

KERALA AGRI FOOD PRO MEET 2013



POST SHOW REPORT

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KERALA AGRI FOOD PRO MEET 2013

February 17 to 19, 2013

Jawaharlal Nehru International Stadium Ground, Kaloor, Ernakulam

The generation of employment has been one of the main objectives of the economic development and growth of the State, and there is no disputing the fact that the Food Processing & Allied Sectors in the State has contributed in large measure towards this end. But to survive in the changed competitive economic order, the sector has to continually evolve through adoption of better technologies and tapping of new markets. This is especially relevant in the case of the Food Processing and Allied sectors within the State where the State has an inherent advantage in terms of potential for rapid growth. There is urgent need to explore new markets, reach out to potential ones and tap emerging opportunity to ensure a rapid growth to the employment generation prospects in the State.

The Department of Industries & Commerce, Government of Kerala has been in the forefront of activities in showcasing the State as a manufacturing base and a reliable supplier of quality goods and services. This has been partially achieved by participating in Trade Meets and Exhibitions within the Country and abroad. But the need has been felt to accord enhanced levels of access to outside markets for a wider spectrum of sectors and, more importantly, to a greater number of manufacturers in the Food Processing & Allied Sectors.

To conclude, for getting the technological advancements around the world to our Food Processing Industry, Kerala needs a very balanced yet focused and growth oriented approach suited to our own State. In doing that, the role of 'Technology' plays a pivotal role in the promotion of Food Processing and Allied Sectors of the State. The success will depend on how correctly we do this to grow our Food Processing Industry to next level.

The Department of Industries & Commerce, Government of Kerala had organised follow up Events to Emerging Kerala 2012 and Kerala Agri Food Pro Meet 2013 is one of its kind to enhance the level of access to outside markets for a wider

spectrum of sectors and greater number of manufacturers in the Food Processing & Allied Sectors.

Taking into consideration the developments in the Agriculture, Food Processing & Allied Sectors and in order to promote and develop these Sectors, the Department of Industries & Commerce, Government of Kerala organised **Kerala Agri Food Pro Meet 2013** exclusively for the Agriculture, Food Processing & Allied Sector from February 17 to 19, 2013 at Kochi, Kerala.

KERALA AGRI FOOD PRO MEET 2013

Kerala Agri Food Pro Meet 2013 was organised at Jawaharlal Nehru International Stadium Ground, Kochi, Kerala from February 17 to 19, 2013 exclusively for the development and promotion of Food Processing, Agriculture & Allied Sectors.

The primary objective of conducting such an Event is to expose the Food Processing Industry in Kerala to the latest technology and technical know-how used in the Food Processing, Agriculture & Allied Sectors.



The Kerala Agri Food Pro Meet 2013 was organised by Department of Industries & Commerce, Government of Kerala in association with the State Food Processing Mission / KINFRA, Kerala Agricultural University, Kerala Veterinary & Animal Sciences University and related Departments of the Government like Agriculture, Animal Husbandry and other related Agencies. The Event was supported by the

State Food Processing Mission / Kerala Industrial Infrastructure Development Corporation (KINFRA).

Kerala Bureau of Industrial Promotion (K-BIP) was the coordinating Agency on behalf of Department of Industries & Commerce for the successful conduct of the Event.

Inaugural Function

The Exhibition held at the Jawaharlal Nehru International Stadium Ground from February 17 to 19, 2013 and was formally inaugurated on February 17, 2013 by Shri. K.V. Thomas, Hon'ble Union Minister of State (Consumer Affairs, Food & Public Distribution) in the function presided over by Shri. P.K. Kunhalikutty, Hon. Minister (Industries & IT), Government of Kerala.



Shri. K.S. Srinivas IAS, Secretary & Director (Industries & Commerce) welcomed the distinguished guests and participants. Shri. Rakesh Kacker IAS, Secretary, Ministry of Food Processing Industry, Government of India presented the Schemes and Incentives / support offered by the Ministry for the development and promotion of Food Processing Sector.



In the Presidential Address, Shri. P.K. Kunhalikutty, Hon. Minister (Industries & IT), Government of Kerala emphasised the need for strengthening the Agri and Food Processing Sector in our State.

This was followed by the inaugural address by Shri. K.V. Thomas, Hon'ble Union Minister of State (Consumer Affairs, Food & Public Distribution). In his Inaugural Address, the Hon'ble Union Minister mentioned that the Central and State Government has taken various initiatives in the Food Processing Sector and will encourage the need of new technology for strengthening the Agriculture, Food Processing and Allied Sectors.



