

BUYER SELLER MEET ON ORGANIC PRODUCE

26TH Nov 2011



Jointly Organized by

**C.C.S. National Institute of Agricultural Marketing, Jaipur
&
M.R. Morarka-GDC Rural Research Foundation, Jaipur**

THE OBJECTIVE:

“Organic buyer-seller meet” was organized to provide a common platform to organic buyers and sellers dealing in organic agricultural products for solving various problems of marketing and trade.

The meet was organized on 26th November 2011 at NIAM

PARTICIPATION:

Total Participation:	100
No. of Farmers Participated:	40
No. of Producers' Group:	21
No. of States Represented:	19
Total Land (Ha) Represented:	70,000
No. of Traders Participated:	35
No. of Organic Commodities on Offer:	90

The Programme was presided by **Dr. R.P. Meena**, I A S, Director General of NIAM. Through his address in the meeting following points were discussed.

- Organic Farming was in practice before Green Revolution and later it was replaced by latest techniques which have resulted in soil & water pollution.
- There is no productivity loss in organic farming and is a sustainable practice.
- Farmers should get the premium price for their produce.
- Integrated use of indigenous and modern techniques.
- Our inability to achieve full potential to cash domestic and international market.
- Emphasized on development of a data base of buyer and sellers of organic produce.
- The proceedings and the results of this meeting would be forwarded to the Ministry Of Agriculture, Govt. of India by NIAM.



Dr. D. K. Goyal, I A S, Principal Secretary-Horticulture, Govt. of Rajasthan gave his opinion on the Organic farming and covered the following points.

- Farmers doesn't get the remunerative price for their product
- Govt. policies haven't been implemented properly
- Value addition or post harvest technology is needed at present.
- Suggested NIAM to develop a website with the help of farmers with every detail of the products of the buyers, sellers, production etc.
- Report of this meeting should be published in linguistic languages.
- Laid the importance of woman empowerment.
- Exploitation of farmers should be reduced.

Discussion:

After his speech, some of the farmers interacted with him by putting forth their problems like

- Problems in certification for their organic products
- No remunerative price achieved by selling organic products
- Difficulty in marketing their produce as the linkages are not strong
- There is lack of Credit facilities for organic farmers

In response to the problems of farmers, Dr R P Meena and Dr. D. K. Goyal suggested that all these recommendations and proceedings will be documented.



3. EXHIBITION:

Space was provided free of cost to the participants to exhibit their products. Following farmers' groups/organization displayed their organic products:

1. Himadri Foods Pvt. Ltd. Mumbai
2. Aayam Herbal, Jaipur
3. Ambuja Cement Foundation, Nagaur
4. Veetee Fine Foods, Sonapat
5. Himachal Org. Farmers Ass. Shimla
6. Chetna Organics, Hyderabad
7. Arvind Mills, Ahmedabad
8. Sikkim Organic Growers Group
9. Jodhpur Organic Growers Group
10. Shimla Organic Growers Group
11. Maharashtra Organic Growers Group



12. Sikar Organic Growers Group
13. J&K Organic Growers Group
14. Jaipur Organic Growers Group
15. Jhalawar Organic Growers Group
16. Jhunjhunu Organic Growers Group
17. Sirohi Organic Growers Group
18. Nimbahera Organic Growers Group
19. Pali Organic Growers Group

4. DISCUSSION AND RECOMMENDATIONS

During the discussion interaction between the farmers, buyers and the sellers took place. The main points of the discussion are as follows:

One of the farmers from Sikkim felt that the shelf life of the product is very less.

In response to this question one of the participants suggested that-

- There are some organic solutions which increase the shelf life particularly for vegetables like tomato.
- The seed need to be checked and purchased from a certified seed agency or from the government agency only.
- The varieties selected should be suitable to the locality.

A farmer from Jammu and Kashmir questioned that he was not getting remunerative prices for his produce.

The suggestion given was to form clusters and sell the product as a lot than to sell it individually which if done in cluster gives better price.

Many sellers feel that the buyers demand 100% organic product which is not available because there is no organic seed available.

