इंडियन कॉफ़ी

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The views expressed in this journal are purely those of the authors and not necessarily of the Coffee Board.

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Your views, opinions & observations are welcome as long as it is in the spirit of the magazine's principles and values, and may be sent to: editor.indiancoffee1@gmail.com
The publisher reserves the right to respond/publish the same in this magazine.

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स्वच्छ भारत अभियान



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सफल बनाएं।







कॉफ़ी बोर्ड

वाणिज्य एवं उद्योग मंत्रालय
भारत सरकार

From the Secretary's desk



Coffee Times

Coffee cultivation in India is unique and eco-friendly, as it is grown under two tier shade canopies in simulated conditions that exist in its natural habitat. In contrast, in majority of the coffee producing countries, coffee is cultivated in open conditions without any shade. The shade grown cultivation is more sustainable and less vulnerable for climate change implications and also facilitate the cultivation of inter crops like pepper and other fruit crops. Nevertheless, growing under shade is associated with specific problems of pests and diseases leading to substantial crop losses, if proper management measures are not adopted on time.

Keeping in view of the producers' priorities and consumer preferences, the Coffee Board of India has been giving major emphasis on evolving eco-friendly cultivation technologies coupled with integrated crop protection measures. The Central Coffee Research Institute (CCRI) with the support of its Regional Stations located in different parts of the coffee growing states in India have carried out extensive experimentation on the efficacy of Plant Protection Formulations and developed a comprehensive guide covering all aspects of on-farm crop protection and safe use of plant protection formulations. Recently, the Coffee Board has published the "Plant Protection Code" (PPC) for coffee plantations by incorporating all the guidelines. The Indian Coffee is indeed glad to reproduce the PPC for creating awareness on various components of the Plant Protection Code among all its readers and enable them to achieve sustainability through adoption of Good Agricultural Practices. In this edition of Indian coffee, we have covered a part of the PPC and rest of the code will be covered in the coming issues.

Recently, Coffee Board and the Codagu Planter's Association have jointly conducted a "Coffee Cupping Session" at the Coffee Research Sub-station, Chettalli. The programme was mainly focused on coffee quality aspects. During the interactive session, the scientists of Quality Division highlighted the various factors that are responsible for intrinsic quality of coffee. The participants were appraised about the good agricultural practices that should be followed from blossom to crop harvest, on-farm processing, and storage till despatch to curing centres for secondary processing etc. An opportunity was also provided to the growers for cupping of their own coffee samples. A brief report on the "Coffee Cupping Session" is included in this issue for the benefit of readers.

Apart from the above, the issue also covered the other regular features like Calendar of Coffee Estate operations and Market Watch focusing on coffee market reports of ICO.

Dr. K. G. JAGADEESHA
CEO & Secretary

Integrated Pest, Disease and Weed Management in Coffee

Reproduced from Plant Protection Code - Coffee "Policy on Usage of Plant Protection Formulations in Coffee Plantations of India" published by Central Coffee Research Institute, Coffee Board

The IPM Concept

Integrated Pest Management (IPM) is a system that is associated with environment and the population dynamics of the pest species and utilizes all suitable techniques and methods in a compatible manner as possible and maintains the pest population at levels below those causing economic injury (FAO, 1972). In IPM, both crop and pest are seen as part of a dynamic agro-ecosystem.

IPM is suitable approach to managing the pest by combining cultural, biological, mechanical and chemical tools in a way that minimizes economics, health and environmental risks.

The IPM concept is based on the principle that it is not necessary to eliminate all the pests but to suppress the pest population to a level at which the pest do not cause significant losses [below economic threshold levels (ETL)].

Apart from proper planning for achieving success in IPM programme, knowledge on the following is essential. The principles of IPM include;

- Identification of key pests and beneficial organisms.
- Defining the management unit, the agro-ecosystem.
- Development of management strategies.
- Establishment of economic thresholds (Loss and risks).
- Development of assessment techniques.
- Evolving description of predictive pest models.

Components of IPM

1. Cultural practices

Certain routine cultural operations such as shade regulation, pruning, tracing and uprooting, field sanitation, use of resistant varieties can be appropriately manipulated to reduce the incidence of pests, diseases and weeds and the intensity of their attack.

1.1. Shade regulation: Maintain optimum shade in the estates. A two-tier system of shade trees with permanent shade trees forming the top-most canopy followed by a lower canopy of temporary shade trees like dadap, to make the microclimate around the coffee plants unfavorable to pest activity, is essential to reduce the pest incidence. Unshaded areas are more prone to the attack of pests. The recommendations on shade, if adopted, will help to prevent the excessive build up of pests, diseases and weeds. The permanent shade trees regulation, need based should be taken up every year/alternate year by lopping of the branches up to height of 9-12 m to provide required filtered light and have proper air circulation in the field.

