



VPGP Ink's MoU with Camson Bio Technologies

PRESS RELEASE

Camson Bio Technologies Ltd., India's **IPR-driven** Agri biotechnology company, today announced the signing of a Memorandum of Understanding (MoU) with Vazhakkulam Pineapple Growers and Processors Pvt Ltd (VPGP) in Kerala. The move materialised after VPGP performed a thorough test and field trials of Camson's products, which are based on microbial extract. Camson is the only company with a range of products which are proved to be effective, economical and provide zero residue products

VPGP is one of the most trusted farmer associations that reaches out to over 500 large pineapple growers that cultivate the fruit over 30,000 hectares across Kerala. The organisation felt the need to protect and enhance the soil health and decided to encourage the usage of advance "Zero Residue" Technology for pineapple farming. This will help every farmer associated with the organisation to go organic, improve land conditions, boost yields and reduce the cost of cultivation.

The MoU, signed by Mr. Joy Mathew, MD of VGGP and Mr. Sundaresh Krishnamoorthy – Country Head Institutional Business, marks the beginning of a new era in the pineapple farming industry and will lead other pineapple growers to follow suit

Camson – A Pioneering Agri biotech company is paving the way for "creating a healthy society" by providing "Zero Residue" solutions to the growers not only in India but across the world – says Mr.Sundaresh Krishnamoorthy

Mr. Baby John, Executive Director, VPGP, said "We are excited to engage with team Camson to encourage Zero Residue cultivation amongst the pineapple farmers of Kerala. This is all set to redefine growing practices in the pineapple industry". Also, the farmers can expect a better realisation in national as well as international markets.

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