

PRESS RELEASE

SIMFED bags Second prize in International Organic Exhibitions in Bangalore

Our State of Sikkim is heading towards to be a complete Organic state by 2015 under the great visionary leadership and guidance of Hon'ble Chief Minister Dr. Pawan Chamling. The strength of Sikkim Organics market is also boosted by the continuous efforts of the State Government which supports Organic Agriculture with its Sikkim Organic Mission 2015. To achieve the objectives of the Hon'ble Chief Minister SIMFED has been taking strides in that direction and is in touch with the international market. To develop market for Organic Produce of Sikkim, SIMFED along with the Department of Agriculture and Horticulture & Sikkim Organic Mission participate in Bio-Fach International Organic Trade Fair 2011 at Bangalore and exhibited the produce of Sikkim. Sikkim stall has received Second Prize out of more than 150 Exhibitors from National & International arena, 19 states of India also participated in the Exhibitions.

Consequent to the above Sikkim State Marketing Cooperative Supply & Marketing Federation (SIMFED) supported by Sikkim Organic Mission, Department of Food Security & Agriculture and co-sponsored by National Horticulture Board, Govt. of India has participated in Bio-Fach Fair & Exhibitions 2011 in Bangalore with a team of total 130 persons including Hon'ble Chairman Farmers Welfare Board Shri P.L. Subba, Hon'ble Chairman SIMFED Shri Girish Chandra Rai, Advisor Food Security and Agriculture Department Shri B.M. Ramudamu, Secretary Shri Vishal Chauhan, IAS, Managing Director SIMFED Shri Brijendra Swaroop, IFS and other senior officials from Agriculture, Horticulture, Sikkim Organic Mission and SIMFED along with the 75 farmers from all over Sikkim.

This prestigious event Bio-Fach Fairs and Exhibition is aimed at bringing together International, National and Stakeholders of Organic farming to a common platform for exchange and sharing of knowledge on Organic Agriculture, to understand about the organic potentials of different countries, to create market avenues and so also to meet the challenges ahead in organic Agriculture. BioFach, the World Organic Trade Fair, is distinguished by its vigour, internationality and innovative power. Together with Vivanness, the Trade Fair for Natural Personal Care and Wellness, it attracts some 2,500 exhibitors – two-thirds of them from abroad – and around 43,000 trade visitors from over 80 countries in the world to Nürnberg every year in February. Under the patronage of IFOAM (International Federation of Organic Agriculture Movements) and with BÖLW (German Federation of the Organic Food Industry) as national supporting organization, BioFach guarantees the constantly high quality of the products on display through strict admission criteria. BioFach is present on five continents with its own events in Japan, the United States, South America, China and India.

A team from SIMFED was headed by Hon'ble Chairman Shri G.C. Rai, Managing Director Shri Brijendra Swaroop, IFS and other officials of SIMFED to develop business realtions with the prospective buyers from national & international market. Four Farmers from West Pendam and Ratyepani which are SIMFED ICS Area also participated & explained the visitors about the Sikkim farming practices and methods. The trade fair provided a meeting point for the buyers & sellers of the Organic World.

The Director International Exhibitions Mr. Frank Venjakob, Numenberg Messe, Germany has appreciated the effort of Sikkim and specially Hon'ble Chief Minister of Sikkim Dr. Pawan Chamling for his vision and interest in Sikkim Organic Mission. He was also very impressed with the effort of SIMFED in the exhibitions and managing the stall there. He invited SIMFED in the next World Organic Trade Fair Bio-Fach 2012 in Germany, the 2012 in which "**India is the Country of Year**" and he told that without Sikkim that will not be complete. The Counsellor of Germany Embassy on Food, Agriculture & Consumer protection from New Delhi Mrs Ursula Holzhauser also appreciated the Sikkim Stall.

The delegation from SIMFED had business meetings with various potential buyers of organic products of Sikkim. M/s Alimeco S.A. of Greece showed interest in procurement of Organic Ginger, M/s Alpha Lambda Ind Ltd, Hong Kong also shown interest in Sikkim Organic Produce and assured of the order after reaching their place, M/s Schnitzer GmbH & Co. KG, Netherlands also showed interest in the various Organic Products of Sikkim specially Buckwheat & Soyabean. M/s JRMT Global General Trading LLC, Dubai also appreciated the Sikkim Produce and ordered for Organic produce from Sikkim to Dubai. From national market also several Organic Chain & outlets approached SIMFED to supply Organic Produce to their various outlets, like Organic Way, Jaipur, Utsav Organic, Raipur, EID Parry (INDIA) Ltd. Chennai. M/s Plantrich Kerala ordred for 50MT of dried Ginger per month.

The team visited M/s Himalaya Drugs company in Bangalore and had a meeting with Chief Executive Officer & Chairman Shri Ravi Prasad for specific purpose of marketing & production of various organic produce, Turmeric, Ginger & Medicinal Herbs of Sikkim. The team visited research & development centre of Himalaya also.

The exhibition and other meetings provided the delegation a platform to showcase the organic produce of Sikkim and the experience the advancement of organic agriculture, newer technologies, products, processes and its derivatives. It gave the delegation a opportunity to participate with the World of organic agriculture with a broad spectrum of international stake holding groups.

The farmers from all over Sikkim has given their sincere gratitude to Hon'ble Chief Minister Dr. Pawan Chamling for allowing the team farmers for this exposure visit. They are very thankful to Hon'ble Minister Agriculture, Food Security & Agriculture Department, HCCD, Sikkim Organic Mission, National Horticulture Board, Govt of India and SIMFED for this type of opportunities. The famers from West Pendam Mr. Tika Ram Dahal and Mr. Tika Lall Pokhrel has a special thanks to Hon'ble Chief Minister for this and for his vision & interest in Sikkim Organic efforts.

Deputy General Manager, SIMFED