

Farmfed with Amul Model Launches 9 Curry Powder, Products in Spices, Seafood, and Vegetable Sectors

Brand ambassador Navya Nair inaugurated the market

Kochi: Farmfed brand from Southern Farming and Marketing Multi-State Cooperative Society, which started operations in the field of agriculture in Kozhikode in 2008, has launched the products of Mallipodi, Mulakupodi, Manjalpodi, Fish Masala, Meat Masala, Chicken Masala, Bajji Masala, Sambarpodi and Agrapharam Sambarpodi in the market. Brand ambassador Navya Nair inaugurated the market at a function held in Kochi.

The new products are being manufactured at Farmfed's new manufacturing unit with modern facilities at Kinfra Megafood Park in Kozhinjampara, Palakkad. Chairman Rajesh Chandrasekharan Pillai said that "the latest machinery used in product mixing and packing has been installed at the unit at Kinfra Megafood Park" Following the success of trial production for the last 3 months, full-scale production and marketing have started. In the first phase, the products will be available in Kerala. Soon the operation will be extended to Tamil Nadu as well. The factory has the capacity to manufacture six tons of products per day. Rajesh Chandrasekharan said, "300 people have been given employment in the factory alone in the first phase. Apart from this, 200 more people will get jobs in the marketing field".

FarmFed will distribute directly to business centers that have been opened in Palakkad, Thrissur, Chalakudy, Angamaly, Guruvayur, Ernakulam, Thodupuzha, Pala and Thiruvalla. Rajesh Chandrasekharan said, "by conducting direct marketing in this way, the profits taken by middlemen can be avoided and the product can be delivered to the consumers at the lowest possible price."

The country's branded spices market is expected to reach Rs 50,000 crore by 2025. The promoters of Southern Green Farming Society believe that even if they manage to acquire even a small percentage of its share in South India, they can achieve better growth than expected.

Farmfed's excellence is that it has been working in the field of agricultural production for the last 14 years of almost all the raw materials required for the production of the new factory in Palakkad. Southern Green Farming was started in 2008 with the aim of exploiting the potential of unique spice and agricultural crops in Kerala and parts of Tamil Nadu bordering Kerala and seafood farming in Kerala's coastal areas.

Being a multi-state Cooperative Society registered under the Department of Cooperatives, a part of the Ministry of Cooperatives under the Central Government, it has the necessary prior permission to

expand its operations to any state in India. As a part of this, MD Akhin Francis said that they “are already doing agricultural activities in Tamil Nadu apart from Kerala, and will soon expand its activities to states like Andhra and Karnataka.”

Rajesh Chandrasekharan said “India is the country with the second largest arable land in the world and the number one position in the production of spices, milk, tea, pulses, etc. The focus is on agriculture. Agriculture alone can create a variety of employment opportunities commensurate with our huge population. Agriculture is already the primary livelihood of 65% of our people,” At the same time, the central government has also formulated plans to double our agricultural income by 2022-23 by increasing productivity. It is in this context that the Southern Agri Society is preparing for a major foray into the agricultural, processing, and marketing sectors. The fact that 85% of farmers in India are small farmers points to the necessity of cooperative ventures in this sector. Keeping this in mind, emphasis is placed on working on a cooperative model. Vice-Chairman Anoop Thomas said that by the end of this year, the society aims to cultivate more than 1000 acres. Out of this, 500 acres of land have been already cultivated. The most important of these is cardamom cultivation, which was started in the Kumali area in about 300 acres of land, which is part of the world-famous Cardamom Hills of Idukki.

A model is envisioned where employees become members of society. Farmfed envisions a model of the future that not only ensures self-sufficiency and clean produce in the food and labor sectors but also gives every worker ownership of the enterprise.

For more information

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