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# ORGANICS & MILLETS 2018

JANUARY 19-21  
BENGALURU PALACE  
INTERNATIONAL TRADE FAIR



**THE WORLD OF ORGANICS  
AND MILLETS WILL CONVERGE**





"The National Trade Fair 2017 has ushered in a new era in organics and millets. It has emerged as the largest congregation of nation's Organic community and crowned Karnataka as the Millet Capital of India."

**SHRI SIDDARAMAIAH**

Hon'ble Chief Minister  
Government of Karnataka





# THE WORLD OF ORGANICS AND MILLETS WILL CONVERGE

## Nutrition. Sustainable Agriculture. Farmer Security. New Markets. Future Foods

Across nations, the quest is on for sustainable development ideas that compliment the creation of new opportunities. The quest is on to secure the interests of our farmers, our planet and yet meet the nutritional needs of a soaring global population. Need of the hour is for each one of us to consume sustainably. Future smart foods are the solution. Millets are one answer and organics the other.

In the State of Karnataka, our roots, our land and our climate drive the quest for smart foods. Our farmers have combined indigenous and innovative methods to pioneer the organic and millet agriculture movement. Millets and organics are good for the planet, the farmer and for our health. Our organic agriculture sector is gaining momentum with markets experiencing double digit growth year-on-year. Millets have emerged on the scene as the new nutri-cereals. Millets and organics are fast emerging as the Next Gen smart foods, being highly nutritious, farmer friendly and ecologically sound.

Celebrating Karnataka as the hub of Next Gen Smart foods, the Department of Agriculture, Government of Karnataka, under the guidance of the Hon'ble Minister for Agriculture, Shri. Krishna Byre Gowda, is organising the '**Organics & Millets 2018 International Trade Fair**'. The Fair will address all aspects of the value chain, from farm to shelf, in organic and millet segments. It aims to create/enhance new markets and opportunities in organics and millets.

We invite Farmers, Food Industry Representatives, Buyers, Sellers, Distributors, Scientists and Activists from across the world to join the quest and explore opportunities in Organics and Millets, the Next Gen Smart Foods.

**We welcome you to the Organics and Millets 2018 International Trade Fair, Bengaluru.**

**#EatSmart #GrowSmart #LiveSmart**



Looking at the immense success of the Organics & Millets 2017, the Department of Agriculture, Government of Karnataka, in association with International Competence Centre of Organic Agriculture (ICCOA), ICRISAT and IIMR is pleased to announce

Organics & Millets 2018 International Trade Fair, The Palace Grounds, Bangalore, 19th-21st Jan 2018

Organics & Millets 2018 International Trade Fair at a Glance

- 300+ stalls
- 1,00,000 sq.ft. of dedicated space
- Millet and Organic Food Court

Event Highlights

- International Exhibition of Organic & Millet Produce/Products
- Buyer-Seller meets
- International Conference
- Consumer Connect Program
- Farmers' Workshop

Products on Display

- Millets - Little Millet, Foxtail Millet, Finger Millet, Barnyard Millet, Kodo Millet, Proso Millet, Browntop Millet, Sorghum and Pearl Millet
- Cereals and Pulses
- Spices and Herbs
- Fresh fruits and Vegetables
- Oil seeds, Nuts, Dry Fruits and Coconut
- Value added Organic/Millet products - RTC, RTE
- Organic Tea, Coffee and other beverages
- Certified wild harvest collection
- Organic live stock products Viz Dairy, Poultry, Apiculture etc.
- Organic Textiles/Cosmetics/Personal Care items
- Bio-Fertilisers, Organic Manure
- Millet Processing Machinery
- Bio-degradable Packaging
- Ecofriendly Products

Target Visitors

- Farmers and Producers
- Wholesalers, Retailers, Buyers and Sellers - Food and Beverages
- Exporter, Importers and Trading Companies
- Restaurateurs and Caterers
- National and International Organic Experts
- Supermarkets, Department Stores, Specialty Chain Stores
- Food manufacturers and processors
- Service companies (Certification agencies, Agriculture institutions, Food consultants, Central and State Govt agencies)
- Health conscious consumers
- Students
- Nutritionists and more



# ORGANICS AND MILLETS 2018 INTERNATIONAL TRADE FAIR

The 'Organics and Millets 2018 International Trade Fair' will host an international conference and an exposition. It will be a platform for domestic and international companies, farmer groups from different states and Central/State bodies in organic or millet promotion to connect with opportunities in agri-horticulture, processing, machinery, technology and marketing in global and domestic markets.

