

# Sustainable Agriculture & Food Processing Growth Summit & Expo 2025

**Unlocking the Agri & Food Processing Business Potential for the State of Kerala**

**Exhibition**

**Conference**

**Buyers & Seller Meet**

**B2B & B2C**

**DPR Clinic**

**17<sup>th</sup> & 18<sup>th</sup> January 2025 | Kerala Agricultural University, Vellanikkara, Thrissur, Kerala**



**Shri. Pinarayi Vijayan**  
Hon'ble Chief Minister of Kerala



**Shri. K. Rajan**  
Hon'ble Minister for Revenue & Housing  
Government of Kerala



**Shri. P. Prasad**  
Hon'ble Minister for Agriculture  
Government of Kerala

Release of  
**Kisan Samridhi**  
online marketing app  
കിട്ന സമൃദ്ധി  
ഇക്കാര്യം വേഗം  
during inaugural



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**The Associated Chamber of Commerce and Industry of India**

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**Kerala Agro Business Company Limited (KABCO), Agriculture Department, Government of Kerala, Ministry of Food Processing, Government of India & ASSOCHAM is organizing “Sustainable Agriculture & Food Processing Growth Summit & Expo 2025” at Kerala Agricultural University, Vellanikkara, Thrissur on 17th & 18th January 2025. This program is supported by ICAR ATARI Bengaluru & Kerala Agricultural University as Institutional Partner with Grant Thornton Bharat as Knowledge Partner, supported by State Bank of India and Bank of Baroda.**

## OVERVIEW

Agriculture is the backbone of Indian Economy. About 65% of Indian population depends directly on agriculture and it accounts for around 22% of GDP. Agriculture derives its importance from the fact that it has vital supply and demand links with the manufacturing sector.

Government of Kerala aims to improve the welfare of farmers, increase agricultural sector productivity, and help Kerala achieve self-sufficiency in food, nutrition, and safety. coconut is the most important crop in the State with over 7.81 lakh hectare under it. It accounts for the largest share in the Gross Cropped Area followed by rubber and paddy. Kerala has the largest area under the crop in the country, but in terms of production it comes third. Kerala has a predominance of perennial and plantation crops, such as coconut, rubber, tea, coffee, cashew, pepper, and spices. Food crops, such as rice, tapioca, and pulses, make up only 9.35% of the total cropped area. Kerala produces 34% of India's pepper, 70% of its natural rubber, and is also a major producer of cashew, ginger, tapioca, and jackfruit.

Kerala has secured the third position in the ranking of micro-food processing units in the country. 2,548 industrial units have been started in Kerala under the PMFME scheme within one year in the food processing sector, surpassing the target given by the Central Government. Kerala contributes significantly to India's agricultural output, accounting for 97% of India's pepper, 70% of cocoa, and substantial shares in coffee, cashew, coconut, and seafood processing.

The state's fertile land and diverse crops create a canvas of opportunities for value addition, with coconut reigning supreme as the most significant cash crop. Cultivated across 7.81 lakh hectares, coconut production in Kerala reaches an impressive 5384 million nuts.

The potential for value addition in the form of packed tender coconut water, virgin coconut oil, desiccated coconut powder, jaggery, chips, jelly, vinegar, and more opens avenues for innovation and market expansion. The diverse horticultural produce in Kerala, including fruits like Banana, Pineapple, Papaya, Assam Lemon, Orange, Guava, Litchi, Jackfruit, and Mango, along with vegetables, potatoes, tuber crops, and mushrooms, offers a vast array of raw materials for packed and ready-to-eat processing. This presents an exciting opportunity to harness the bounty of nature into convenient and delectable offerings for consumers.

The adoption of AI in the food and beverage market had a valuation of 3.07 billion USD in 2020, with expectations to skyrocket to 29.94 billion USD by 2026, reflecting an impressive Compound Annual Growth Rate (CAGR) of over 45.77%.

