

Innovative coconut products for better health and wealth

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A London-based coconut brand 'Coconut Merchant', with a new modern wing launched during last year reports that the company's business has grown up so rapidly winning awards and securing listings across the UK. This British brand offers diverse range of delicious and 100% natural products all made from coconut. After just nine months, the brand has risen to the top 20 in the Grocery

category, with sales in the last four months alone growing by 150%. The Coconut Merchant team is sourcing coconut products of the highest quality and the company has given a fresh, modern upgrade bringing with it a wealth of exciting new products to the rapidly advancing health food market. The company produces coconut jam and coconut butter to coconut flour and coconut chips; all tapping into the growing trend for

wholesome, natural lifestyles.

Working closely with farmers and cooperatives in South East Asia, Coconut Merchant ensures that all products are ethically sourced from farmers who are fairly paid and respected for their produce. The aim of the company is to be recognised as the high quality and innovative coconut brand of choice across the UK and internationally. With competitive prices, natural



Coconut Merchant's products

ingredients and an ethically sound conscience, Coconut Merchant aim to highlight the incredible versatility of coconut and is also looking at extending its range into products using other natural ingredients.

This is a classic case study for a country like India which is the global leader in coconut production and productivity and lags far behind Philippines, Thailand, Indonesia, Malaysia and even Sri Lanka in coconut processing and value addition. India produces 21,665 million coconuts annually from an area of 2.14 million ha (2013-14). The bulk of the domestic production of coconut is absorbed by the domestic market to meet the indigenous demand.

Product diversification, value addition and by product utilization are the thrust areas that need to be attended on an emergency basis in coconut sector for realizing a fair, reasonable and steady price to coconut. Coconut Development Board is persuading the Farmer Producer Organizations in coconut sector to initiate coconut processing and value addition for realizing maximum income from coconut.

Coconut is already having a product basket with value added products like virgin coconut oil, desiccated coconut, coconut milk, coconut milk powder and milk cream. Flavoured coconut milk, coconut milk curd, yogurt, cheese and ice cream are the other novel and innovative products that can be developed from coconut which is already having good demand both in the domestic and international markets. Around 40% of the coconut produced in India is utilized for household consumption. Around 35% is used for production of coconut oil and 2% to produce virgin coconut oil. Roughly only around 6% is used for production of other value added products like desiccated coconut, coconut milk, milk cream, milk powder etc.

The nutritional and therapeutic



CO YO - heaven in a mouthful

CO YO Coconut Milk Yoghurt, the non-dairy, non-soya yoghurt is made uniquely with freshly squeezed cream from the white flesh of coconut. With no added sugar, preservatives or additives, CO YO is designed with all the natural health qualities of coconut, containing 150 calories per 100g serving and 0g sugar. Despite its creamy texture, CO YO is 100 per cent dairy, lactose and gluten free, and is suitable for vegans. It is available in five different flavours: Natural, Raw Chocolate, Mixed Berry, Mango and Pineapple in 400g, 250g and 125g sizes in Australia, USA, UK and Newzeland

Coconut is now recognised as a “super food” with everyone from Madonna to Erin O’Connor and Rihanna reaping the nutritional benefits for both health and beauty. UK Founder and Nutritionist Bethany Eaton first discovered the CO YO concept in Australia while researching dairy-free alternatives for her clients. She said: “Coconut is very nutritious and increases the metabolism. “Unlike soya, which some people find hard to digest and can be an acquired taste, CO YO is simply delicious – heaven in a mouthful!”

benefits of fresh coconut kernel, coconut milk extracted from coconut kernel, coconut oil extracted from dried kernel, virgin coconut oil, derived from coconut milk, tender and mature coconut water etc are being discussed world over. This indicates that like other essential commodities there exists a consistent demand for coconut and coconut products. Coconut is one of the important horticultural crops of India having national importance. People around the world are positioning coconut with a high status for its nutraceutical, cosmoceutical and pharmaceutical applications. The old image of

coconut oil as a ‘cholesterol causing’ oil has changed drastically through research done by nutritionists and clinicians. Now it is a proven fact that with the base of Medium Chain Triglycerides, coconut has got a healthier image. The medium chain fatty acids in coconut such as lauric and capric acid are well recognized for their anti-viral and anti-microbial properties. The various health benefits ascribed to coconut makes it a much sought after product.

Indian coconut farmers who always make hues and cries over the low price and frequent price fluctuations have to think of these opportunities that lay ahead of

them. The major coconut value added products which are having good market need to be realized. Farmer Producer Organization (FPO) in coconut sector shall plan their future strategies in accordance with these information. Copra and coconut oil have moved away from the main stream and new products have made their entry. During the last one decade, tender coconut and tender coconut water have made a growth record in both domestic and international markets. In the US market, palm sugar produced from coconut neera has recorded 100% growth rate per annum for the last two years and tender coconut water market records 100% annual growth continuously for the last 12 years. Virgin coconut oil has recorded

402% annual growth in export from India compared to the previous year. Coconut milk and various milk based products especially coconut milk based beverages have also recorded good demand. While international brands like COYO, So Delicious Dairy Free and Coco Joy are producing many coconut milk based products, Indian coconut farmers, through the FPOs, can very well explore the possibility of making such products.