The Exhibitory Directory of the Event was released during the Inaugural Function by Shri. P.K. Kunhalikutty, Hon. Minister (Industries & IT), Government of Kerala.

Shri. Benny Behanan, Member of Legislative Assembly; Shri. Hibi Eden, Member of Legislative Assembly; Shri. Dominic Presentation, Member of Legislative Assembly and Dr. P.V. Balachandran, Director of Extension, Kerala Agricultural University also addressed the gathering. Shri. V. Rajagopal Chief Executive Officer, K-BIP proposed the vote of thanks.

Exhibition Stalls



The 'Kerala Agri Food Pro Meet 2013' showcased the latest in Agriculture and Food Processing technology, processed fruits and vegetables, poultry and livestock, fish and milk products, packaged / convenience foods, grains and spices.

The Kerala Agri Food Pro Meet 2013 presented 200 Nos. Air Conditioned Stalls for display of the products and technologies in the Agriculture, Food Processing and Allied sectors.

Kerala Agricultural University & Kerala Veterinary & Animal Sciences University

The Kerala Agricultural University and Kerala Veterinary & Animal Sciences University are the primary and the principal instrumentality of the Kerala State in providing human resources, skills and technology required for the sustainable development of Agriculture and Veterinary & Animal Sciences in the State.



Kerala Agricultural University's and Kerala Veterinary & Animal Sciences University's technology and products, achievements and services were displayed in 50 Nos. Stalls at the Exhibition. The Products on display by the Universities were Agricultural Products, Research Products, Technology in Post Harvesting, Industrial Applications etc. The research initiatives undertaken in the Universities on increasing the productivity of crops, livestock etc. grown in the State were also highlighted in the Exhibition

Products on Display

The products for display in the Meet were Agriculture Products, all kinds of Foods and Processed Foods, Food Processing & Packaging of Food Products, Poultry, Farm Equipments, Dairy & Confectionary Equipments, Agricultural Machinery etc.



Machinery Manufacturers / Technology Providers



The Meet had the participation of machinery manufacturers / technology providers / research institutions in the Agriculture, Food Products, Processing, Packaging, Agri-Business, etc. to exhibit their products, technology, services etc.

Seminar on Agriculture & Food Processing

The Event featured a two day Seminar on 'Agriculture and Food Processing' on February 18 & 19, 2013 enabling a platform for interaction between the stakeholders from the Agriculture, Food Processing and Allied Sectors and technology providers from all over the Country. The Seminar was organised in association with Kerala Agricultural University and Kerala Veterinary & Animal Sciences University with the support of State Food Processing Mission.

Kerala Agricultural University organised Seminar on 'Value Addition and Product Diversification in Agriculture & Food Processing – Status and Strategies' on February 18, 2013.

Kerala Veterinary and Animal Sciences University organised a Seminar with special focus on Value addition, Food Safety Management and Food Processing and Packaging Technologies on February 19, 2013.



The Seminar was inaugurated by Shri. Rakesh Kacker IAS, Secretary, Ministry of Food Processing Industry, Government of India. The Secretary appreciated Kerala for initiating various programmes for the sustainable development of Food Processing Sector in the State.



Shri. T. K. Jose IAS, Chairman, Coconut Development Board delivered the special address and presented the opportunities available for Coconut development, schemes and support offered by Coconut Development Board, etc.

The participants had meaningful technical sessions on Technology Advancements in Value Addition and Product Diversification in Crops, Machineries and Packaging in Food Processing Sector and Entrepreneurship Development and Marketing.

On February 19, 2013, Kerala Veterinary and Animal Sciences University organised a Seminar with sessions on ‘Value addition of Milk’, ‘Food Safety Management in Meat & Meat Products’ and ‘Food Processing and Packaging Technologies’ in association with Indo-Austrian Forum.

The sessions of the two day Seminar were handled by eminent speakers / technical experts from the Agriculture and Food Processing Sector. The Seminars on both the days were attended by more than 300 Nos. participants from the farming community, entrepreneurs, both existing and prospective from all parts of the State.

Conclusion

The Kerala Agri Food Pro Meet 2013 highlighted the Products, Technology availability and offered assistance to prospective and existing entrepreneurs to locate the right Technology in the Agriculture, Food Processing & Allied Sectors.

The Exhibition and the Seminar provided unique opportunities for the stakeholders in the Agriculture, Food Processing & Allied Sectors to understand the complexities of these Sectors and showcased the best practices and current trends.
