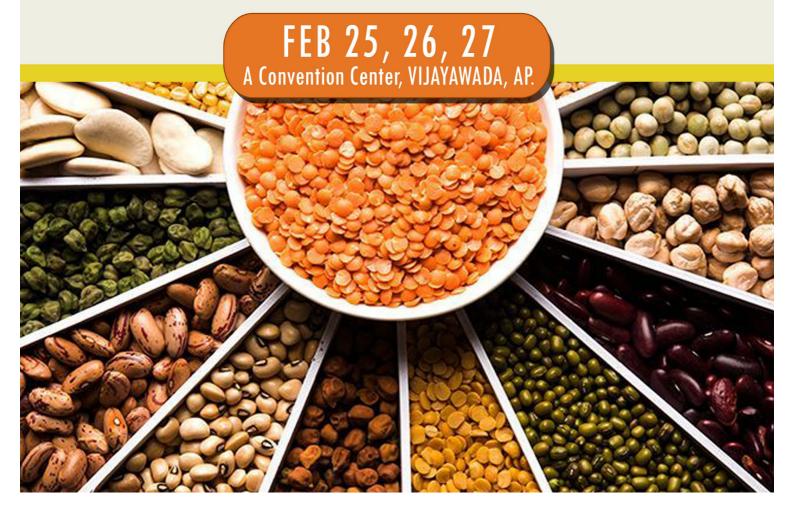






# 4th ORGANIC MAHOTSAV





# **Andhra: Emerging Organic Capital**



- \* Largest producers of Horticulture commodities in India
- \* 5 Agro climatic zones with large and diverse raw materials for processing industries
- \* Rapid urbanization, strong network of self-help groups & Rising per capita income.
- \* Diversified soils suitable for Horticulture crops
- \* Krishnapatnam, Visakhapatnam, Gangavaram and Kakinada Ports with State of art facilities for Sea transport.
- \* Leaders in implementation of "Micro Irrigation, Organic Farming, Promotion of FPOs, FPO-PPP for Value Chain Development, Etc.",
- \* 24 X 7 Power supply

### HORTICULTURE STATUS IN ANDHRA PRADESH

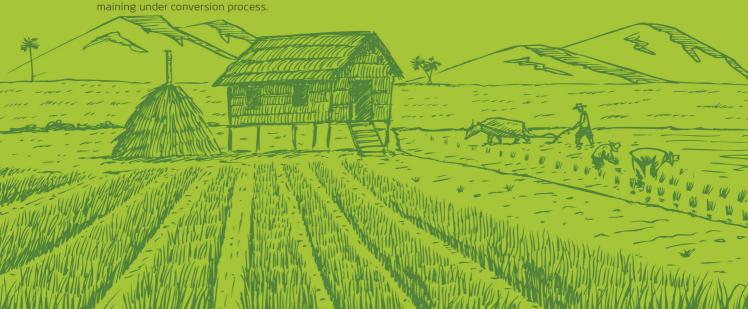
'Horticulture' Sector is integral for food and nutritional security in the State. The area under Horticulture crops is 17.84 Lakh Ha with a production of 312.34 Lakh MTs (2019-20 final estimates).

SI. No	Сгор	2019-20 (Final Estimates)	
		Area in Lakh Ha.	Production in Lakh MTs
1	Fruits	7.40	182.06
2	Vegetables	2.64	75.38
3	Flowers	0.26	5.25
4	Plantation Crops	4.94	32.84
5	Spices	2.54	16.67
6	Medicinal & Aromatic Plants	0.06	0.14
	Total	17.84	312.34

\*\* Andhra Pradesh has an area of above 45630 acres of cultivable land under Organic Farming out of which about 60% is under certification and remaining under sequencies process.

- The organic farming was implemented in 7 districts of Andhra Pradesh state with the Service Providers i.e. ICCOA and SIMFED who were experienced in the field of Organic farming.
- An area of 8500 Ha has been brought under Organic farming and certification for Adoption and Certification of Organic Farming programme from the year 2016-17 to 2019-20.