The Fair will be a valuable confluence for domestic and international organic and millet stakeholders to promote trade, share information and knowledge, establish or expand market linkages and connect with a wide producer base. An easy platform for **B to F (Farmer), B to B, B to R (Retailer) and B to C connections**. It will be a one stop opportunity for all organic or millet needs.

"Karnataka is at the forefront of the Next Gen Smart Food Campaign. The Department of Agriculture, Government of Karnataka, has assiduously increased awareness and consumption of millets and organic produce during the last two years. As a result, Karnataka and Bengaluru have emerged as the capital for organics, millets and healthy food choices !"

**SHRI KRISHNA BYREGOWDA**  
Minister for Agriculture  
Government of Karnataka







# ORGANICS AND MILLETS 2017 NATIONAL TRADE FAIR

The Department of Agriculture, Government of Karnataka, organized the **Organics & Millets 2017 National Trade Fair** at Bengaluru in April 2017 with an objective to expand the market for organic produce and millets grown in the State. The Fair created tremendous awareness about benefits of organics and millets. Many Ministers and senior officers of Government of India, Government of Karnataka, and others States participated and lent their support.

There has been overwhelming consumer response. The Organics and Millets 2017 National Trade Fair opened a new era in the field of organic and millet foods across a wide spectrum of people. The Trade Fair was the largest congregation of India's organic, millet and health food community and stakeholders, and positioned Karnataka as the organic and millet capital of India.

## National Trade Fair at a glance

- 194 Exhibitors
- 260 Stalls
- 75,000 Visitors
- 11,000 Organic farmers
- 14 Organic Farmer Federations/4FPOs
- CEOs
- Representatives from various companies

## Programmes

- Exhibition of organic and millet products of Companies and Farmer Groups.
- Meets between Farmers Groups and Industry/Processors/Marketers. B to B meets
- National Conference
- Farmers' Workshop
- Millets & Organic Food Court
- Consumer Connect Program

## Important Publications

- Organic Policy 2017
- The scientific case for Millets as a Smart Food (Good for you, the planet and farmer)
- Millet Recipe Book
- Organic Directory
- Exhibitors Catalogue
- Bengaluru Organic/Millet Outlets and Restaurants Map

## Outcomes

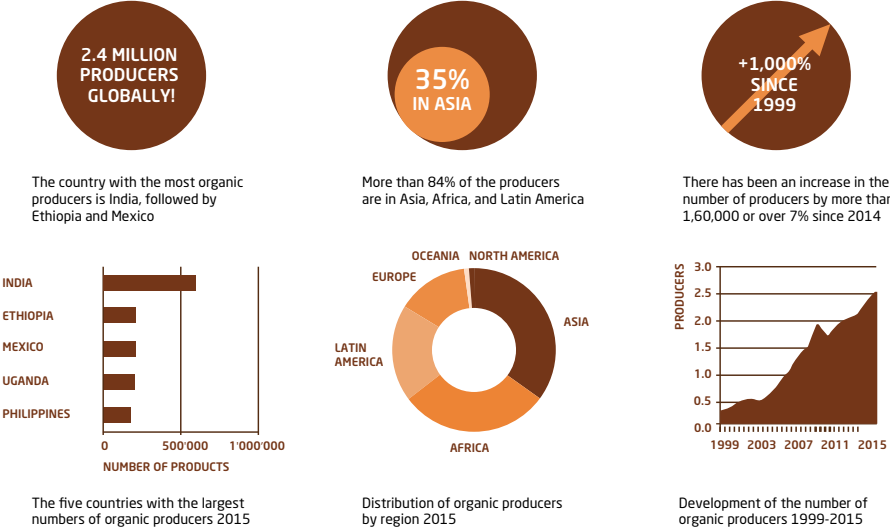
- Business potentials worth Rs. 100 crore for organic farmers
- Short term business worth Rs.45 crore
- 45 buyers with a long term business potential
- 16 MoUs signed