1.2. Pruning: It is essential to maintain proper bush frame work for having balance between vegetative & cropping wood and plant vigor. Pruning reduces the biannual bearing habit of coffee by preventing over bearing and exhaustion in any particular year; allow entry of sun light and aeration to the lower parts of bushes, thereby enhancing flower bud induction and uniform ripening; minimizes the buildup of pest, diseases and weeds, and improve the efficiency of field operations like spraying,

swabbing, harvesting etc. Pruning of Shot-hole borer (SHB) affected twigs below 2.5 to 7.0 cm from the point of shot hole should be taken up and burnt. This operation should commence from September onwards, as soon as the first symptom of attack like drooping of leaves is noticed and continued as a routine measure at regular intervals. The pest prefers to breed in the suckers during the dry period. Hence, remove and destroy all the unwanted/infested suckers during summer.

1.3. Tracing and Uprooting: Trace the white stem borer (WSB) infested plants prior to flight periods before the end of March and September every year by looking for ridges on the main stem and thick primaries. Collar prune the infested plants, uproot if the borer has entered into the root, and burn the affected plants immediately.

1.4. Field sanitation: Weeds offer hiding places and serve as alternate hosts for some of the coffee pests. Growth of weeds and wild host plants in and around coffee fields should be controlled and this will help to reduce the buildup of pest population.

1.5. Use of Resistant cultivars: Use of pest resistant varieties is one of the important components of non-chemical control strategies. Even low levels of resistance are important since the need for other control methods can be reduced. Being a perennial crop, research on clonal selection and breeding is primarily aimed at the production of high yielding and superior quality plants with practically no emphasis on resistance to pests or diseases. The available data could be successfully utilized for selection of clones, seedlings etc. for replanting/new planting. The emerging information could be successfully utilized in the management of pests and diseases.

2. Physical control

This method is aimed to reduce the pest population by using devices which affect them physically or alter their physical environment. Population of certain coffee pests can be reduced by heat treatment, soil solarization, and light trapping.

2.1. Heat treatment: Dip heavily infested CBB fruits in boiling water for 1-2 minutes to kill all the pest stages inside. After dipping, the berries may be dried as usual on the drying yard. Severely infested berries have to be destroyed by burning.

2.2. Soil solarization: Soil used in the nursery should be dried in the sun light for killing the plant pathogens, parasitic nematodes and eggs of cockchafers.

2.3. Light traps: Light traps are used to attract insects which are active at night. Adults of cockchafers and hairy caterpillars can be trapped and killed during their emergence period by installing light traps in estates.

2.4. Mass trapping of beetles : It is recommended to install BROCA traps at the rate of 10 traps per acre for mass trapping of CBB adult beetles.

3. Mechanical control :

In this type of control, mechanical devices or manual forces are involved to achieve the pest control.

3.1. Scrubbing: Remove the loose scaly bark of the main stem and thick primaries using a coir glove or coconut husk to eliminate the cracks and crevices where the WSB female beetle lays eggs on the stem. Scrubbing should be done once in 2-3 years and just prior to the flight period as this operation is mainly aimed at preventing the egg laying of WSB.

4. Biological control

More than fifty species of predators, parasitoids and entomopathogens are found to be highly effective in controlling several insect pests, diseases and weeds. Efforts towards the

conservation and augmentation of natural enemies in the coffee ecosystem could offer significant advances in biological control programme in coffee in future.

4.1. Coffee white stem borer: Several parasitoids like *Apenisia sahyadrica*, *Paraalloroghus pallidiceps*, *Iphialux* spp., *Eurytomaxylo trechii* and entomopathogenic fungi like *Beauveria bassiana*, *Metarrhizium anisopliae*were recorded as natural enemies for WSB. Attempts are continued to utilize these natural enemies in integrated pest management of white stem borer.

4.2. Coffee berry borer: The coffee berry borer is attacked by a number of natural enemies including parasitoids and fungal pathogens. *Cephalonomia stephanoderis*, *Proropsnasuta* and *Phymastichus coffea* are the important parasitoids and *B. bassiana*, the fungal pathogen. *B. bassiana* has been found to be a good biocontrol agent for CBB. It can be produced on the farm by the growers themselves using simple methods.

4.3. Shot hole Borer: Several natural enemies of the SHB have been recorded from India and elsewhere. *Tetrastichus xylebororum* and *Tetrastichus* sp. are larval endoparasitoids. *Pyemotesherfsii* (Acari: Pyemotidae) is ectoparasitic on immature stages. *Callimerus* sp. (Coleoptera: Cleridae) and *Eupelmus* sp. are predaceous. The Cecidomyiid, *Asynapta* sp. which feeds on the ambrosia fungus is considered as a competitor. The pathogenic fungi, *B. bassiana*, *Paecilomyces fumosoroseus* and *Verticillium lecanii* often infect field populations of the pest.

4.4. Mealy bugs: Biological control of coffee mealy bugs is practised by releasing introduced natural enemies *viz*., the predatory lady bird beetle, *Cryptolaemus montrouzieri* and the parasitoid, *Leptomastix dactylopii*. Several other indigenous enemies like *Triommata coccidivora*, *Cacoxenusperspicax*, *Spalgisepius*, *Pullus pallidicollis*, *Nephus* sp. and *Pseudoscymnus* sp. exert good natural control of mealy bugs.

