

Buyer Seller Meet



A buyer seller meet and seminar on coconut food products was organized by Coconut Development Board in association with Indian Chamber of Commerce at Guwahati, Assam on 29th November 2019. Shri. Obed L. Director, Coconut Development Board delivered the keynote address wherein he mentioned that coconut from India fetches the highest price compared to other commodities in the international market. But there are no regulated market and processing plants as of now in the North Eastern India. Assam is the lead producer of coconut in the North East. Coconut from Assam is traded in places like Bhutan, Nepal, Bihar and all other North Eastern States. The total value of coconut produced in North East is around 30 crores. Coconut is mostly used in religious and festival purpose in the region. He suggested to have a Marketing Center in Guwahati where coconut can be marketed centrally in an organized manner. Mr Abdul Jalil Asst. Director, Department of Horticulture, Govt. of Assam who spoke during the seminar highlighted the initiatives taken by his department in collaboration with Coconut Development Board in last two years. Dr. Binod Kumar Yadav, Professor and HOD of Indian Institute of Food Processing highlighted on the various value added products especially Nutraceuticals that can be produced from Coconut. Coconut water, a very popular drink in the region can be preserved and can be marketed with higher shelf life. Various products like vinegar, Vitamin B12 etc also can be extracted from coconut with the help of right technology. He

offered support in terms of transfer of technology for making value added products from coconut.

Dr P K Mahanta, Director, Department of Horticulture, Govt. of Assam elaborated on the various initiatives taken by Govt. of Assam in coconut production. Assam produces around 10 lakhs of nuts every year with every tree producing around 60 nuts per annum. The production of nuts per tree in other parts of the country is around 75 nuts per annum and he called upon to reach this rate of production with the use of high yielding varieties. Smt. Deepthi Nair S, Deputy Director, Coconut Development Board in her address spoke on the objective of the Buyer Seller Meet of introducing various value added products to the people of North East who have not come across such products. She spoke on the prospects of Neera Sugar which is high in minerals which has numerous benefits for diabetic patients, Alzheimer patients, Thyroid patients etc. There is also a lot of wastage of coconut by products which can fetch high value in the market. She gave an example how eco friendly plates can be manufactured from coconut. Companies in USA like Pepsi and Coco Cola have introduced healthy coconut drinks with global branding. They are also importing this products from countries like Indonesia and Philippines. Virgin coconut oil and capsules which are now mostly produced by some South India based companies helps in boosting the immunity system of the body.

Entrepreneurs, government officials, buyers and sellers took part in the programme.