SELECTED MILLET AND SORGHUM PRODUCTS



WORLD ORGANIC PRODUCERS 2015



A GLOBAL REVOLUTION

The global quest for nutrition, farmer security and sustainable agriculture is fuelling a revolution in organics and millets. Globally, over 43.7 million hectares, are being managed organically by 2 million producers across 172 countries. The total area under organic cultivation and the global organic food market are increasing at 10% and 12%, respectively. Global organic trade is estimated to reach USD 100 billion by 2020.

In India, organic agriculture has seen a significant growth over the last decade. Area under certified organic farming has grown from 42,000 ha during 2003-04 to 11,00,000 ha in 2016. Estimates put the Indian organic market at above Rs.6000 cr (USD 900 million). During 2015-16, 2,63,687 MT organic food with a value of USD 298 million were exported. The Indian organic business is poised to reach Rs. 10,000 cr (USD 1.5 billion by 2020).





# KARNATAKA SHOWS THE WAY

In India, the state of Karnataka stands 3rd in volume and 5th in cultivation area for certified organic produce. Climate and diverse production base offer immense opportunities for the State. Karnataka was the first Indian State to formulate **Organic Farming Policy** in 2004, and simultaneously a revised Policy during 2017.

Our farmers have combined innovative and indigenous methods to pioneer the organic and millet movement to overcome challenges of conventional chemical agriculture, excessive dependence on external inputs, and high cost of cultivation.

Organic Farming has witnessed steady growth over the past decade in the state of Karnataka. The certified area under organic cultivation has increased from a mere 2,500 ha in 2004 to 1 lakh ha in 2015-16. The area under wild harvest collection stands at 39,683 ha.

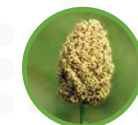
## Organic Karnataka at a Glance

- 2,82,633 MT certified production
- Promotional programmes - Savayava Bhagya Program and PKVY
- 1,96,612 Organic farmers including collectors
- Karnataka State Organic Certification Agency
- Strong customer base for organic products
- 14 Regional Federations of Organic Farmers
- 550+ Organic Farmers' Clusters

Karnataka is also one of the largest millet producing states in India. A homegrown solution, Millets are gluten free nutri-cereal, a friend of the farmer, and a sustainable solution for our planet. In addition to 18 million hectares of Major millets including Sorghum (Jowar), Finger Millet (Ragi) and Pearl Millet (Bajra), the State also has nearly 40,000 hectares of Minor millets like Barnyard, Proso, Kodo, Little and Foxtail Millets.

## Millets at a Glance

### Major Millets



Jowar



Ragi



Bajra

### Minor Millets



Barnyard



Kodo



Proso



Little



Foxtail



Browntop

## Important crops under Organic Cultivation



### Cereals / Millets Fruit / Vegetables

(Non Basmati Paddy, Maize, Bajra and Ragi) and fruits (Mango, Pineapple, Banana)



### Spices and Condiments

(Areca nut, Black Pepper, Chilli, Cinnamon, Cloves, Ginger, Turmeric, Nutmeg, Parsley and Bay leaves)



### Sugar Cane



### Plantation Crops

(Coffee, Coconut)



### Pulses

(Black gram, Green gram, Bengal gram, Horse gram and Pigeon pea)



### Oilseeds

(Sesame, Ground nut and Soyabean)



### Medicinal and Aromatic Plants

(Amla, Ashwagandha, Brahmi, Tulsi, Citronella, Chia, Gymnema, Lemongrass, Moringa, Palmarosa)





## ORGANIC FOR OUR ORGANS

An organic diet is the healthiest option for our organs. How our food is grown or raised has a major impact on our health as well as on the environment. The desire for health and environmental sustainability is leading increasingly towards organic foods.