4.5. Green Scale: Several parasitoids, predators and a few fungal pathogens attack the Green scale. Of these, the parasitoids *Coccophagus bogoriensis*, *C. cowperi* and the pathogenic fungi *Lecanicillium lecanii* and *Empusa lecanii* exert a great degree of control of the pest.

4.6. Brown scale: A predatory cecidomyiid, *Dicrodiplosi* ssp., the parasitoid, *C.cowperi* and the fungus *L.lecanii* often keep the brown scale populations under check.

5. Pheromonal control

Orientation of insect towards food, egg laying and mating sites have been included as one of the important measures for the management of insect pests. Sex pheromones form an important component of IPM.

5.1. Coffee white stem borer: The adult male attracts the female WSB by producing sex pheromones or chemical scents. The chemical has been identified as 2-hydroxy-3-decanone, which is now synthesized and used in cross-vane traps to capture the female borers. The traps should be spaced out in the form of a grid of 25 traps per hectare with a spacing of 20 m between them for monitoring of WSB activity.

6. Chemical control

Use of chemical pesticides was a routine practice earlier. However, pesticides have to be used with caution as they can leave hazardous residues in the coffee bean as well as in the soil leading to environmental contamination. Further, as coffee is an export commodity, pesticides should be used judiciously.

Management of Major Coffee Insect Pests

1. White Stem Borer (*Xylotrechus quadripes)*

- Maintain optimal shade on the estates. A two tier system of shade trees with permanent shade trees forming the top-most canopy followed by a lower canopy of temporary shade trees like dadap, to make the microclimate around the coffee plants unfavourable to borer activity, is essential to reduce borer incidence.
- Trace the infested plants prior to flight periods, during March and September every year by looking for ridges on the main stem and thick primaries/yellowing or wilting of leaves and drooping of young leaves when severely infested. Immediately after tracing collar prune the infested plants if they are not entered in to the root zone, uproot if the borer has entered into the root and burn the affected plants immediately.
- As the pest develops faster in uprooted stems which start to dry, storing them on the estate will result in faster emergence of the borer and act as the reservoir for adult borer supply. If the uprooted stems have to be used for other purposes, then such stems should be immersed under water for at least ten days so that all the stages of the borer inside are killed. After this treatment, the stems can be stored for long periods without any fear of beetle emergence.
- Maintain the plant density by taking up regular gap filling/replanting after uprooting the infested plants during the consequent planting season.
- Remove the loose scaly bark of the main stem and thick primaries using a coir glove or coconut husk to eliminate the cracks and crevices which are used by the female beetle to place the eggs on the stem. Scrubbing should be done just prior to the flight period as this operation is mainly aimed at preventing the stem borer females from depositing eggs. Deep scrubbing with any sharp implement may injure the green wood and eventually kill the plant. The incidence of the borer can be effectively checked by integrating scrubbing with shade management.
- Spraying or applying lime solution at the dosage of 20 kg spray lime+ 200 ml Fevicol DDL in 200 litres of water on the main stem and thick primaries, just before the flight periods is useful in the control of white stem borer. It is ideal if the stems are scrubbed before application of lime for better adherence. The lime coating prevents egg laying by the beetle.
- Use of chemical pesticides was a routine practice earlier. However, pesticides have to be used with caution as they can leave hazardous residues in the coffee bean as well as in the soil leading to environmental contamination. Further, as coffee is an export commodity, pesticides should be used judiciously. For hot spot sprays, as a last resort, Chlorpyrifos 20 EC at the dosage of 600 ml in 200 litres of water along with 200 ml of any wetting agent may be used just prior to the flight periods or during the early part of the flight period.
- While tracing, if some plants show less damage and are carrying good crop then such plants could be saved by adopting the newly recommended method of wrapping the main stem and thick primaries with gunny strip/Non woven fabric) and spraying with combination pesticide containing Chlorpyrifos 50EC + Cypermethrin 5 EC @ 240 ml per 200 L of water alongwith 200 ml of any wetting agent on or before April and October.

- To protect the remaining healthy plants, spray the main stem with the combination pesticide containing Chlorpyrifos 50EC + Cypermethrin 5 EC @ 240 ml per 200 L of water with 200 ml of any wetting agent. Pheromone traps can be installed (10 per acre) before mid-April and October

2. Coffee berry borer *(Hypothenemus hampei)*

- Ensure clean and complete harvest.
- Use picking mats to prevent gleanings.
- Care should be taken to dry the coffee to required moisture specification (about 10.5% for parchment and 11% for cherry of Arabica and Robusta), to kill the stages inside if any.
- It is strongly advised that tree coffees bordering the estate should be harvested completely.
- Chlorpyrifos 20 EC @ 600 ml in 200 litres of water alongwith 200 ml of wetting agent found very effective and can be used for hot spot spray. The timing of the spray is very critical and for getting good control, the spray should be given when most of the beetles are still at the tip of the navel region of the fruit before entering into the fruit. Use backpack sprayer with adjustable nozzle and the spray should target to the bearing branches. If scattered incidence noticed, spot application can be done. Spraying of insecticide should be completed before end of September in case of Arabica and before mid October in case of Robusta.
- The White Muscardine fungus, *Beauveria bassiana* (40 g of the spore formulation in 200 litres of water along with 100 ml of wetting agent) could be as a bio-control agent against this pest very effectively.
- Install BROCA traps in the infested blocks at the rate of 10 traps/acre, in order to trap the beetles emerging from left over berries and gleanings.
- Install BROCA traps around the drying yards at a distance of 10m. This will help in capturing of beetles emerging from fruits in the drying yard. It also helps in monitoring the incidence of berry borer in different blocks. During harvesting period, there is no need to install Broca traps in the main field.
- Collect leftover berries and gleanings and if it is infested by berry borer immerse them in hot water for about 3 minutes to kill the berry borers.
- Avoid transport of infested coffee to non infested areas.

