

Maharashtra- gearing up with value added coconut products

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Coconut is a crop which has multifaceted uses in everyday life. As truly called Kalpavriksha every part of coconut in its every stage is used for the production of an array of products. Apart from this its by products like shell, husk, fronds and wood also can be put to a multitude uses.

Coconut Development Board aims to bring to the market varieties of value added and processed products from coconut thereby widening the product base, promotion of consumer acceptability and thus ensuring a steady growing market for coconut and coconut product through the three tier Farmer Producer Organization system. The coconut on conversion as an industrial raw material will be able to demand price and also exploit the immense potential that the domestic and export markets offer for coconut and its products. Initiation of

processing units by the CPS can be done in an integrated manner ensuring maximum utilization of all the products and by products each incrementally adding to the income of the farmer as a whole. CDB provides a support of 25% to units undertaking processing of coconut into various value added products.

Once the Coconut Producer Companies are established, the next step is to create an identity for the products of Producer Companies. A brand for a product which directly comes from the farm extends a special appeal to the consumer. India is having a vast potential market for innovative value added coconut products. A survey conducted in different malls in Thane, Maharashtra revealed that coconut oil, coconut biscuits, coconut milk powder, coconut water and desiccated coconut powder are the various value added coconut products available in Maharashtra. ■