**KERA World Bank - To promote the resilience and commercialization of Kerala's food and agriculture sector.**

The project envisions to transform agri supply and value chains to empower Farmer Producer Organizations (FPOs), MSMEs, and Agribusiness players to strengthen market infrastructure and promote climate resilient agriculture practices to revive natural ecosystems and

### Important crop cluster analysis in Kerala



to develop climate resilience. The envisioned outcomes include a thriving local economy with increased land and labour profitability, adoption of climate-smart agriculture, reduced GHG emissions, enhanced agricultural service delivery, and expanded green employment opportunities

**KABCO Interventions - Public-private partnership model to upgrade the standard of living of Kerala's farmers.**

KABCO ensures that farmers receive fair and prompt compensation, removing uncertainty in their earning cycle. It will identify domestic and international markets where Kerala's agro products can be exported to. KABCO will work as a uniform agency for branding of products sourced from farmers in the state under the brand of KeralAgro. KABCO coordinates with Farmer Producers Organizations, Farmers' Groups and Agricultural Cooperative Societies, so as to get them a fair remuneration for their crops. KABCO enable farmers to derive the most value without going through mediators. KABCO promotes Kerala's indigenous agri-products across geographies.

**“NAWO-DHAN”: - New Agriculture Wealth Opportunities Driving Horticulture and Agribusiness Network:**

Vegetable and fruit farming has emerged as one of India's fastest growing and most profitable sectors, driven by rising demand for fresh and frozen produce both domestically and internationally. In Kerala, a unique initiative called “NAWO-DHAN,” implemented by the Department of Agriculture (DoA) through the Special Purpose Vehicle (SPV) Kerala Agro Business Company “KABCO”, aims to harness the potential of vacant, fallow, and underutilized land for hi-tech commercial farming. This program would promote advanced agricultural production practices including horticulture, protected cultivation, precision farming, hi-tech intercropping, hydroponics, apiculture, etc. By capitalizing on these unutilized land resources, NAWO-DHAN will aim to boost production levels, add value, generate employment, foster self-reliance, create valuable export opportunities and drive focused sector growth resulting in a major boost to the Kerala's economy.

**KATHIR-Kerala Agriculture Technology Hub and Information Repository:**

The Kathir App, developed by the Department of Agriculture and

Farmers Welfare, Government of Kerala, is a innovative & comprehensive platform designed to support farmers, agripreneurs, youth, FPOs, and other agricultural stakeholders in Kerala. It would provide real-time weather updates for planning the agricultural operations effectively, pest and disease alerts, and agro advisories, along with expert advice on soil testing and nutrient status. The app would also offer information on schemes and subsidies, a plant doctor feature for pest management, market price updates, and personalized assistance through Krishi Bhavan. Additionally, it would include support for organic certification, informations on Package of Practices (PoP)/Good Agricultural Practices (GAP) of various crops, value-added product training, digital marketing and other related advisories, all aimed at improving farm management practices and fostering growth in Kerala's agricultural sector.

In line with Government of Kerala vision to make to make agriculture a sustainable and viable vocation that supports livelihoods by achieving self-sufficiency in food production. The Associated

Chambers of Commerce and Industry of India (ASSOCHAM) is planning to conduct a pivotal event during January 2025. The event aims to bring together key stakeholders from the government, food processing industry, farmers, FPO, agriculture scientists, academia, and other sectors to deliberate on the strategic vision, investment opportunities, and collaborative efforts necessary to unlock the full potential of the State of Kerala.

Titled the **"Sustainable Agri & Food Processing Growth Summit & Expo 2025"** this two-day event will feature insightful panel discussions, interactive workshops, and an exhibition highlighting the latest innovations and opportunities within Agriculture and Food processing sector. The event is designed to catalyse collaboration, attract investments, and enhance value addition across the agro-industrial value chain, thereby contributing significantly to the State Sustainable Growth and Economic Development. ASSOCHAM is Host, KABCO is Co-Host & Granton Thorton as Knowledge Partner for the program.