3. Shot-hole borer or Black twig borer *(Xylosandrus compactus)*

- Prune the affected twigs 2.5 to 7.0 cm below the shot-hole and burn. This operation should commence from September onwards, as soon as the first symptoms of attack like drooping of leaves is noticed and continued as a routine measure at regular intervals.
- The pest prefers to breed in the suckers during the dry period. Hence, remove and destroy all the unwanted/infested suckers during the summer.
- Maintain thin shade and provide good drainage in the estate.
- Spraying of systemic fungicide Propiconazole 25 EC can afford appreciable control of the shot hole borer. This fungicide should be sprayed on young plants during August-September at the dosage of 0.02 % a. i., *i.e.*, 160 ml in 200 litres of water. The fungicide kills the fungus on which the larvae of the shot-hole borer feed, bringing about indirect control.

4. Mealy bugs *(Planococcus citri and P. lilacinus)*

- Maintain adequate shade.
- Discourage nesting of red ant and cocktailed

ants by dusting Quinalphos 1.5 per cent or Methyl Parathion 2 per cent or Malathion 5 per cent dust around the base of coffee and shade trees.

- Remove and destroy weeds, as many of them harbour the pest.
- Spray the affected patches with 4 litres of kerosene in 200 litres of water along with 200 ml of any agricultural wetting agent.
- Quinalphos 25 EC at 300 ml in 200 litres of water with 200 ml of any wetting agent can be used for spot application. If the root is affected, drench the root zone with Dimethoate 30EC at 0.09 per cent a. i. (600 ml in 200 litres of water).
- If the roots are infested with mealy bug and fungal association, drench the soil near the root zone with any one of the above insecticides (other than kerosene) at the same dosage along with 160 g of Triademefon 25 WP in 200 litres of water.
- In the case of young plants (2-4 year old), drenching with Dimethoate 30EC @ 3.3 ml per litre of water is found to be effective in controlling both root and shoot mealy bugs.
- Biological control of coffee mealy bugs is practised by releasing introduced natural enemies *viz*., the predatory lady bird beetle, *Cryptolaemus montrouzieri* (Coleoptera: Coccinellidae) and the parasitoid, *Leptomastix dactylopii* (Hymenoptera: Encyrtidae).

5. Green Scale *(Coccus viridis)*

- Maintain adequate shade.
- Control ants as in the case of mealy bugs.
- Remove and burn weeds which harbour the scale.
- Spray the affected patches with either Quinalphos 25 EC at the dosage of 120 ml or Dimethoate 30 EC at 170 ml in 200 litres of water along with 200 ml of any wetting agent. For grown up plants, Dimethoate may be used at the dosage of 600 ml in 200 litres of water.
- Several parasitoids, predators and a few fungal pathogens attack the green scale. Of these, the parasitoids *Coccophagus bogoriensis, C. cowperi* and the pathogenic fungi, *Lecanicillium lecanii* and *Empusa lecanii* exert a great degree of control of the pest.

6. Brown scale *(Saissetia coffeae)*

- Control ants as in the case of mealy bugs.
- Remove and burn weeds which harbour the pest.
- Spray the affected patches with Quinalphos 25 EC @ 300 ml in 200 litres of water along with 200 ml of any agricultural wetting agent.
- A predatory cecidomyiid, *Dicrodiplosi* ssp., the parasitoid, *Coccophagus cowperi* and the fungus *Lecanicillium lecanii* often keep the *S. coffeae* populations under check

7. Cockchafers or White grubs *(Holotrichia spp.)*

- Collect and kill the grubs encountered while digging or during other farm operations.
- Install light traps after the first summer showers during March to June and kill the trapped adults.
- In white grub-infested areas, incorporate 5 g of Phorate 10G into the soil in the pit at the time of planting.

8. Hairy caterpillars (*Eupterote spp.)*

- Collect and kill caterpillars wherever possible.
- Collect and burn pupae from January to May.
- Install light traps in June/July for collecting and killing moths.

9. Root-lesion nematode (*Pratylenchus coffeae*)

In the nursery

- Dig up the nursery site and expose the soil to the sun during summer.
- Sieve and dry the jungle soil and farmyard manure thoroughly before use.
- Avoid obtaining nursery plants from unknown source.
- Drench the seedlings in the nursery bags with Carbosulfan 25 EC at the rate of 480 ml in 200 litres of water. About 50 ml of the solution can be applied to each seedling. Repeat the application after 45 days.