Organic produce is safer and healthier for us. It is often fresher. Organic farming practices are better for the environment, as they involve recycling of resources. Organically raised animals are free of antibiotics, growth hormones or animal byproducts. Organic foods, including organic meat and milk are also richer in nutrients.



Re-cycles  
Resources



Promotes  
Ecological  
Balance



Conserves  
Biodiversity



Prevents use of  
Pesticides and  
Fertilizers



Safer and  
Healthier

#GoOrganic



# MILLETS, THE NEXT GEN SMART FOOD

We are what we eat. Across ages and geographies, people are recognising the need to eat smart! However, there is a lack of thought, of time, of options - leading to diets that are nutritionally deficient or even harmful. Hence, a subject of great interest is the Next Gen Smart Food for all, and particularly for Gen next. And Millets are the new heroes.

Millets are India's offer to the global quest for SmartFood!

One of the oldest foods known to humanity, Millets are nutri cereals that have been our staple diet. They are the main source of income, dietary energy and protein for a billion people in semi-arid parts of the world. The array of millets offers a range of grains, flavours and textures. They are well suited for India's rainfed agriculture and nutrition requirements of the people.

As choices expanded after green revolution, share of millets in our diet declined. As imbalanced diets have lead us to various health challenges, we are now being forced to rediscover our own millets.

Millets and organics are a great asset in the era of expanding life-style and diet based health challenges. They play a major role towards fitness and good health while furthering the interests of the farmers and environment.

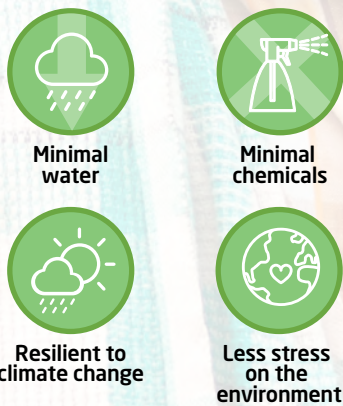
Organics and Millets, the Next Gen Smart Foods are the one stop solution for a Smart living!

