

**Report on
the
participation
of
Coir Board**



International

Horti Fair
Horti Fair

**12 - 15 October, 2010
RAI CENTER, AMSTERDAM, THE NETHERLANDS**

Tour report

on the participation of Coir Board in the
International Horticulture Fair

held at Amsterdam, Netherlands
from 12th to 15th October 2010

by Shri.V.S.Vijayaraghavan, Chairman, Coir Board and
Dr. Das Anita Ravindranath, Senior Scientific Officer, Coir Board, Kalavoor.

HortiFair is the major Dutch exhibition and one of the most important shows for suppliers of products to commercial growers and for cut flower and pot plant breeders.

The International Horti Fair 2010 was held at the RAI Exhibition and Congress Centre in Amsterdam as an innovation platform and focus on internationally-oriented horticultural businesses.

It attracted quality visitors and was a successful, high calibre trade exhibition which put great emphasis on innovation, knowledge exchange and business. It had 530 exhibitors from 36 countries, and for four whole days the Horti Fair House of Technology & Innovation was the centre of debates and interviews with key players in the horticultural industry. According to the jury members, the quality of the products on display in the House of Quality ranged from good to very good.

The theme of the exhibition was 'Earning sustainably' and it had a participation of a record number of 1,005 companies from 51 countries. The total supplier to horticulture translates this ambitious goal into five product groups, i.e. cut flowers, evergreen and flowering plants, greenhouse vegetables and tree nursery products. 'Horticulture is a world market' "Internationalization means that greenhouse horticulture is increasingly developing into a world market.



Coir pith an ideal growth medium for horticulture

Coir Board had set up a pavilion at Hall 02.0114 and displayed the horticultural products produced in the coir sector viz. coir pith blocks in different dimensions, coir pith soil conditioner, coco-lawn derived from coir, coir geo-textile, coir grow bags, coir hanging baskets and coconut husk chips, and edible products from coconut. The following exporters of coir products displayed coir pith products in the Coir Board pavilion

1. M/s. Charangattu Coir Manufacturing Company, Cherthala
2. M/s. Madappat Exports, Kottayam
3. M/s. Asiann Coir Productes, Pollachi
4. M/s. Midland Coir Ltd, Coimbatore
5. M/s. Achuda Coir, Coimbatore
6. M/s. C.J. Coco Mulch, Coimbatore
7. M/s. Mahalaxmi Coirs & MLC Cocopeat, Kozhikode

The pavilion attracted a large number of visitors who evinced keen interest in the displayed products and expressed desire for their import from India. The Coir Board pavilion was visited by a large number of people with investment plans. Details of name and address of the interested people were recorded in the Visitors Book for pursuing correspondence to meet their requirement by Coir Board. The enthusiasm about the quality of the visits is confirmed by the provisional results of the visitor survey. Over a quarter of the visitors came to the Horti Fair with definite plans for purchases.

The RHP mark is essential for marketing coir pith in Europe/Netherlands. There is a large market for coir pith as substrate as there are over 10,000 growers of potted plants and only 30 potting soil producers who make tailor made media for the customers (plant



*Shri. V.S. Vijayaraghavan
Chairman, Coir Board
inaugurating the Board's booth
at the Horti Fair 2010
at Amsterdam,
The Netherlands on 12.10.2010*

The Foundation R.H.P. (Regeling Handels Potgronden) is an organization for quality control of substrates in the Netherlands Zuidweg 42, 2671 MN Naaldwijk. The Foundation R.H.P. checks peat products, other raw materials, and substrates according to established standards and requirements. After analyzing and approval the substrate receives the R.H.P. hallmark. The quality standards and requirements have been formulated by the Technical Commission of the R.H.P. which consists of the substrate experts of the Horticultural Research Stations and other leading substrate experts in the Netherlands. Setting up of standards as stipulated by RHP would help improve the quality of coir pith produced in India and increase its exports in the European and other international markets.

Possibilities of coir pith, coco chips, and short coir fibres were explored by visiting the greenhouses of a leading manufacturer of coco products for the international horticulture sector in the Netherlands. As such the scope for the usage of coco chips and coir pith are encouraging. Looking into the potential of the requirement of the substrates such as coir pith, coco chips the same has been found to be very huge. However, to meet the requirement of coir pith, coco chips and short fibre for the above mentioned application the products produced from India should meet the standards of the RHP foundation for which each of the Indian suppliers should equip in-house facility to maintain the quality of the product. In the tomato cultivation in green houses the grow bags are being replaced once in every three years as such the requirement of grow bags is continuous.

A visit was also made to the Indian embassy by the Chairman and the officials from the embassy have visited the Coir Board booth at the Hortifair and held discussions with the officials of the embassy.



*Shri. V.S. Vijayaraghavan
Chairman, Coir Board ,
Exporters and
Embassy Officials
at the HortiFair*

FINDING OF THE TOUR:

Coir pith, coir short fiber, coconut chips have already been established for use in green houses. These materials are bought as commodities with least value addition and modified for suitable use for tulips, carnations, roses, orchids etc and also for vegetables like tomato, cucumber and etc. There is a huge potential for the Indian Coir Industry to cater to the entire Horticulture application as seen in the exhibition. During the Hortifair several enquiries were received indicating that there is a huge scope of coir pith, coco chips and short coir fibres for exports in the horticultural applications.

The exporters have indicated that they have received over 20 export inquiries and one exporter has estimated the value of export enquiries generated as over 80 lakhs. Coir Board could take collaborative projects for development of value added products for various species of plants and vegetables in 'GREEN HOUSE' application. The estimated business would lead to increased exports per annum from India provided the Coir Industry adopt the product required for the end user abroad.

Dr. Das Anita Ravindranath
Senior Scientific Officer
Coir Board, Kalavoor

V.S.Vijayaraghavan
Chairman
Coir Board.



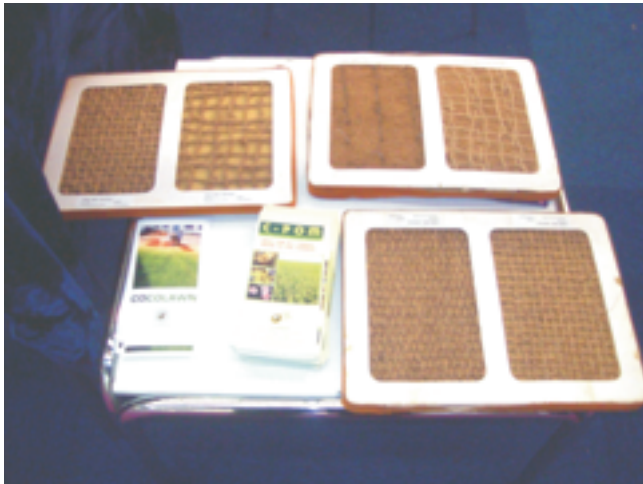
Image Gallery



Floriculture in coir pith growth substrate



Officials from the Netherlands Embassy at the Coir Board Booth



Exhibits displayed in the Coir Board booth at the Horti Fair.

Coir Board visiting a Greenhouse in the Netherlands.





Exporters with Garden Articles displayed at the Horti Fair