In the field

- Uproot and burn affected plants (which could be easily pulled out). Dig up pits of 25.4 x 25.4 x 25.4 cm and expose the soil to the sun for one year.
- Take care to keep the pits free from weeds.
- Plant the area with Robusta (if suitable) or Arabica - Robusta grafted plants (Arabica scion grafted on to Robusta root stock)
- Treat seedlings with Carbosulfan 25 EC @ 480 ml in 200 liters of water. Depending on the size of the plants, 50 to 500 ml of the solution can be applied to each plant. Repeat the application after 45 days.

Management of major coffee diseases..... to be continued

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A Brief Report on the "Coffee Cupping" Programme Held on 29th January 2021 at the Coffee Research Sub-station (CRSS), Chettalli

The Codagu Planters Association and Coffee Board have jointly conducted a "Coffee Cupping Session" for the first time in Kodagu District at the Coffee Research Sub-station, Chettalli on 29th January 2021. This programme was intended to create awareness in growers on the need to improve quality at the estate level to get better price. The Coffee Board team headed by Dr. K.Basavaraj, Joint Dirctor Research (I/C) and assisted by Quality Experts Dr. I.M.Mandappa and Dr. Ramya, conducted the programme.

About 45 growers and faculties from Coffee Board including the Deputy Director (E), Madikeri, Dy.Director (R), Scientists from CRSS and Liaison Officers had participated in the programme. The growers present included the past Vice Chairman of Coffee Board Sri. N.Bose Mandanna, Past Chairman of CPA Sri. M.C.Kariappa and Plantation Executives from Tata Coffee Limited, BBTC Ltd., etc.

Initially Mr. Ramanathan Nagappan, Chairman of Codagu Planters Association welcomed the growers and Mr. Vikram Kuttaiah, Convenor of Quality & Marketing Committee of CPA introduced the guests and Scientists from Coffee Board.

Dr. Basavaraj explained the need to improve the quality of coffee at the estate level. He also briefed about factors contributing to the intrinsic quality of coffee and called upon the growers to pay due attention from blossom till the coffee is harvested, dried, bagged and sent



Mr. Ramanathan Nagappan, Chairman, Codagu Planters' Association, welcoming the guests and the growers



Dr. K.Basavaraj, Joint Director Research (I/C), Coffee Board, Bangalore, addressing the growers



Growers tasting the coffee samples



Mr. B.V.Mohan Das, Vice Chairman, Codagu Planters' Association, tasting the coffee samples

to the processing centres. About 15 samples of different varieties of coffee submitted by the growers were cuptasted and the results were announced. The growers were provided with an opportunity to taste their coffee samples. During the Question & Answer session Dr. Basavaraj clarified the doubts of growers on various quality issues and advised them to prepare Best Coffee at the estate level.

In the afternoon, an awareness programme on "GI Tag for Arabica" was conducted. Dr. Ramya, Scientist from Coffee Board, explained the concept of Geographical Identification (GI) and the methodology involved in obtaining GI tag for Arabica coffee produced by the growers, with the help of ppt presentation. Dr. Basavaraj provided the required clarification to the growers on the subject matter.

In the end, Sri. B.V.Mohan Das, Vice Chairman, Codagu Planters Association and Retd.Joint Director (E),Coffee Board, delivered vote of thanks.

Photographs of the programme can be accessed by google link: *https://drive.google.com/drive/folders/1VmS1MeQGxqK7nZVm-EoqRqHG1MHyuSU3?usp=sharing*



Dr. Basavaraj tasting the coffee samples



Dr. I.M.Mandappa and Dr. Ramya at the cupping table



Participants at the cupping programme



Sri. N.Bose Mandanna, Past Vice Chairman of Coffee Board interacting with Dr. Basavaraj



Dr. Basavaraj interacting with the growers



Dr. Ramya addressing the growers on "GI Tag for Arabica"

Coffee Board's Participation in domestic Virtual Events – A New Normal during COVID-19 Pandamic.

Mr. Rudragouda, Agronomist, Promotion Department, HO, Coffee Board, Bengaluru

Coffee Board has been making attempts to promote coffees of India through various promotional measures. Promotional efforts are geared towards increasing awareness about the uniqueness of Indian Coffee, Coffee & Health, different types and specialty of Indian Coffees with an objective to increase domestic consumption and increasing market share with premium tag for Indian coffee in targeted markets. As a part of generic promotion, Board regularly participates in reputed domestic Food & Beverage events / exhibitions which are conducted in various parts of the country (*with major focus on Non Southern regions*) by displaying different grades of coffee, coffee samples of all growing regions, special packets containing coffee powder of specialty/ regional coffees, literature on Indian coffee and also serves the pure coffee to the visitors. Board also encourages entrepreneurs to participate in the event. These events, provides an opportunity to showcase the brand, gain valuable contacts through business networking, strengthen trade ties and also helps for better value realization.

In view of the COVID-19 pandemic, Board participated in 5 different virtual events.

