Coconut Development Board participates in 60th Summer Fancy Food Show at Jacob Javits Convention centre, New York City, USA – June 29 to July 1, 2014

Neera and VCO in American Television Channels

TV Channel interviewing Dr. T. I. Mathewkutty, Director CDB
Neera and other value added Coconut Products well received in Summer Fancy Food Show-New York

Coconut Development Board is participating in 60th Summer Fancy Food Show-2014 held at Jacob Javits Convention Centre, New York City, USA from 29th June to 1st July 2014. This Food Show is the United States of America’s largest food exhibition wherein CDB has been participating consecutively for the last 4 years. Dr. T.I. Mathewkutty, 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. Alam Singh Rawat, General Manager, APEDA inaugurated the Board’s stall. The Board has occupied 100sq.ft stall area at the exhibition premises earmarked for India Pavilion through Agriculture & Processing food products Export Development Authority (APEDA). The major products of attraction in Board’s pavilion are neera health drink and its by-products like neera chocolate, neera cookies, coconut jaggery and virgin coconut oil, coconut chips etc. Many enquiries on Indian coconut products especially tender coconut water, coconut milk powder and virgin coconut oil have been received by the Board. Coconut Development Board has displayed various brands of value added products viz., desiccated coconut powder, virgin coconut oil, coconut milk powder, tender coconut water in cans/tetra packs, coconut chips, Coconut cream, 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.

The Board’s participation in Summer Fancy is being arranged by Agriculture & Processing food products Export Development Authority (APEDA) 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.
Coconut products prove a hit at New York food expo

OUR BUREAU
Kochi, June 30

Indian coconut products such as tender coconut water, coconut milk powder, virgin coconut oil etc have received an overwhelming response in the ongoing 60th Summer Fancy Show in New York.

The Coconut Development Board is participating in the show, which is considered as the largest food expo in the US, for the fourth consecutive term. TI Mathewkutty, Director, Coconut Development Board, who is representing the board, said the major products of attraction in the pavilion are the Neera health drink and its by-products such as neera chocolate and neera cookies, coconut jaggery, virgin coconut oil, coconut chips etc.

The board displayed various value-added products such as desiccated coconut powder, virgin coconut oil, coconut milk powder, tender coconut water, coconut chips, coconut cream and coconut oil.

The advertisement posters highlighting the goodness of Indian coconut and coconut food products were exhibited in the board’s stall, which attracted thousands of visitors from various countries, a press release said.