



Tamil Nadu Agricultural University  
Coimbatore – 641 003

Dr.M.Rajavel, Ph.D.,  
Public Relations Officer  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

To

Date: 15.02.2024

The Editor,

Sir,

I request that the following message may kindly be published in your esteemed daily:

### **Spices Board India and TNAU organized**

#### **Buyer Seller Meet for spices**

Spices Board India in collaboration with Directorate of Agribusiness Development, Tamil Nadu Agricultural University (TNAU) organized “Buyer Seller Meet for spices” on 15<sup>th</sup> February 2024 at Anna Auditorium, TNAU, Coimbatore. About 450 participants including Exporters, Farmers, Farmer Producer Organizations (FPOs), Agripreneurs and District level officials from Agriculture Departments, NABARD, Banks, TNAU scientists and other export-oriented organizations from Tamil Nadu attended the meeting.

During the inaugural session, Dr.A.B.Remma Shree, Director (Research & Finance), Spices Board India welcomed the gathering. Shri D. Sathiyam, IFS in his inaugural address pointed out that Indian spice sector currently exports over **225 unique products to more than 180 countries**. India has a wide exporter base in spices sector with over **9000 registered spice exporters (including more than 900 manufacturers)**, spread across various States of the country. In Tamil Nadu, about 1600 spice exporters registered in the Spices Board. The Indian spices industry has taken up the ambitious target of exporting **10 Bn USD** worth spices and spice products by 2030. The **focus** verticals for achieving target 2030 include spices and Spice powders, Spice blends, Curry powder and Seasonings, Condiments, Pastes, Chutneys, Sauces, Spice Oleoresins, Menthol and Essential oils, Spice extracts, Nutraceuticals, Pharmaceuticals, Natural flavours, colours etc., He thanked TNAU for considering the request of Spices Board and filing application for GI registration

of **Ramanathapuram Mundu chilli**, which was successfully obtained by the University in February 2023. There is further **scope for obtaining GI tag** for intrinsically rich spices of the State like Kolli Hills Pepper, Salem Turmeric, Madras Curry Powder, Pollachi Nutmeg *etc.*, During his speech, he mentioned that under ODOP scheme, Spices Board had identified three clusters *viz.*, Erode for Turmeric, Theni for Cardamom and Dindigul for Hill Garlic. Apart from these, he mentioned the innovation and entrepreneurial activities of incubation center established by Spices Board at CFTRI.

Prof. Dr. V. Geethalakshmi, Vice Chancellor, TNAU, Coimbatore delivered the presidential address and mentioned that buyer seller meet eliminates the middlemen and enhances the profitability of farmers and exporters. Further, TNAU released unique and high yielding spices crop varieties *viz.*, turmeric, coriander, cardamom, ginger, clove, nutmeg, cinnamon and tamarind for better productivity and quality. Also, described about TNAU developed technologies for spices crop namely, Off-season coriander production, nutrient management in turmeric and coriander, turmeric single bud rhizome technology *etc.*, On experimental basis, TNAU cultivated the saffron crop at Ooty, Kodaikanal and Yercaud regions for trial purpose in Tamil Nadu conditions in order to replicate the quality of saffron cultivated in Jammu and Kashmir. TNAU adopted 112 Farmer Producer Organizations (FPOs) of which six are dealing with spices and its value added products for the purpose of market linkages. TNAU and Spices Board have been collaborating in many areas for promotion and development of the spices and its value-added products of this State. Apart from these, TNAU filed three GI applications for approvals *viz.*, Vilathikulam Mundu chilli, Chamba chilli, Karamadai Senkambu (Curry leaf) in order to get better price and export opportunities. She stated that farmers should join FPOs to enhance their livelihood. All stakeholders in agriculture should utilize the opportunities for export and adopt modern technologies for meeting the standards of export especially for spices and its value-added products.

In the technical session, lectures were delivered on specialized topics related to spices export by Shri. D. Sridhar, Joint Director General of Foreign Trade, Coimbatore, Shri. Nithin Joe, Deputy Director (Planning and Coordination), Spices

Board of India and Dr. D. Suresh Kumar, Director, CARDS, TNAU, Coimbatore. Queries raised by different stakeholders related to export of Spices products were discussed. Samples of spices produced by farmers and FPO members were showcased to exporters to get the price quote, market linkages and feedback for their spice products. About 60,000 Metric Tonnes of turmeric, 500 Metric Tonnes of pepper, 110 Metric Tonnes of nutmeg and 40 Metric Tonnes of garlic were proposed for sale to the market by Farmers and FPOs. Business and networking sessions of Exporters, Farmers and FPOs were conducted at TNAU. Dr. E. Somasundaram, Director, ABD, Directorate of Agribusiness Development, TNAU, Coimbatore proposed the vote of thanks.

**Public Relations Officer**