- iFPT (Food & Agro Processing Technology) Expo, from July 22 to Oct 21, 2020 (https :// www.ciihive.in/Login.spx?EventId=FPTEX)
- FMCG & Supply Chain Expo (VFSC - 2020) – FICCI, August 10-14, 2020
- 6th India - CLMV Business Conclave, CII, December 3-4, 2020
- FICCI's Annual Expo – 2020, Dec 12, 2020 to Dec 11, 2021 https://vs.ficci.com/agm/stallred.php?id=MTMyODU=)
- Geographical Indications Festival of India (GIFI), CII , Jan 9 to Feb 8, 2021

Explore new realm of online events and move to a digital event is the need of the situation. These virtual events gives the scope for Webinar, Conference, corporate event look like and use the flexibility of digital content. Also, possibilities of LIVE stream of the videos or schedule pre-recorded ones enable private chat rooms or have public virtual networking. Scope for upload resources & attendees can download such as white papers, presentations or tutorials, literature. Add web links / social media handles to visit.

"**i-FPT Expo 2020" Virtual** Exhibition & Conference on Food & Agri Processing Technologies, held from 22 July to 21 October 2020. i-FPT Expo is an initiative of Foodpro and Food & BevTech Expo. This virtual platform will be an interface between food technology providers and food industry and it will be an enabler to connect with the stakeholders across the globe for new business linkages.



India Virtual FMCG & Supply Chain Expo 2020 (VFSC Expo) from 10th - 14th August 2020. Virtual expo comprise Virtual Exhibition, Buyer

Seller Meet, and sector specific Webinars & Live Sessions. VFSC Expo provided unlimited business opportunities to the entire ecosystem of the Fast-Moving Consumer Goods (FMCG) Supply Chain & logistics industry. The Focus Sectors in VFSC Expo are:

- Food Processing & Beverages
- Beauty and Personal Care Products
- E-Commerce, Supply Chain & Logistics
- Finance and Information Technology Services
- Plastic & Packaging Technologies



Confederation of Indian Industry (CII), in partnership with the Department of Commerce, Ministry of Commerce and Industry, Government of India, organised the **6th India CLMV (Cambodia, Lao PDR, Myanmar and Vietnam) Business Conclave: Building Bridges for Constructive Development from 3 - 4 December 2020 over CII HIVE, the virtual platform of CII.**

Annual Expo 2020 (FAE 2020), virtual event in the country focused on manufacturing and services sectors. An engaging and progressive platform where buyers and sellers from across the globe connect, interact, and grow to their fullest potential. This unique event operates with the objective of elevating Indian business sector while envisioning new prospects and accelerating businesses. Event is organized in conjunction with the FICCI Annual General Meeting, a flagship event and one of the most eagerly awaited congregations involving representatives from the Government, Industry, Bureaucracy, Academics and Research, addressing a high-powered audience of policy-makers, corporates, media, among others. The theme for this year would be "Inspired India." Key highlights in the event: Visitors can access exhibitors round-the-clock across all 365 days (http://www.ficciexpo.in/), Visitors can choose from a host of online options to find the products or services they are interested in. The visitors can send meeting requests and fix their meetings with the exhibitors as per their convenience. The event will be promoted extensively across India and the globe through regional chambers and sectoral associations which are FICCI members and through Indian Missions all over the world.





GEOGRAPHICAL INDICATIONS FESTIVAL OF INDIA (GIFI) is a platform to showcase all registered GI products of India. To enrich the connect between Producers and Consumer, E-Commerce players and Distributors & to create a platform for thought leaders to deliberate on pertinent issues of branding, enforcement and domestic/export opportunities for GI Products event held from 9 Jan - 8 Feb 2021, A Virtual Conference & Exposition towards strengthening, promoting & empowering GIs and its producer community"

All these above virtual events help for generic promotion of coffees of India to domestic & global coffee lovers.





A Smart Coffee

About the writer: Jai Kumar is an engineer by education, technologist by profession and a small planter by passion. He has dedicated himself in the last 3 years to form a startup "Farmitopia", an Agritech social impact startup. To be a single point end to end smart solution for crop production & farm management, accessible & affordable to all farmers. Farmitopia is incubated under AIC CCRI CED.

Coffee has journeyed the test of time from the Ethiopian highlands through the Ottoman empire, reaching Europe, America and the rest of the world. Coffee ranks second among the best commodities traded on international markets, next only to oil (source: Capital.com). According to some estimates, today people drink around 2.25 billion cups of coffee on a daily basis and coffee houses are more than an idea, a way of life. Coffee producing countries are not necessarily the major consuming countries! Domestic markets in producing countries being the untapped sleeping giants. Coffee is not just here to stay, it's here to grow and grow big.

Some countries are blessed by nature more than others and will be the dominant producers like Brazil, Vietnam! India has 3.4L hectares under coffee. We are blessed with bio-diversity, good shades, bio-mass, great plantations, great plant varieties with unique tastes and tones, so critical for a rightful claim in market space, fair play and a longer innings.

The consumer end of the value chain is generating new ideas and innovations – Coffee becoming a consumer to a premium to a lifestyle beverage. A commodity becoming a product, a service and an experience. There is significant energy, money and action spent in marketing and branding Coffee, even continuously discovering newer palates and shaping blends & new markets, a blue ocean strategy of sorts.