For the first time in India, CDB Institute of Technology has developed coconut juice in various flavours. Studies on the nutritional aspects and shelf life are going on and the product will be available in the market by the end of this financial year. The flavoured coconut milk



has stabilized fat content of 3-5% and is rich in proteins like albumin, globulin, prolamin and gluten. The processing technology for producing the flavoured milk is expected to

Coco Joy All-Natural Coconut Products

Coco Joy, the all-natural portfolio of coconut products offers premium classic and flavored coconut water, natural and flavored coconut milk, natural and flavored coconut oils, coconut flour, coconut sugar and coconut chips. As consumers in the U.S. and around the globe continue to recognize the health benefits of coconut, the company has made a complete coconut product line with all-natural Coco Joy products. The response to Coco Joys original coconut water and fun, flavored Coco Joy Kids varieties are very positive and hence new products are being added to the product basket.



Coco Joy brands products are Coco Joy Coconut Water, natural coconut water made from young green coconuts, Coco Joy Kids Flavored Coconut Water in kid-friendly packaging designed for kids in Strawberry, Banana, Watermelon and Pineapple flavours and feature popular Disney characters. Coco Joy Natural and Flavored Coconut Milks are delicious alternative to traditional milk and a perfect addition to blended smoothie drinks which contains no dairy, lactose, soy, gluten or casein. After the fruit is husked and halved, the delicate pulp is pressed to release its rich coconut cream. It is then blended with pure water and natural flavors. The Natural Coconut Milk is certified-organic and the flavor varieties include Coffee, Chocolate, and Banana. Coco Joy Natural and Flavored Coconut Oils, Coco Joy cold-pressed extra-virgin coconut oil, Coco Joy Natural Coconut Flour, Coco Joy Natural Coconut Sugar and Coco Joy Coconut Chips are the other Coco Joy products.

So Delicious Dairy Free



So Delicious Dairy Free', a USA based company is producing around 70 products using coconut milk. Realizing the manifold health benefits of coconut, So Delicious® Dairy Free started producing novel delicious dairy-free delights that can make one feel good about sipping, biting, pouring, scooping, licking, and chugging throughout day thus bringing joy to dairy-

free lives since the last twenty-five years. So Delicious® Dairy Free produces dairy-free with its dairy free beverages, dairy free desserts, dairy free cultured, dairy free creamers and dairy free for cooking. So Delicious Dairy Free milk beverages are 100% plant based, soy-free, gluten-free products. Dairy Free Desserts & Toppings are a complete line of dairy-free ice creams made from coconut milk.

be shared with Coconut Farmer Producers Organizations and other prospective private entrepreneurs in a short time. The processing doesn't require any high level technical procedure or training. By this value addition, farmer can ensure an income of Rs.30 - Rs.40 per nut rather than selling it at throwaway price. CDB Institute of Technology has also developed coconut milk ice cream and coconut cheese.

Farmer Producer Organizations, especially the Coconut Producer Companies formed in the country need to be updated on the present situation and start taking up such novel ventures. Such efforts no doubt will ensure a fair, reasonable and steady price to coconut and will bring the Indian coconut sector to a better position in value addition. ■

Interest Equalisation Scheme on Pre & Post Shipment Rupee Export Credit

Govt. of India has given its approval for Interest Equalisation Scheme on Pre & Post Shipment Rupee Export Credit with effect from 1st April, 2015 for five years. The scheme will be evaluated after three years.

Following are the features of the Interest Equalisation Scheme:

- The rate of interest equalisation would be three percent. The scheme would be available to all exports of MSME and 416 tariff lines. Scheme would not be available to merchant exporters.
- The scheme would be funded from the funds available with Department of Commerce.
- On completion of three years of operation of the scheme, Department of Commerce may initiate a study on the impact of the scheme on export promotion and its further continuation.

The operational instructions of the scheme would be issued by RBI.

The scheme will help the identified export sectors to be internationally competitive and achieve higher level of export performance.

The scheme covers mostly labour intensive and employment generating sectors like processed agriculture/food items, handicrafts, handmade carpet (including silk), handloom products, coir and coir manufactures etc.

Govt. of India drops plan to import coconut oil

Govt. of India has decided to drop its plan to import coconut oil through State Trading Corporation of India Limited (STC). Earlier Director General of Foreign Trade (DGFT) had approved its inter-Ministerial Committee's recommendation seeking issuance of authorization for import of 10000 MT coconut oil by STC with the condition that the STC will sell it to Marico Limited. Accordingly, STC has imported 2000 MT coconut oil for Marico Limited. Coconut development Board had informed the ministry that currently there is no shortage in availability of coconut oil; therefore there is no need for importing coconut oil. CDB informed ministry that unnecessary import will reduce the cost of coconut oil in the domestic market. In view of the serious concerns expressed by CDB, the DGFT has reviewed the matter and decided to reduce the quantity of coconut oil from 10000 MT to 2000 MT, so that no further imports will take place.