). The event is scheduled to be held at Bangalore Palace, Bengaluru from 18th to 20th of January 2019. This is contemplated in the background of experience of a very successful International Trade Fair Organics & Millets hosted during January 2018 at Bangalore Palace Bengaluru.

The event started with welcome speech by Mr. Umesh Bagur, General Manager, KAPPEC Karnataka Many renowned Retailer/ Exporters/ Marketers/ Policy Makers attended the programme.
The much sought after Organics and Millets International Trade Fair 2019, organized by the Government of Karnataka’s Department of Agriculture, will be held from 18th to 20th January 2019. During the curtain raiser in Bengaluru, the flagship event will revolve around the theme: K-Source, celebrating the State of Karnataka as the source for Next Gen Smart Foods and Introducing Millet’s Maga and Magalu the concept for the new Generation. The Organics and Millets International Trade Fair 2019 will comprise of three aspects namely exhibition, conference and food court. The event, which is mainly for farmers, buyers, sellers and exporters of organic produces and millets, will have the participation of over 250 exhibitors occupying an exhibition space of 10,000 square meters including stalls from other states, countries, Farmer Producer Organizations (FPOs) and several farmer federations from Karnataka.
The Welcome Address was delivered by Mr. Jaydip Roy, General Manager ICCOA, Bangalore Followed by Opening address by

**Smt. C N Nandini Kumari, Managing Director, KAPPEC, Karnataka.**

Briefed about the value of Millets and growth of millets value in Karnataka in recent decades and are beneficial for marginal farmers as it could be grown in very unfavourable drought conditions. It is considered to be the future crop as it is drought tolerant, relatively low in cost production and low maintenance etc. Millets could be a great addition to the chart of super foods globally and India could play a vital role in contributing its major production share to the world super foods sector.

The much sought after Organics and Millets International Trade Fair 2019, organized by the Government of Karnataka’s Department of Agriculture, will be held from 18th to 20th January 2019. During the Roadshow in Pune, Shri. Jagadeesha K G, IAS, Commissioner of Agriculture, Department of Agriculture, Government of Karnataka. said that the flagship event will revolve around the theme: K-Source, celebrating the State of Karnataka as the source for Next Gen Smart Foods and Introducing Millet’s Maga and Magalu the concept for the new Generation. The Organics and Millets International Trade Fair 2019 will comprise of three aspects namely exhibition, conference and food court. The event, which is mainly for farmers, buyers, sellers and exporters of organic produces and millets, will have the participation of over 250 exhibitors occupying an exhibition space of 10,000 square meters including stalls from other states, countries, Farmer Producer Organizations (FPOs) and several farmer federations from Karnataka.

**The meet was further addressed by:**

**Mr. Vikram Sankaranarayana – Managing Director Sanlak Agro Industries, Tamil Nadu.**

He mentioned that in the era of shrinking economies, sustained and significant source of income remains a major growth bottleneck. Henceforth, outlook on new opportunities in this novel sector of millets will pave the way for new values, new jobs, new income and also conductive business environment. It’s expected that Indian Organic trade would be around 100 billion rupees. Millets could be a great addition to the chart of super foods globally and India could play a vital role in contributing its major production share to the world super foods sector.

About the Millet processing and steps involved in making the grains to be prestigious even after reaching to end user.
Shri. M Altaf – TNOC – TamilNadu State Organic Certification Department.

He briefed about the TNOC - Tamil Nadu Organic Certification Department (TNOC) was established in the year 2007-2008 to carryout inspection and certification of organic production system in accordance with NPOP (National Programme for Organic Production), which was launched by Government of India in the year 2000 and notified in October 2001 under the Foreign Trade and Development Act (FTDR Act).

Tamil Nadu Organic Certification Department is accredited by APEDA (Agricultural and Processed Food Products Exports Development Authority), New Delhi, Ministry of Commerce and Industry, Government of India. The accreditation number allotted to Tamil Nadu Organic Certification Department. Organic Certification carried out by this Department is on par with standards of European Union.

Tamil Nadu Organic Certification Department also imparts free training to registered organic farmers on National Standards for Organic Production, and Tamil Nadu Organic Certification Department Standards. During the year 2017-18, 30910 acres of land have been registered under Organic Certification by 3672 farmers in Tamil Nadu.

Mr. Jaydip Roy, General Manager and Ms Anitha Asst Manager ICCOA (International Competence Centre for Organic Agriculture).

Explained about the ICCOA and Government of Karnataka’s Coordination Since 2004, and about the area under organic cultivation registered a steady growth from 2500 hectares to 86000 hectares area under Organic cultivation as on date. As per APEDA State wise export data in 2017-2018 total value of organic product exported from Karnataka is about 186 crores. As per ICCOA’s estimate total value of Organic Production from Karnataka would be approx 8000 Crores. There is big potential for farmers revenue to expand if they are connected through proper market structure. This trade fair is organized to serve the same objective and make Karnataka as Organic Hub.

The Knowledge Partner explained about the stall rent and space booking formalities. There was interactive session after the address by dignitaries. Hon’ble Minister of Agriculture answered many questions raised by the Stakeholders and Federations, other dignitaries on the dais also answered questions related to them.

The programme ended with vote of thanks by Mr. Umesh Bagur, General Manager, KAPPEC Karnataka The program ended with lunch with Millet’s recipes.
Karnataka invites Coimbatore’s participation in millets fair

SPECIAL CORRESPONDENT

The Karnataka Government on Sunday conducted a road show to invite the people of Coimbatore to participate in the Organic and Millets International Trade Fair 2019 that would be held in Bengaluru from January 18 to 20 by the State’s Department of Agriculture.

The theme of the event is ‘Source – Karnataka as the source of Next Gen Smart Food’. The fair will have exhibitions, conferences and a food court. Over 250 exhibitors from various States and from abroad and several farmer federations in Karnataka will participate.

The second edition of the fair, to be held in association with the International Competence Center for Organic Agriculture (ICCOA), is expected to draw a huge participation.

Coimbatore has been an important market for organic and millets, and has a huge demand for organic foods, said Manoj Menon, Executive Director, ICCOA. He said the fair would be a great opportunity for farmers to network with the community, to see new technology and how new age products worked, and to get an idea of the international market.

H.N. Shivashankar Reddy, Karnataka’s Minister of Agriculture, said “The fair, which addresses all aspects of the value chain, from farm to shelf, provides the perfect launch pad to position the State of Karnataka as not only a source for next generation smart food and business, but also a source of next generation customers, and a source of new opportunities”.

ORGANIC MILLETS2019

COMBATAORE

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