## EXHIBITORS PROFILE

- ❖ Agriculture Machinery & Tools
- ❖ Artificial Intelligence & Precision Farming
- ❖ Climate Control & Automation Equipment
- ❖ Cold Rooms & Refrigeration Appliances
- ❖ Dairy products
- ❖ Dealers & Distributors
- ❖ Drones
- ❖ Farm Management Equipment
- ❖ Medicinal Plant Industries
- ❖ R&D Institutions
- ❖ Fertilizers, Pesticides & Insecticides companies
- ❖ State & Central Government Departments/Agencies
- ❖ Food Processing Machinery
- ❖ FPO Organizations
- ❖ Grading & Sorting Machinery
- ❖ Greenhouses & Polyhouses
- ❖ Horticulture, Floriculture & Aquaculture
- ❖ Irrigation and Water Technologies
- ❖ Greenhouses & Polyhouses
- ❖ New Varieties, Herbal & Medicinal Plants
- ❖ Greenhouses & Polyhouses
- ❖ Packaging Machinery
- ❖ Plant Breeding & Biotechnology
- ❖ Farming Consultants & Certification Agencies
- ❖ R&D Institutions
- ❖ Seed Companies
- ❖ Soil Testing Labs
- ❖ Supply Chains and Logistics
- ❖ Tractors / Harvesters / Rotavators
- ❖ Traders & Exporters
- ❖ Trade Magazines
- ❖ Vertical Farming & Hydroponics
- ❖ Warehousing & Cold Storage Equipment
- ❖ Banks, Financial Institutions, NBFCs & Insurance Services
- ❖ Start-ups
- ❖ Women Agripreneur
- ❖ Krishi Vigyan Kendras (KVKs)

## EVENT HIGHLIGHTS



**Buyer Seller Meets (B2B)**



**B2C Exhibition**



**Seminars & Workshops**



**Networking Receptions**



**Poster Presentation & Interaction for Students**



**DPR Clinic**

## TARGET AUDIENCE

- ❖ Farmers (small, medium, and large), FPOs, and FPCs
- ❖ Agri-entrepreneurs and agro-food manufacturers
- ❖ Agricultural Scientists and Researchers
- ❖ Policymakers and Government Officials
- ❖ Representatives from Agricultural Input Companies, Machinery Manufacturers, and Financial Institutions
- ❖ Students and Academics with a focus on Agriculture and Food Processing

# SPONSORSHIP/ PARTNERSHIP ENTITLEMENT

## Event Partner (Exclusive): Rs. 10 Lakhs + GST

- ❖ Exclusive Slot to deliver Special Address during Inaugural Session
- ❖ Panel Speaker Slot in the Panel Discussion
- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024, ( Date and Topic to be finalized)
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of Head of Organization in Social Media Post
- ❖ Logo on Backdrop and all other promotional materials
- ❖ One Advertisement in Newspaper
- ❖ Logo on Lanyard
- ❖ Logo on Delegate Kits
- ❖ Playing Video of Agri Initiatives during conference
- ❖ One Page Advertisement in Knowledge Report
- ❖ Inserts of Organization Brochure in delegates kits
- ❖ 2 x 2 stall

## Gold Partner: Rs. 6.5 Lakhs + GST

- ❖ Panel Speaker Slot in a Panel Discussion
- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of the Head of Organization in Social Media Post
- ❖ Logo on Backdrop and all other promotional materials
- ❖ One Advertisement in Newspaper
- ❖ Playing Video of Agri Initiatives during the program
- ❖ One Pager Advertisement in Knowledge Report
- ❖ Inserts of Organization Brochure in Delegates kits
- ❖ 2 x 2 stall

## Silver/Associate Partner: Rs. 3 Lakhs + GST

- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of Head of Organization in the Social Media Post
- ❖ Logo on Thank you Banner/Standee at venue
- ❖ One Advertisement in Newspaper
- ❖ Playing of Video of Agri Initiatives during the program
- ❖ Inserts of Organization Brochure in Delegates kits
- ❖ 2 x 2 stall

**Built up stalls with chairs, table and power connection at Rs. 20,000 + 18% GST for 3m x 2m stalls**

**Bare Space inside the built up area – Rs. 14,000 + 18% GST**

**Open Space for 10m x 10m – Rs. 50,000 + 18% GST**

### Conference Registration Link

<https://forms.office.com/r/vUZ9PpeYvt>

### Exhibitor Registration Link

<https://forms.office.com/r/vUhRvkxCmd>

### For conference, please contact:

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## THE ASSOCIATED CHAMBER OF COMMERCE & INDUSTRY OF INDIA (ASSOCHAM)

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