To this question one has suggested that in recent past this organic seed has been developed by Vivekananda Institute, Uttarakhand.

Recommendations

Based on the discussions it was concluded that there is a need for a comprehensive and integrated approach and the following points should be followed for the success of the organic market in India.

- Necessity of cluster approach for both marketing and certification.
- The various requirements and specifications followed to be 100% organic.
- There should be quantitative marketing and the price and quality should be fixed before hand for a specific period for a minimum of 1 year, i.e., Price stability.
- Formation of platform for exchange of information like website where full details about the product, production and Buyers and Institutional buyers are given and hence makes the business proposals becomes easy.
- Technical information will also be laid down in the website.
- Procedure for documentation also must be placed in the website.

- Woman participation should be increased in marketing.
- There is a need to organize such meeting on a regular basis in other parts of the country also

As per the Recommendations of the meeting, NIAM plans to organize more Buyer seller meet for various stakeholders across the nation.

As suggested by participants, NIAM proposes to promote the Marketing of Organic Products by providing a IT Platform and Creating a database of the buyer and sellers organic products.

The meeting ended with a vote of Thanks

List of Participants

26th November 2011, NIAM Jaipur

Sl. No.	Name	Organization	Contact No.
1	Mr. Yogesh Joshi	Rapid Organic Pvt. Ltd.	9950489820
2	Mr. Vinod Rathi	Agronic Foods Inc.	9414020031
3	Mr. Ankit Gupta	Vantage Organic	9214050121
4	Mr. Rohit Vohra	Aayam Herbal Research	09829000096
5	Mr. Nitin A Vakkar	Himadri Foods Pvt. Ltd.	022-40561005
6	Mr. Sanjeev Pathak	New Punjab Agro	09958833334
7	Mr. Amrit Kapoor	Neeru Enterprises	0595-2350829
8	Mr. Chandra S. Sharma	Neeru Enterprises	0595-2350829
9	Mr. Sanjay S. Sinha	Bharti Herbs	9371136322
10	Mr. Babubhai Patel	Cama Farms and Orchards Pvt. Ltd.	9714729940
11	Ms. Sumita Mitra	Jagriti Agro Tech	8527277577
12	Ms. Arti Chavan	Jagriti Agro Tech	8527277577
13	Mr. Kamal S Rathore	Royal Eco Farms	9753721157
14	Mr. Pramod Kumar	Veetee Fine Foods	9996500356
15	Mr. Rahul Goswami	Banyan Organics	9354030111
16	Mr. Gopal Mehta	Himachal Organic Farmers Association	9418110660
17	Mr. Arun	Himachal Organic Farmers Association	9816531139
18	Mr. Sunil Goyal	Rosebay Agro	09414063537
19	Mr. Shrikant Sharma	Sanjeevani Organics	9412058124
20	Mr. Deepak	Sanjeevani Organics	9412058124

21	Mr. Pandit	Chetna Organics	9030079970
22	Mr. N R Madhvaraj	Phalada Agro	9900039445
23	Mr. Navin Kalra	East West Fal aur Sabji Trading Co.	9929595530
24	Mr. Kailash Chaudhary	K S Bio Foods	9829083117
25	Mr. Rajesh J jhaveri	Jhaveri Organic Farms	9825040326
26	Mr. Satya Kodali	Sristi Naturals	9866647534
27	Mr. Amol Mundada	Arvind Mills	8347945700
28	Ms. Navneet Kaur	RDM Care	9899156865
29	Mr. Dilvinder Singh	RDM Care	011-25888931
30	Mr. Abdul Nazir	DoA, Andaman and Nicobar Island	9474244486
31	Mr. Mahesh	Pan Organic Foods	9971991659
32	Mr. Deepak Chandra	ULIPH (Ajeevika Project)	9412003463
33	Mr. Jaipal Singh	ULIPH (Ajeevika Project)	9412003463
34	Mr. NK Mishra	DoA, Govt. of J&K	9419336305
35	Mr. Mahendra Singh	DoA, Govt. of J&K	9906317361
36	Dr. N Gopal Gowda	DoA, Govt. of Karnataka	9448452985
37	Mrs. S. Vedavathi	DoA, Govt. of Karnataka	9448452985
38	Dr. CS Tyagi	Maharishi Ayurveda Products	9999016760
39	Mr. Sanjay Srivastava	Maharishi Ayurveda Products	9999016760
40	Mr. P C Dangi	Ambuja Cement Foundation	9414316522
41	Mr. Rambharose Gujar	Ambuja Cement Foundation	01584-283665
42	Mr. Chain Singh	Ambuja Cement Foundation	01584-283665
43	Mr. Sharvan	Ambuja Cement Foundation	01584-283665

