



The Future of Coconut during Globalization

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One of the mandates of Coconut Development Board is fixing grades, specification and Standards for coconut and its products. This is the period of globalization and signing of Trade Treaties among nations. The time has come to conquer the world market by the coconut farmers. There was a time when Arabs in the Middle East wandered wading through crude oil, because the usefulness of this Black Gold was not known to them. How they become the richest people in the world is a history.

Now the mankind has discovered the potential of coconut and its various products. It is a symbol of health. During globalization period Coconut Development Board and FPOs in coconut sector should concentrate on Grades and Quality. The newly formed Coconut Producer Companies are in the verge of manufacturing various coconut products. As we know globalization shrank the world from a big to medium size which has lead to competition in all spheres.

Globalization demands companies to have quality products at lower costs and this trend create more competition. Customers have a large multitude of choices in the market and this affects their behaviors: they want to acquire goods and services quickly and in a more efficient way than before. They

also expect high quality and low prices. FPOs vision should go for global market, for which one have to maintain quality duly accepted by the global market. The formation of European Union has influenced many countries to work together in order to expand their market. The coconut fraternity should think globally and reap its benefits. Coconut Development Board should come up with clear specification, grade and standard for all coconut products, which are acceptable to the global market. With the increasing globalization of the food supply the availability of pure and safe foods has become more important than now.

Board has already reached the farming community in forming Societies, Federations and Companies. It has empowered the coconut farmer to reap the benefits by staying together, to do away with middle men and to decide value for their hard earned farm produce. As done in the

case of AGMARK, ISI etc; Board need to come up with a noble idea of issuing quality certification for all coconut products – KERAMARK a certification acceptable to the world market. This certification should be at par with USFDA, KHOSH etc;.

This is the prime time for the Board to relook into its mandate of fixing grades, specification and Standards for coconut and its products. Board has already come out of the cocoon of providing subsidy to the coconut farmers through its FOCT programmes, NEERA technician training programmes and formation of FPOs. These programmes have changed the face of coconut farming community. In this endeavor, Board need to come up with a state of the art unit with all infrastructure and manpower to verify the quality of all coconut products and to issue a grading certification. Board has been functioning as Export Promotion Council for the export of coconut products. As in the case of EPC, Board has to implement its mandate of fixing grades, specification and Standards for coconut and its products in letter and spirit by issuing necessary quality control certificates. With this certification, the coconut products produced by various FPOs and Companies can market their products globally.

