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Vazhakkulam pineapple brand to turn organic

DC CORRESPONDENT
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Vazhakkulam, the pineapple capital of the country, has taken a firm step to turn organic with a main farmer-producer company there signing a memorandum of understanding with a Bangalore-based agri biotech firm for the use of organic substitutes for chemical fertilisers, insecticides and pesticides. This will result in the production of zero-residue fruits.

"We have tied with Camson Biotechnologies to produce zero residue pineapples," said Joy Mathew, managing director of Vazhakkulam Pineapple Growers and Processors (VPGP). "This will help us turn organic in step with the government's plan to convert the farm production in the state organic by next year."

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"This is a turning point in our functioning as a farmers' company," Mr Mathew said. "There is a growing demand among the farmer community for dropping chemical fertilisers and pesticides, and we have been running a pilot organic farm for the last three years. He said with the prices not being favourable these days, farmers need to bring down costs to make farming remunerative. "We found that the input costs would be high in the first year but would come down in the second

year onwards when we go organic." The biotech company is manufacturing a new mix of NPK substitutes that will suit the pineapple farming, he said.

Organic products would result in better remuneration for the farmers, he said. "We conducted a thorough test and field trials of Camson's products, which are based on microbial extracts and ensured that the products come with zero residue."

According to Baby John, executive director, VPGP, the organic substitutes made with advanced technologies resulted in better production.

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'Zero Residue' Technology For Pineapple Farming

Express News Service

Kochi: Vazhakkulam Pineapple Growers and Processors Pvt Ltd (VPGP) signed a Memorandum of Understanding (MoU) with Camson Bio Technologies Ltd to encourage the use of advance 'Zero Residue' Technology for pineapple farming.

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 Ker-



ala. 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, eco-friendly, improve land conditions, boost yields and reduce the cost of cultivation.

The MoU was signed by Joy Mathew, MD, VPGP, and Sundaresh Krishnamoorthy, Country Head Institutional Business, Camson Bio Technologies Ltd.