

Potentiality of coconut value added products in Chennai market

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Chennai is a thickly populated metropolis having more than 91 lakhs population. There are many established super market chains and specialty retail outlets catering to various food products including coconut and its products.

Retail vendors selling tender coconuts on road side is a common sight in Chennai. It is estimated that around two lakh tender coconuts are sold in city and suburbs. The sales touch peak during summer season. The price of tender coconut varies from Rs.25 to 40 per tender nut depending on the water content. Pollachi variety is a sought after variety in the city. Pollachi tender coconut traders are now putting labels on their tender nuts.

Regional Office, Coconut Development Board, Chennai initiated a quick study to explore the potentiality of coconut value added products in Chennai market. Various retail outlets and supermarkets viz. Nilgiris retail a Chain Store at Ashok Nagar, Nilgiris Store in West Mambalam, Big Bazar in Pondy Bazar situated in T Nagar, Saravana Store at T. Nagar, More, Super Store at T. Nagar, Nuts and Spice, Shanti Colony at Anna Nagar, Santosh store, Anna Nagar were visited to ascertain the availability of various coconut products in the city.

Coconut milk powder, various brand hair oils, Ayurvedic hair oil, Dhatri hair oil, Parachute hair oil- Bio coconut face cream, Coconut oil combination- Garnier triple nutrition shampoo, Natural coconut milk, Parachute sclap therapy, virgin coconut oil, Real Thai coconut milk- Thailand product, Palm Dew brand tender coconut water concentrate (powder), Kara coconut



milk imported from Indonesia and marketed by an Indian company, desiccated coconut powder, home made coconut milk and tender coco- packed tender coconut water in plastic bottles are the products found in these shops.

The availability of imported coconut based products such as coconut water, coconut milk, coconut powder etc. in Chennai market shows the acceptance of coconut based products among the consumers irrespective of the make, brand and price. The price and convenience factor and easy availability prompts customers to purchase these products.

In most of the Super Markets, people shop for products like cloths, electronic items etc. In medium speciality stores which are selling food related products, it is easy for the customer to identify the products easily. Medium speciality stores are having more stock of

food items including coconut based products. Creating awareness on the goodness of coconut especially the medicinal properties of virgin coconut oil and its availability is most essential for popularizing the usage of coconut products.

Time is now ripe for the Farmer Producer Organizations in Tamil Nadu to tap the potential of Tamil Nadu market extensively and make available all products in shelves of stores. There are few stores in Chennai where desiccated coconut, coconut milk, tender coconut water etc are available. The information on its availability of the same and also stores where coconut products are available are not known to many customers.

To overcome this lacuna, proper and timely awareness creation among the consumers highlighting its health benefits and convenience is the need of the hour. ■