

## Indian Coconut Products well received in Summer Fancy Food Show-New York

Coconut Development Board is participating in 59<sup>th</sup> Summer Fancy Food Show-2013 held at Jacob Javits Convention Centre, New York City, USA from 30<sup>th</sup> June to 2<sup>nd</sup> July 2013. This Food Show is North America's largest food exhibition. Dr. K. Muralidharan, Director, Coconut Development Board is representing the Board in the event under TMOC scheme (Market Promotion) of the Board.



The focus of the event is to synergise the efforts of the Export Promotion Councils / trade bodies to highlight the project 'Brand India' concept and present a single 'India Pavilion' image. As an Export Promotion Council, (EPC), the mandate of CDB is to explore the potential of Indian Coconut Products in the International market through participation in International Fairs.

Shri. Dnyaneshwar Mulay, Consul General of India, New York, USA inaugurated the Board's stall. The Board has occupied 200 sq.ft. stall area at the exhibition premises earmarked for India Pavilion through ITPO. Many enquiries on Indian coconut products especially tender coconut water, coconut cream, coconut milk, low fat coconut milk, coconut milk powder, virgin coconut oil and RBD oil have been received by the Board. Coconut Development Board has displayed many value added products viz., desiccated coconut powder, coconut milk powder, tender coconut water in cans/tetra packs, varieties of coconut oil etc in the stall. The advertisement posters highlighting the goodness of Indian coconut and coconut food products were exhibited in Board's stall which attracted thousands of visitors from various countries to Board's pavilion. M/s. VVD & Sons Pvt. Ltd., Tamilnadu is also participating in the Show under the banner of Coconut Board.

The Board's participation in Summer Fancy is being arranged by India Trade Promotion Organisation (ITPO) wherein many pavilions both from Government as well as private sector are participating under the banner of 'India Pavilion'. Apart from coconut products of edible and non-edible nature, the display profile covered spices, rice, ready to serve meal, confectionary products, bakery products, pickles, jam, honey, sesame, Indian snacks and other grocery items.