Coffee as a business opportunity is strong, the consumer base is growing, branding and marketing of Indian coffee is making good strides. It seems a great and happening place to be in Coffee Production, and it is! Riding the wave by *consistent production of good quality produce*, *clawing up the value chain with deliberate action* to claim a better share of the consumer spend, is a fair and good strategy every Coffee Producer could adopt.

Newer coffee creations & choices certainly, is driven by consumers wanting to have some identity, in an otherwise very naked and globalized world - possibly desperately trying to not end up a barcode, having otherwise lived a full life ☺.

In my stint in Seattle in early 2000, no meetings would start without the team walking down to a Starbucks and carrying back a takeaway… where a Cinnamon Dolce Latte would be Anne, Toasted White Chocolate Mocha with extra cream would be Bruce, the same without that extra shot is Tony…. Intrigued me for sure.

We should also envision strong alignments between marketer's – distributors – product or service creators – processors – producers, so good quality coffee is consistently created (traceability is by design, assisted by technology). This alignment will help stakeholders in the downstream of the value chain to intimately know estates, producers and open up more possibilities of aggregating, crafting newer, better products for target markets. Producers can also consistently produce good coffee at estate level, re-aligning profiles of their produce where possible, with the comfort of being a stakeholder of a transparent eco-system and

knowing the downstream play and the end consumer. It will also spread the monies and risks more fairly through the value chain, a support that producers need ever more today, as we stare at a possibility of coffee production becoming simply unviable. A common goal and a single purpose which all in the eco-system shall share, of dispelling myths of Indian coffee, re-discovering the beauty of our traditional varieties, targeting and creating markets and putting Indian coffee even more on the world market with a long-lasting promise.

"Some days we have to create our own sunshine"

Smart coffee production for a Smart Indian Coffee brand

In most businesses, you could alter the supply or product portfolio to align to demand, Agriculture is unique where one couldn't think, let alone execute to produce less when demand is less or vice versa, certainly not in plantations! Coffee production is land & labor intensive, needs significant establishment costs, with on-farm capital investments and is a long-haul business by design. As coffee producers, we are in the business of creating abundance, growing more, growing right and realizing value.

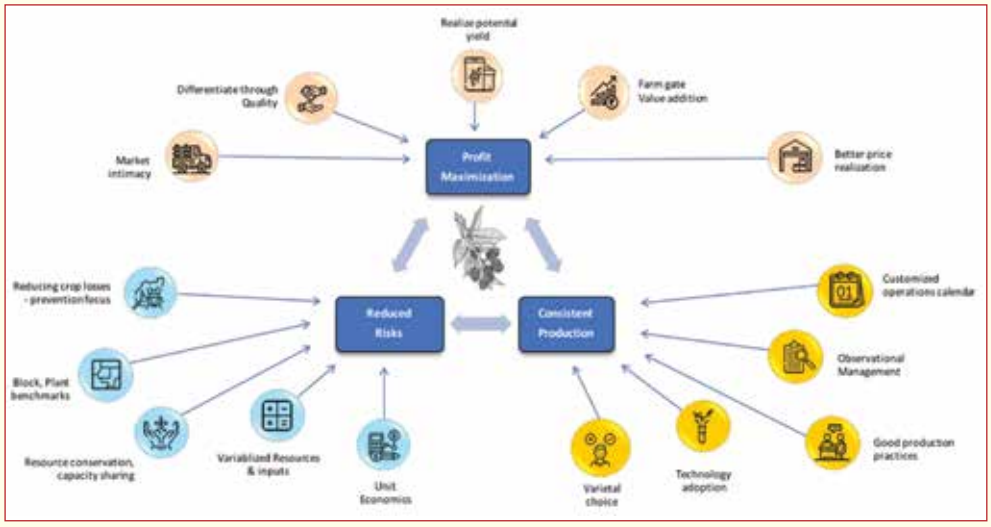
Consistent production, *Reduced risks* and *Profit maximization* are the primary goals of every coffee producer. Consistent quality and good profiles of the produce, at estate-levels the new calling to work towards.

These are sets of drivers, which are critical to achieve the primary goals - needing a think, or is it a rethink!

Consistent production: India lags behind in productivity per unit land, amongst coffee producing nations. Significant productivity gaps also exist between estates, within zones, and between seasons. Consistent production and realization of potential yields is still a challenge for many growers.

The more successful growers seem to be good at making deliberate varietal choice and maintaining block level homogeneity, are continuously in touch with research stations and learning the nuances and adopting of newer technologies, have incorporated good production and post-harvest practices and customized it to their estates enabling better plant stage management, and also do make periodic on-field observations and take informed action, as needed.

Knowledge is the common thread to all of this – knowledge gaps lead to action gaps, which leads to production and productivity gaps. Need is for outcome driven contextualized knowledge at estate-gates, which then inspire actions. Knowledge has to be made actionable, accessible and affordable to all. It's also logical to expect we compress the cycle times, needed in acquiring of knowledge, application of the same, and experimenting and fine tuning.



