



Department of Agriculture



Government of Karnataka

CURTAIN RAISER

**Organics & Millets International Trade Fair 2019
The First Roadshow of International Trade Fair-
2019 on 05 October 2018 at Hotel Shangri-La,
No.56-6B, Palace Rd, Abshot Layout, Vasanth
Nagar, Bengaluru, 560052 Karnataka**

Dignitaries:

- **Shri. Shivashankara Reddy, Hon'ble Minister for Agriculture, Government of Karnataka.**
- **Shri. Krishnebyre Gowda, Hon'ble Minister for Rural Development, Law and Parliament Affairs, Government of Karnataka.**
- **Shri. Maheshwar Rao, IAS, Principle Secretary, Department of Agriculture, Government of Karnataka.**
- **Shri. Jagadeesha K G, IAS, Commissioner of Agriculture, Department of Agriculture, Government of Karnataka.**
- **Shri. Manoj Kumar Menon, Executive Director of ICCOA(International Competence Centre for Organic Agriculture) Bengaluru.**
- **Shri. Y C Rudrappa, Hassan Federation, Karnataka.**
- **Mr. Surya Shastry, Managing Director, Phalada Agro Research Foundations Pvt. Ltd**
- **Mr. Sheshu Kumar Tirumala, Head- Buying and Merchandising, Big Basket.**

The Department of Agriculture, Government of Karnataka is organizing the International Trade Fair- Organics and Millets 2019" in association with KAPPEC and ICCOA Knowledge Partner). The event is scheduled to be held at Bangalore Palace, Bengaluru from 18th to 20th of January

2019. This is contemplated in the background of experience of a very successful International Trade Fair Organics & Millets hosted during January 2018 at Bangalore Palace Bengaluru.



The much sought after Organics and Millets International Trade Fair 2019, organized by the Government of Karnataka's Department of Agriculture, will be held from 18th to 20th January 2019. During the curtain raiser in Bengaluru, Shri. N. H. Shivashankara Reddy, Hon'ble Minister for Agriculture, Government of Karnataka said that the flagship event will revolve around the theme: K-Source, celebrating the State of Karnataka as the source for Next Gen Smart Foods and Introducing Millet's Maga and Magalu the concept for the new Generation. The Organics and Millets International Trade Fair 2019 will comprise of three aspects namely exhibition, conference and food court. The event, which is mainly for farmers, buyers, sellers and exporters of organic produces and millets, will have the participation of over 250 exhibitors occupying an exhibition space of 10,000 square meters including stalls from other states, countries, Farmer Producer Organizations (FPOs) and several farmer federations from Karnataka.

The Meet was chaired by Shri Shivashankar Reddy, Hon'ble Minister for Agriculture, Karnataka addressed the august gathering and spoke about the initiatives of the Government of Karnataka to improve the conditions of the Indian farmers and increase area under Organics and millets. Main points of his address were as follows

- Karnataka's first of its kind International Trade Fair - Organics & Millets 2018 was organized from 19-21 January 2018.
- The second edition of the Organics and Millets International Trade Fair 2019 will be the largest congregation of India's Organic and Millets community. Through this event, we want to emphasise our positioning of Karnataka as the Organics and Millets Capital of India. We will be conducting roadshows in places like Coimbatore, Pune and New Delhi to create awareness about the event and encourage participation. We will also be conducting key district level melas across the State to attract visitors and participation. We will also be conducting roadshows abroad to rope in foreign delegations, buyers, food processors, bloggers and journalists. The Trade fair has brought in a new era in the field of organic foods and millets across a wide spectrum of stakeholders. We hope that more people turn to organics and millets as part of their daily food intake and take advantage of its health benefits.
- Favourable climate and a diverse production base offer immense opportunities for the State. Our farmers have combined indigenous and innovative methods to pioneer the organics and millet agriculture movement. Organic agriculture sector in the State is gaining momentum with markets experiencing double digit growth year-on-year, while millets have emerged on the scene as the new nutri-cereal. The Organics and Millets International Trade Fair 2019, which will address all aspects of the value chain, from farm to shelf, provides the perfect launch pad to position the State of Karnataka as not only a source for Next Gen smart foods and businesses, but also a source of Next Gen Customers, Next Gen markets and a source of new opportunities.
- The Trade fair opened a new era in the field of organic foods and millets across a wide spectrum of people
- The initiative emerged as the largest congregation of India's Organic community and mooted Karnataka as the Millet Capital of India.
- For the first time GOK instituted Jaivik India awards and were given out to the meritorious recipients from different states.
- The fair generated business/ orders potentials worth Rs.107 crore for organic and Millet farmers.
- More than 225 B2B, F2B, meetings were held where in MOUs signed for the total quantity of 13218 MTs of organic and millet products worth Rs.107 crores.
- The long term commitments for the next three years are also estimated at Rs.340 crores.
- The three day trade fair witnessed around 2 lakh visitors including farmers, students, scientists, businessmen and general public.

- International delegates from 6 countries viz. USA, Japan, South Korea, China, Germany and Netherlands were participated in trade fair.
- Business of around Rs.4.5 crores generated across various counters during the three days fair.



