

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1196
ANSWERED ON:16.11.2010
MARKETING OF COCONUT PRODUCTS
Rao Shri Sambasiva Rayapati

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the National Agricultural Cooperative Marketing Federation of India (NAFED) has tied up with the Coconut Development Board (CDB) for giving a brand push for marketing of coconut products;
- (b) if so, the details thereof; and
- (c) the benefits likely to be accrued to the coconut sector from such tie-up?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS)

(a) & (b): NAFED in association with Coconut Development Board (CDB) has opened an outlet on 18-06-2010 in the premises of the Board at Cochin for marketing of coconut and other value added products on trial basis. NAFED is selling processed coconut products like, coconut oil, coconut virgin oil, desiccated coconut powder, coconut milk powder, coconut chips, tender coconut water, ball copra, etc. These products are presently procured from CDB aided processors and also certified by CDB. These products are currently being sold in the brand name of the CDB aided processors.

(c): The said outlet is at initial stage, therefore the benefits presently accrued to the coconut sector/growers at this stage, are very limited.