

Two-day Exhibition on Coconut products at Coimbatore

'World Coconut Day cum exhibition 2013' is being organised on 1st and 2nd Sep on the theme 'Farmer Producer Organizations and Value Addition in Coconut at Tamil Nadu Agricultural University campus Coimbatore. Shri. A A Jinnah, Honble' MP inaugurated the exhibition in the



Shri. A A Jinnah, Honble' MP inaugurating the exhibition

presence of Mr. Kalaiselvan, Vice-Chairman, CDB and the senior officials of CDB Shri. Sugata Ghose, Chief Coconut Development Officer, Dr. K Muraleedharan, Director, CDB and TNAU officials. The Board organized this program in association with Tamilnadu Agriculture University and Dept of Agriculture, Tamilnadu. The two day exhibition showcased an array of value added coconut products manufactured through utilization of modern technologies by leading entrepreneurs and artisans, machinery manufactures and nursery owners in coconut industry. Around 30 manufactures participated in exhibition cum sale and showcased their products under Board's banner. A theme pavilion of Board was set up in front of the exhibition hall wherein newly introduced products like Palm Sugar, Palm jaggery, Coconut gel, Virgin Coconut oil etc. were displayed.

Following are the participants.

1. Tamil Nadu Agricultural University, Coimbatore
2. Coir Board,
3. Directorate of Agri Business Development, TNAU
4. Central Food Technological Research Institute, Mysore
5. Dept. of Agriculture, Tamilnadu
6. seedlings Manufacturers, Debe and Deejay, Coimbatore
7. Tender coconut jelly manufactures -Pal coco
8. Virgin Coconut Oil - Keratech Manufacturing company (P) ltd, Thrissur, Kerala
9. Tender Coconut Water and DC- Shakthi food products, Coimatore
10. Post harvest Technology Centre, TNAU
11. Dispensing machinery of tender coconut water from Madurai coco-fresh Ltd, Madurai agro process pvt ltd
12. Coconut de-shelling machine of Pro-B Products, Bangalore
13. Desiccated coconut and chips manufactured by KMR
14. Super Coco Products, Pollachi - DC
15. Coconut dehusking machine (2hp and 5hp processor) - Kovai Classic Industries, Coimbatore

16. Tender coconut punch cum splitters - Eazyhom Produkts
17. Parasakthi tools and implements - Ordinary Coconut dehusking machine
18. Tea crafts, Coimbatore (Machinery manufacturers)
19. Jupiter Wood Craft, Cherthala, Kerala - Handicrafts
20. Gramalekshmi Products, Kottayam, Kerala - Handicrafts

Coimbatore is selected as the venue for World Coconut Day Celebration 2013. Every year 2nd September 2013 is celebrated as World Coconut Day globally. It coincides with the date of establishment of Asian and Pacific Coconut Community (APCC), the intergovernmental organisation with the mandate of promoting regional co operation among APCC countries. All member countries of Asian Pacific Coconut Community (APCC) celebrate the World Coconut Day on 2nd September. APCC was formed on 2nd September, 1969 as an intergovernmental organization headquartered at Jakarta, Indonesia. The major functional responsibilities of APCC are to promote, coordinate and harmonize coconut developmental activities of the Asian Pacific region to achieve maximum economic development. The organization stimulates regional cooperation across national boundaries.

Tamil Nadu has emerged as a prominent coconut growing state and Coimbatore is the biggest coconut producing district in the country. The rationale behind the selection of Coimbatore as the venue for World Coconut Day Celebrations is that it is the largest coconut producing district in the country. Even though there are few districts having more area under coconut cultivation, the productivity in Coimbatore is almost double that of national average and hence the highest coconut production in the country. By selecting Coimbatore as the venue for World Coconut Day Celebrations, we are trying to recognize and honour the sincere efforts of coconut farmers in Coimbatore District and in the state of Tamilnadu. Against all vagaries of nature, the sincere and hard working farmers have achieved this glory. Pollachi town in Coimbatore is aspiring to be declared as the Town of Export Excellence (TEE) in coconut sector. Already exports from Pollachi in Coimbatore district has crossed Rs.1000 crores. Being the largest coconut producing district, opportunities for more coconut based entrepreneurship, investment and value addition is there in Coimbatore district. We have to inform inspire and motivate farmers and entrepreneurs to make use of this opportunity to pay focused attention on more processing, value addition, marketing and export of coconut products from this district.