ಕೃಷಿ ಇಲಾಖೆ ವತಿಯಿಂದ ನಗರದಲ್ಲಿನ ಹಮ್ಮಿಕೊಂಡಿದ್ದ ಸಿರಿಧಾನ್ಯ ಅಂತಾರಾಷ್ಟ್ರೀಯ ಮಾರಾಟ ಮೇಳದಲ್ಲಿ ಸಚಿವರಾದ ಕೃಷ್ಣಭೈರೇಗೌಡ, ಶಿವಶಂಕರರೆಡ್ಡಿ, ಮನಗೂರು ಮಲ್ಲಪ್ಪ ಚನ್ನವೀರಪ್ಪ, ಕೃಷಿ ಇಲಾಖೆ ಪ್ರಧಾನ ಕಾರ್ಯದರ್ಶಿ ಮಹೇಶ್ವರ ರಾವ್ ಮತ್ತಿತರರು ಪಾಲ್ಗೊಂಡಿದ್ದರು.

The meet was further addressed by:

Shri Krishna Byre Gowda , Hon'ble Minister of Rural Development, Law and Parliament Affairs, Govt. of Karnataka.

He mentioned that in the era of shrinking economies, sustained and significant source of income remains a major growth bottleneck. Henceforth, outlook on new opportunities in this novel sector of millets will pave the way for new values, new jobs, new income and also conducive business environment. It's expected that Indian Organic trade would be around 100 billion rupees. Millets could be a great addition to the chart of super foods globally and India could play a vital role in contributing its major production share to the world super foods sector.

- In the era of shrinking economies, sustained and significant source of income remains a major growth bottleneck. Hence, new opportunities in this novel sector of millets will pave the way for new values, new jobs, new income and also conducive business environment.

- Prior to Green Revolution, millets were big part of the diet and rice was consumed only during festivals, but later wheat, rice, white flour became widely available, and soon they became symbols of economic affluence and affordability. Eventually, millets became poor man's food and was left behind.
- This practice led to increase in non-communicable diseases like Diabetes, Blood Pressure, Cardiovascular health issues, kidney issues, of which diabetes constitutes a major engine of health issue. According to research, India has the second highest number of diabetes in the world. Moreover, it occurs ten years earlier in India.
- The reason for non-communicable diseases are the unhealthy food consumption patterns and lack of active lifestyle. These factors are negatively conquering and affecting the human health.
- Millets play a very dominant role in the maintenance of low Glycemic index levels in the body (controlling of blood sugar levels) when compared to the distortions created due to consumption of wheat flour and rice. Millets is an incredible opportunity in fulfilling the complete diet pattern which kind of lacks in the rice and wheat diet plan. The millets family are packed with high nutritious contents in terms of carbs, protein and various micro nutrients and could be on par with international super foods like Quinoa. Quinoa has been internationally marketed, produced and consumed by various countries across the globe falling into the category of super foods. Whereas Millets which is on par or could be possibly superior has to be marketed to break the misconceptions and improvise the acceptance in India and globally.
- Several workshops were conducted for the key influencers of the markets like chefs, nutritionists, food culture representatives around the country to encourage the millet market. Several collaborations with science-based organizations are made to enhance the acceptance of millets country wide.
- Scientific research is being extensively conducted on the millets and being backed up with reputed bodies like ICAR-IIMR and also this emerging business potential is being identified and discussed with various entrepreneurs and start up's in delivering it to the end consumers.
- Millets are beneficial for marginal farmers as it could be grown in very unfavourable drought conditions. It is considered to be the future crop as it is drought tolerant, relatively low in cost production and low maintenance etc. Millets could be a great addition to the chart of super foods globally and India could play a vital role in contributing its major production share to the world super foods sector.

Shri. Maheshwar Rao, IAS, Principal Secretary, Department of Agriculture, Government of Karnataka

- The previous edition of the event saw footfalls of around 1lakh visitors including farmers, students, scientists, businessmen and general public. More than 225 B2B and F2B meetings were conducted during the event. Business and potential orders generated at the event was to the tune of Rs. 107 crore with MoUs worth 13218 metric tonnes of organic and millet products being signed. Long term commitments for the next three years are estimated at Rs. 340 crores. From the international perspective, we had six delegations participating from USA, Japan, South Korea, China, Germany and The Netherlands. Business of around Rs.4.5 crores was generated across various counters during the three days fair.
- The Government of Karnataka had initiated a unique policy in the year 2004 to promote organic farming in the State by adopting a holistic approach. Since then, several schemes and programmes of the State Government have been implemented to promote organic farming. The area under organic cultivation registered a steady growth in the State from 2500 hectares to 100,000 hectares as on date. A revised policy on organic farming was brought out during 2017 incorporating new objectives and strategies giving major thrust to marketing. Organic farmers associations formed under the promotional programmes in the State have been categorized into 15 regional organic federations through which organics and millets processing and marketing activities are being taken up. The ultimate objective of the policy is to develop an organised market and to popularise organics and millets as ‘Super Foods’”.

Shri. Manoj Kumar Menon, Executive Director ICCOA (International Competence Centre for Organic Agriculture).

Since 2004, the area under organic cultivation registered a steady growth from 2500 hectares to 86000 hectares area under Organic cultivation as on date. As per APEDA State wise export data in 2017-2018 total value of organic product exported from Karnataka is about 186 crores. As per ICCOA’s estimate total value of Organic Production from Karnataka would be approx 8000 Crores. There is big potential for farmers revenue to expand if they are connected through proper market structure. This trade fair is organized to serve the same objective and make Karnataka as Organic Hub