



# THE WORLD OF ORGANICS AND MILLETS

NUTRITION • SUSTAINABLE AGRICULTURE • FARMER SECURITY • NEW MARKETS • FUTURE FOODS

## TARGET VISITORS

- Farmers and Producers
- Buyers and Sellers
- Exporters and Importers
- Catering and Restaurants
- National and International Organic Experts & Speakers
- Food and Beverage wholesale
- Retailers, Supermarkets, Department Stores, Specialty
- Health Conscious Consumers
- Food Manufacturing and processing
- Chain Stores
- Students
- Nutritionists
- And more

## PRODUCTS ON DISPLAY

- Millet varieties
- Cereals and Pulses
- Spices, Herbs and Beverages
- Fresh fruits and Vegetables
- Oil seeds, Nuts, Dry Fruits and Coconut
- Packaged, ready to eat Organic and Millet foods
- Soya and other value added products
- Organic Tea, Coffee and other Beverages
- RTG, RTE foods
- Textiles, Cosmetics, Personal Care Items
- Bio-Fertilisers, Organic Manure
- Other Organic Products

## ORGANICS AND MILLETS NATIONAL TRADE FAIR 2017

The Government of Karnataka, with the guidance of the Honble Minister of Agriculture Shri Krishna Byre Gowda, is spearheading the revolution in next generation smart food with millets and organics. The ultimate goal is increasing farmer incomes, access to market, and promote sustainable agricultural practices. These are practices that are good for the environment, beneficial to farmers, and provide healthier options to consumers. In an era with increasing lifestyle based health challenges.

"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 SUDARAMAIAH**  
Honble Chief Minister  
Government of Karnataka



To this end the Organics and Millets National Trade Fair 2017, Bangalore, Karnataka, organized by the Department of Agriculture, Govt. of Karnataka, was the starting point to launch many ideas that are progressive from a market and consumer standpoint.

## NATIONAL TRADE FAIR AT A GLANCE

- 194 Exhibitors
- 260 Stalls
- 48,000 Visitors
- 11,000 Organic farmers
- 14 Regional Federations & FPOs
- CEOs and representatives from 45 companies

## IMPORTANT PUBLICATIONS

- Organic Policy 2017
- Millets Recipe Book
- Organic Directory
- Exhibitors Catalogue
- Bengaluru Organic Restaurants on Google Map
- Knowledge paper on Organic Farming

## 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 MoU's were signed



## ORGANICS AND MILLETS INTERNATIONAL TRADE FAIR 2018

Looking at the immense success of the National Trade Fair 2017, the Department of Agriculture, Government of Karnataka, is pleased to announce **Organics & Millets 2018, International Trade Fair, Palace Grounds Bangalore 19 - 21 Jan 2018**.  
**The 'International Trade Fair 2018' will be an International Conference and exposition. It will open up a vista of opportunities in organic agri-horticulture, millets, processing, marketing and technology in global and domestic market.** It includes a hi-quality exhibition from leading domestic and International companies, different States' farmers groups and Central bodies. The Fair also facilitates organic and millet product processors, manufacturers of farm equipments and others to showcase their respective products.

## KARNATAKA SHOWS THE WAY



## A GLOBAL REVOLUTION

Globally, over 43.7 million hectares, 1% of total agricultural land is being managed organically by 2 million producers across 172 countries. The total area under organic cultivation and the global organic food market is increasing at 10% and 12%, 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. The national organic market is poised to reach Rs. 10000 crores USD 150 billion by 2020.

Karnataka stands 5th in the country in terms of total cultivated area under organic certification. The first state to formulate an Organic Farming Policy in 2004, Karnataka is one of the prominent producers of millets in India. This indicates the immense opportunities available to the state in view of its inherent advantage of climate and diversified production. Organic Farming has witnessed steady growth over the past two decades with the certified area for production increasing from a mere 2,500 ha during 2004 to 93,963 ha during 2015 - 2016. The total area under wild harvest collection has also increased to 39,683 ha.



**SHRI KRISHNA BYRE GOWDA**  
Honble Minister of Agriculture  
Government of Karnataka

## WE WELCOME YOU TO THE ORGANICS AND MILLETS INTERNATIONAL TRADE FAIR 2018, BANGALORE

Calling Farmers, Buyers, Sellers, Distributors, Producers, Manufacturers and Industry leaders from across the world.

Register today  
[www.organics-millets.in](http://www.organics-millets.in)  
Join the community  
[www.facebook.com/organics.millets](http://www.facebook.com/organics.millets)

**5 DAY FULL DAY**  
**1.00.00.000 SQ FT**  
**FOOD COURT**  
**400 + STALLS**

## 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 mental and physical wellbeing as well as the environment. Organic foods are rich in beneficial nutrients, such as antioxidants, than their conventionally-grown counterparts. People with allergies to foods, chemicals, or preservatives often find their symptoms lessen when they eat only organic foods. Fewer pesticides often fresher Better for the environment Richer in nutrients GMO-free

## MILLETS, THE NEXT GEN SMART FOOD

Everywhere in the world, people are recognizing the need to eat smart. We are what we eat. However, there is a lack of thought, of time, or options - leading to diets that are nutritionally deficient. That's where Next Gen Smart Foods for all of us, and particularly for Gen Next are becoming a subject of interest. And millets are the new heroes.

- Gluten free**
- Highly nutritious**
- Low water footprint**
- Low Glycemic index**
- Grow well in dry zones and as rain-fed crops**
- Very low carbon footprint**
- Requires minimal soil fertility**
- Least stress on environment**

#GoOrganic

#LetsMillet



# THE WORLD OF ORGANICS AND MILLETS WILL CONVERGE

400+ STALLS/1,00,000+ SQ. FT.  
3 FULL DAYS/ORGANIC & MILLET FOOD COURT  
FOR BUSINESS + PROMOTIONS

## Calling

### FARMER

Farmer Producer Organizations  
Organic Farmers Federations  
Farmer Groups  
Young Farmers

### MARKET

Wholesalers  
Traders  
Retailers  
E-tailers/Online Grocery Stores  
Institutional Buyers  
Value Added Resellers  
Hotels & Restaurants  
Food Manufacturers & Processors  
Organic & Millet Brands  
Organic Stores  
Entrepreneurs & Startups  
Food Processing Technology Enterprises  
Organic Textile Manufacturers

### CONSUMER

Health & Fitness Aficionados  
Nutritionists  
Students  
Homemakers  
Food Bloggers  
Organic & Millet Enthusiasts

### GOVERNMENT

Research Bodies  
Foreign Governments & Trade Commissions  
Multilateral Agencies  
Bureaucrats  
Policy Makers  
Certification Agencies



**ORGANICS  
& MILLETS  
2018** JANUARY 19-21  
BENGALURU  
INTERNATIONAL TRADE FAIR