Crop	District	Extent (Ha)	No.of Beneficiaries
	Krishna	2000	1379
Mango	Prakasam	500	1290
	Chittoor	2000	1762
Mango Total		4500	4431
Cashew	Visakhapatnam	1250	943
Castlew	East Godavari	1250	1987
Cashew Total		2500	2930
Manakablaa	Kurnool	500	621
Vegetables	Ananthapuram	500	471
Vegetables Total		1000	1092
<b>Grand Total</b>		8000	8453







# **Andhra Emerging Organic Capital**



The government of Andhra Pradesh, a South Indian state, is promoting organic farming. Advisor Vijay Kumar Thallam elaborated the approach in ar e-mail interview with Sabine Balk and Hans Dembowski,

Why is organic farming so important for India and other developing

Our planet is facing dramatic environmental change. We are now king in the sluth mass extinction, and it is a result of human activity. The intergovernmental Panel on Climate Change (PCC) warrs that he must urgently change land-management, patterns internationally lace kingle Dombrowski in Monitor section of D-CFE-2 expansion (2019G). Otherwise, swingle temperatures will rise more than 1.5 degrees—with drift consequences. Smallholder farmers and their families as well as landless agriculture workers are the least responsible for the climate crisis, but they face the greates:



Anandapuram and

Vizag markets

➤ Vegetables such as Gourds, Bhendi, Tomatoes, Long beans are grown here. During winter the main crops are Cabbage and Cauliflower We have been approached by the Tamil Nadu-based group for promotion of Bhendi export. However, we have not been able to convince the farmers as bringing them together is a major challenge

R Sreenivasulu

# Mango farmers go organic to boost yield

Venu Lanka | TNN | Feb 1, 2021, 04:58 IST











### HORTICULTURE DEPT STEPS IN

➤ There has been early flowering on mango farms this year due to high rainfall

> Horticulture authorities suggest farmers use protection bags made of jute and bamboo pulp instead of chemical

esticides

> Farmers have ordered around 1 crore bags so far

Cost of normal mangoes in peak season in 2020: 21,000 per tonne

➤ Price achieved by mangoes cultivated with zero pesticides using fruit covers: ₹68,000 per tonne

No calcium carbide or gas is required for ripening the fruit

### Helps 400 Farmers Build Successful Organic Food Brand

For several people, this has been a time to reconnect with their roots and also become farmers. An engineer hailing from Andhra Pradesh, the decision to return to his hometown happened way before the pandemic.

In fact, his decision to quit a job opportunity in the US and return to Guntur, Andhra Pradesh led to the creation of the 'Yazali

Farmers Producer Company'

price of CMSA and organic products further encouraged the farmers. Last, organic farming improved their health and reduced medical expenditure.



After adopting the CMSA method, farmers have reduced their cost of cultivation, without any loss of productivity. The reduced use of chemical has also improved the quality of the product. After witnessing the visible effects in their output, most farmers adopte CMSA in the village. The additional revenues due also encouraged

### Andhra Pradesh's push for chemicalfree farming inspires other states

The state government will require about Rs 150 billion over the next few years till 2024 to achieve its goal.

Mayank Aggarwal Oct 09, 2018 · 11:30 pm



# Poosarlapadu Organic

Poosarlapadu village is a small coastal village in in Srikakulam District of Andhra Pradesh. Most of the women in the village are members of a self-help group and their primary occupation is agriculture. The average landholding in the village is approximately 1.68 acres and farmers mostly cultivate rice, chillies, green gram, black gram and vegetables. Poosarlapadu was one of the first villages to adopt Community





Only State In the country to have Exclusive TV Programs & Great Media Support to Promote **Organic Farming** henceforth Creating Consumer Awareness





# **Andhra: Emerging Organic Capital**









The markets for organic products are growing faster with the global demand increasing at 20-25% p.a (and India's markets growing at even 40-50%). The worldwide sales crossed US \$ 80 Billion and are expected to reach US \$ 100 billion by 2017. The trade estimate in India shows that the market for organic products has crossed Rs.45000 crores (exports at Rs.3500 crore and domestic markets at Rs.1000 crores). The market in India will touch Rs.10000 crores (USD 1.50 billion) by 2020.



