

**Buyer Seller Meet and Open house for spices at Kattappana, Idukki
District, Kerala on 27th Sept, 2019**

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development of cardamom and worldwide promotion of Indian spices, has been spearheading activities for promotion and facilitation of spices trade by strengthening linkages at various levels of the spice industry. The Board has been organizing Buyer Seller Meets (BSM) in the major spice producing regions of the country, with a view to strengthen the value chain and to facilitate better price realization by the farming community. The BSMs have served as an effective tool for building direct linkages between both ends of the spice supply chain sector.

Kerala, the land of Spices, holds a significant position in the spice sector of India, with ample production of spices in the high-range region. The state is holding a substantial share in production of high value Spices like Small Cardamom, Pepper, Nutmeg, Mace etc.

Spices Board has revolutionized the auction system of Small Cardamom by introducing electronic auction. The e-auction acts as the platform for primary sale of around 90% of Small Cardamom produced in the country. However, currently the small cardamom sector is facing various challenges, which necessitates focused and concrete efforts by various stakeholders.

As a proactive measure, the Board has been taking efforts to sensitize the farming community on adoption of Good Agriculture Practices (GAP), including Integrated Pest Management (IPM), for cultivation of cardamom and other spices. Spices Board has identified farmers' groups/FPOs involved in cultivation of Cardamom using GAP/IPM and is taking steps to encourage sustained adoption of GAP/IPM. Further, the Board will be providing platforms to develop the potential as well as to facilitate business linkages for such farmers' groups.

Accordingly, Spices Board is organizing a Buyer Seller Meet (BSM) at Kattappana, a popular tourist destination in the high-range region of Idukki, district, Kerala. The BSM will be conducted at Hotel KGEES HILLTOWN, Kattappana on 27th Sept, 2019 at 9.30 AM.

The focus spices for the BSM are Small Cardamom, Pepper & Ginger. Around 200 stakeholders, representing progressive farmers, farmers' societies, farmers' associations etc will be participating in the program, with samples of new crops. Spice growers who follow GAP/IPM as well as optimal application of pesticides, will be showcased during the BSM, which is envisaged to serve as a tool for motivating the farmers to sustain adoption of GAP/IPM practices in spice cultivation.

An open house with spices' exporters is scheduled on the sidelines of the BSM, to identify initiatives to sustain adoption of Good Agriculture Practices

so as to retain the export potential, quality concerns and other issues currently faced by the industry and also to derive action points to boost export and reduce imports of spices.

All exporters of spices are cordially invited for the BSM & Open house, which would provide a platform for building direct market linkages with the sellers /suppliers of spices from the region, as well as to reflect upon the pertinent issues grappling the spice sector. Interested exporters may inform their willingness to participate in the BSM by mail to sbputtady@gmail.com copy to nithin.joe@nic.in by 18th September, 2019, 4.00 PM, along with the following details;

Name & Full address of the Firm with contact no & email id:

Spices Board Exporter Regn. No (CRES):

Name & designation of the representative(s) attending
the Program with contact no & email id:

Requirement of Accommodation: YES/NO

For outstation exporters, the Board is open to providing accommodation (one single/ double room per firm), if required.

For details, kindly contact Shri. K Jagannathan, Deputy Director, Spices Board, Spices Park Puttady, Idukki, LL- 04868-277033, Mob - 94471 83570.

Director,
Spices Board, Kochi