#LetsMillet

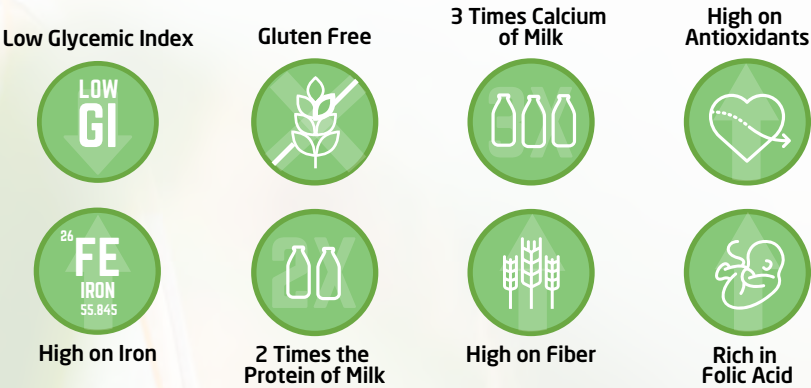
## GOOD FOR THE FARMER



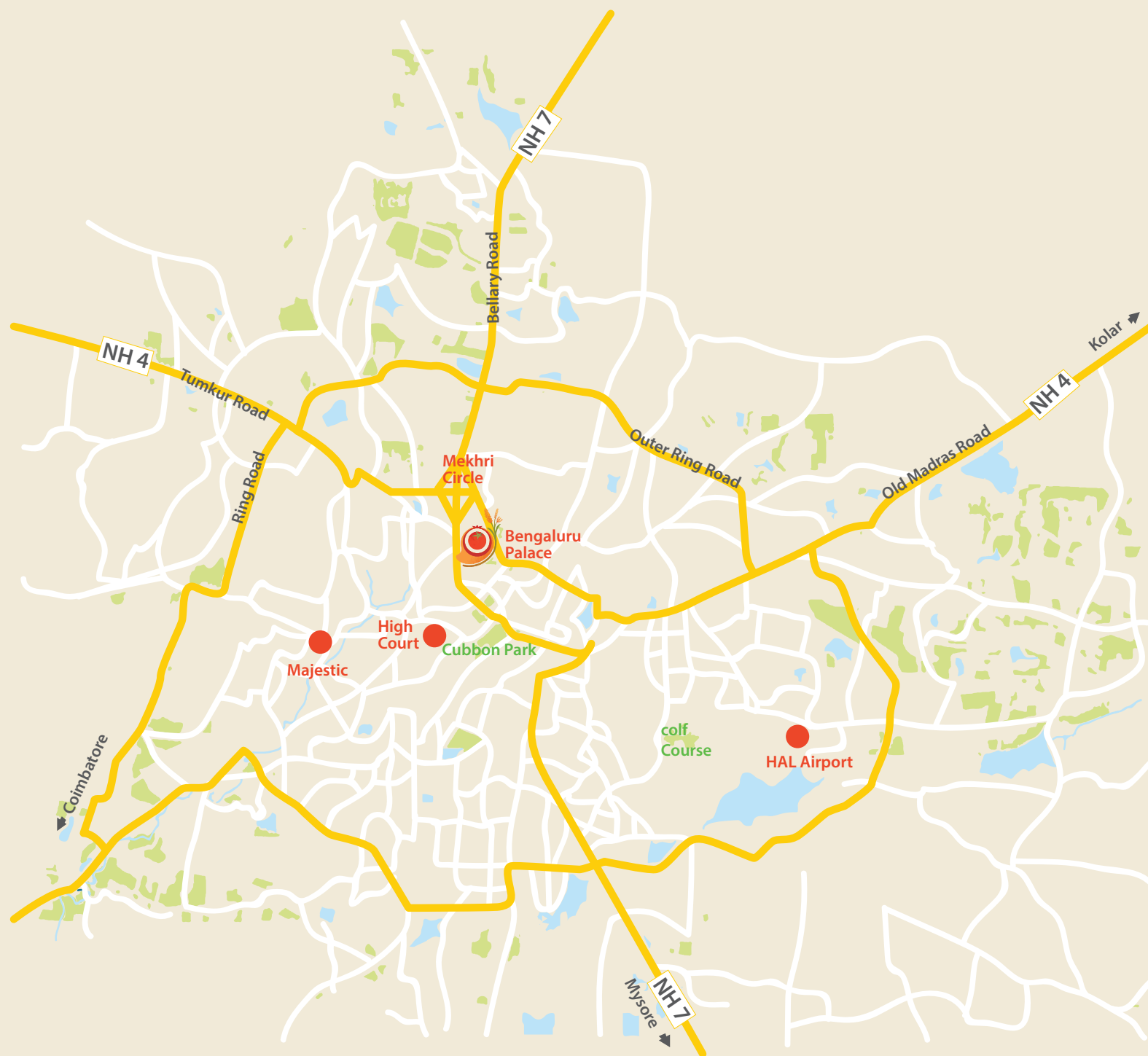
## GOOD FOR THE PLANET



## GOOD FOR YOU









TRADE PARTNER



MILLET RESEARCH ASSOCIATES



CONCEPT AND DESIGN BY  
SPREAD DESIGN AND INNOVATION PVT. LTD.

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### INTERNATIONAL COMPETENCE CENTRE FOR ORGANIC AGRICULTURE (ICCOA)

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[www.organics-millets.in](http://www.organics-millets.in)



#LetsMillet #GoOrganic #NextGenSmartFood #GoodForTheFarmer #GoodForThePlanet #GoodForYou