44	Mr. Ramnivas Prajapat	Ambuja Cement Foundation	01584-283665
45	Mr. Didar Singh	Ambuja Cement Foundation	01584-283665
46	Mr. Chintamani B Rai	Sikkim Organic Growers Group	9474980420
47	Mr. K B Nepal	Sikkim Organic Growers Group	9832511317
48	Mr. Chena Ram	Jodhpur Organic Growers Group	9982741951
49	Mr. Birma Ram	Jodhpur Organic Growers Group	9982741951
50	Mr. Raghawanand Sharma	Shimla Organic Growers Group	9318637204
51	Mr. Bharat Ram	Shimla Organic Growers Group	9459032337
52	Mr. Himmat Rao Mali	Maharashtra Organic Growers Group	9422235747
53	Mr. Goverdhan Bairathe	Maharashtra Organic Growers Group	9422235747
54	Mr. Om Prakash Jigar	Sikar Organic Growers Group	9460640755
55	Mr. Sanjesh Kumar	Sikar Organic Growers Group	9460640755
56	Mr. Anil Kumar Dhabai	Jaipur Organic Growers Group	9001464140
57	Mr. Ramesh Kumar	Jaipur Organic Growers Group	9001464140
58	Mr. Laxman Das Parde	J&K Organic Growers Group	9419336305
59	Mr. Jitendar Kumar	J&K Organic Growers Group	9906317361
60	Mr. Hira Bushan	J&K Organic Growers Group	9419336305
61	Mohd. Farukh	J&K Organic Growers Group	9419336305
62	Mr. Ramesh chand	Jhalawar Organic Growers Group	9413102343
63	Mr. Om Prakash	Jhalawar Organic Growers Group	9413102343
64	Mr. Krishan	Jhunjhunu Organic Growers Group	9460640755
65	Mr. Mahesh	Jhunjhunu Organic Growers Group	9460640755
66	Mr. Nathmal	Jhunjhunu Organic Growers Group	9460640755

67	Mr. Veda Ram	Sirohi Organic Growers Group	9309044083
68	Mr. Chagan Lal	Sirohi Organic Growers Group	9309044083
69	Mr. Shanti Lal	Nimbahera Organic Growers Group	9166191970
70	Mr. Nand Kishore	Nimbahera Organic Growers Group	7742562477
71	Mr. Abhijit	Pali Organic Growers Group	9828041223
72	Mr. Dhana Ram	Pali Organic Growers Group	9829275826
73	Mr. Deepak Chaturvedi	ICCOA	9899011898
74	Mr. Victor David	ICCOA	9899011898
75	Mr. Pawan Rungta	Aricha Trading Co.	9810965676
76	Mr. Naveen Kumar	ALM Trading Co.	9873106698
77	Mr. Sandeep Bhargava	One Cert Asia Agri. Certification	9413336882
78	Mr. Vishal Kumar	One Cert Asia Agri. Certification	9414042060
79	Mr. B Sri Rama Murthy	NCMSL	7702377766
80	Mr. Mahendra Yadav	Green Oil Energy Science	9785273917
81	Mr. Dhananjay Sharma	Green Oil Energy Science	9818055338
82	Mr. Rohitash Pareek	One Cert Asia Agri. Certification	9414046702
83	Mr. Sunil Kumar	Banyan Organics	8901297237
84	Mr. Anil Dhabai	Indo Krishna Organic Fertilizers	9001464140