India produced around 1.35 million Mt of certified organic products which includes all varieties of food products namely Sugarcane, Oil Seeds, Cereals & Millets, Cotton, etc., The production is not limited to the edible sector but also produce organic Cotton fiber, Functional Food products, etc.





The total volume of export during 2015-16 was 263687 MT. the organic food export realization was around 298 million USD. Organic products are exported to European Union, US, Canada Switzerland, Korea, Australia, New Zealand, South East Asian countries, Middle East, Africa etc.





Millets (Sorghum, Foxtail, Finger, Kodo, Bajra, Barnyard, Browntop)

**Pulses** (Redgram, Blackgram, Greengram, Brownchana)

**Sweetners** (Jaggery, Sugar, Honey)

Horticulture Crops (Mango, Cashew, Banana, Gauva, Papaya, Sweetlime)

**Spices** (Turmeric, Redchilli, Balck-pepper)

**Beverages** (Coffee, Tea & others) **Farm Inputs** (Bio-fertilizers, Cow

Based Inputs)



Farmers, FPOs, Producers

**Brands Organizations** 

**Health Consicious Consumers** 

Retailers, Buyers, Sellers, Distributors

**Govt Agencies & Departments** 

Chefs, Caterers

**Eminet Speakers & Promoters** 







# **History of Organic events in AP**



Our Last Two Editions Of Organic Mahotsav Had Garnered Huge Crowds on all Days of Event & Acted as Catalyst for Promoting Organic Practices & Organica Food to all Sections of Society in the Region.



Our Exclusive B2B meets are Dedicated & Result Oriented. We Had Worked on Market linkages & All the Exhibiter had at least one or more Business Partners established

- Over 60 Stalls
- 25000 Visitors
- Professional Event Management
   State of Art Facilities
- Unparalleled Media Coverage
- Sucessful Marketlinkages



## ORGANIC MAHOTSAV - 2022





3x3 Sq. Mtrs Facia Provided 65 Corporate Stalls

> Customised Fabrication (for Branding)

### Seminars/ Conference

Eminent Speakers

Motivational & Infromational

Informative & Result Oreinted

### B2B Lounge

For 3 Days Exclusive Result Driven Prior Requirement Gathering

Effective Commucation Model
All Stages of Supply Chain

### Workshops

For

Farmers, FPOs Students

Chefs/Caterers
Consumers & Retailers

# Farmer's Pavillion

Saperate Space
Exclusive for Farmers
Support for Market Linkages



# State's Pavilion

Policy Makers
Govt Departments
Allied Govt Bodies

### Exclusive Organic Food Court

100% Organic Menu
Diversified Cuisine
Authentic & Traditional

For Stalls - Contact: 0866-297 5555

















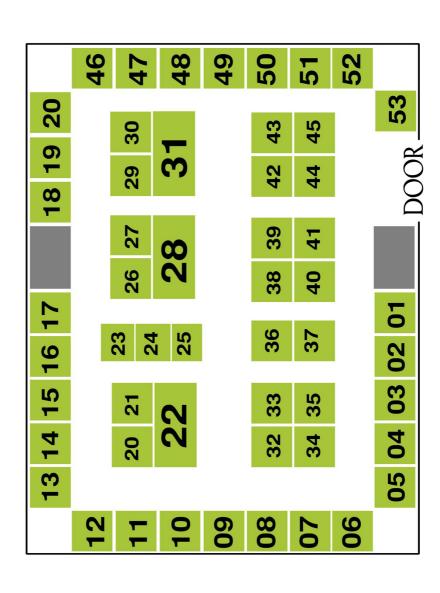






# ORGANIC MAHOTSAV - 2022





# ORGANIC MAHOTSAV - 2022

### **Event Organized by**





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**For Bookings** 

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www.organicmahotsav.com

A-CONVENTION CENTER Location Map