A fresh look at drivers of consistent Coffee Production

Points to ponder:

Would we be looking at a 20-25 years plantations timeframes with continuous phased use of shorter, quicker and higher yielding newer varieties. While nurturing blocks with older plants but rejuvenating them with phased replanting – marking low yielding plants and replacing them to get to increasing average yield of blocks over 3-5 years.

Reduced risks: Unusual weather and price fluctuations are typically the external risks a producer faces. Cost of production, crop losses and labor shortage are the other estate-level significant risks. Achieving higher productivity while optimizing costs has to be urgently addressed, to stay viable.

Acute labor shortage has created using activity based contract labor force, the new norm over on-estate labor force (which had its own issues) - like blossom & backing showers on a per hour basis, weeding machine operators on per hour basis, coffee picking on per kg basis – in a way variablizing major activity costs. Cost efficient prevention approaches are available and needs adoption, to address pest and disease, crop losses to vagaries of weather. There is opportunity to conserve resources like water & soil, share under-utilized capital investments and deploy scientific soil test based nutrition management (a significant component of cost of production).

Points to ponder:

Block level and plant level management could be the new necessary approach.

Uberizing of services, assets and unutilized capacities, could be the new reality. Especially relevant in Coffee production where expensive assets are used only seasonally, and lie in wait for most part of the season!

Will estate level operations become a dial 1-800-Service in the near future?

Seamless, effortless data collection, data based insights and decision support at estates, is the common thread here - so critical to mitigate estate level risks. Need is to provide capability for producers to focus, track, manage block/plant level benchmarks (including historic analysis) and ability to plan and positively impact unit level economics. Digitization for Estate level management should be made possible to all, and unit economics can then be the basis for long term smart risk management choices and strategies.

Profit maximization: Most coffee growers with small and medium holdings, sell their produce at estate gates to traders, not being able to maximize profitability by participating in the downstream value chain - Especially given that 70-80% of value creation is skewed and is unlocked in the estate-gate to cup journey of the bean.

Consistent production and reduced risks become foundational to realizing potential yields. There is a positive but yet nascent trend to value add on-estate, differentiate through quality and sensory profiles, with microlots, estate coffee and different certified coffees providing an avenue for small and medium growers to maximize profitability. Growers are coming together to start an enterprise or engage collectives and aggregators, or co-opt into FPO/FPCs or similar initiatives which have a mandate to aggregate produce and realize better value for the members. A kindled flair of entrepreneurial spirit is in the air amongst growers.

Knowledge of downstream eco-system, understanding of sensory profiles and consumer trends, Information symmetry in price discovery and storage capacities to be able to wait and time the market, are critical. Collective leverage to maximize profitability needs has to be accessible to small and medium growers as well.

In summary, with increased internet penetration, affordable smart devices and a vibrant entrepreneurial start-up eco-system, an opportunity is glaring at us to leverage

technology and provide like digital extension services, data based decision support system combined with a collective platform, we could make coffee growing scientific, economical and meaningful. We can finally level the playing field for all growers to be equally successful, given similar conditions.

Use of soulful technology, a dash of enthusiasm to question and retain what works, a contagious willingness to adapt to changing times and being spirited to be "the change", can put us back on the path to *Consistent production, reduced risks and maximized profitability*.

"Life is not about waiting for the storms to pass... it's about learning how to dance in the rain." – Unknown

www.cropmint.com

Cropmint is our solution, an interactive engaging *Mobile Application*, designed and built as a digital platform on which digital crop models are launched, with location specific customized actionable insights, crop stage specific calendarized activities, with end to end crop and farm management capability. Developed by a team of practicing farmers, agronomists and technology specialists, Cropmint App will be offered along with *Agronomy Service* (Interventional advice, enabled by central digital dashboard), and with sustainability and prevention focused crop specific critical bio-inputs in *Grow Packs*.

Our aim is to help planters realize potential yields consistently which depends on practicing contemporary crop and location specific good cultural practices, right timing of operations, optimal use of nutrition, irrigation and P&D prevention schedules. And these directly impact costs, soil health and plant health – by avoiding excessive or under nutrition, excessive spend on P&D control and labor. For good long term plantation management, observation, record keeping, tracking, insights and oversight are critical. With focus on unit economics and seamless digitization at estates, estate level market linkages can be made more meaningful.

We bring science to farm gates, make farming a profitable enterprise, by supporting farmers in day-to-day choices & tasks, with actionable insights, both timely and customized

- Personalized Crop Basket – Selection of crops based on the location
- Crop Planner – Personalized cultural practices by crop & location
- Scout the Farm – Recording your observations and notes on the farm
- Pest & Disease Management – Pocket dictionary on prevention & cure
- Fertilizer & Harvest Calculator – Recommendation of nutrients and estimation of yield.
- Budget Planner – Keeping track of expenses & income
- Activity Tracker – Tracking all activities using a calendar
- Record Keeping – Recording of Land, Soil and Weather, all in one place
- Resource & Labor Management – Tracking and allocation of resources on a daily basis
- Weather, Markets & News – Access to location based critical information



CROPMINT APP FEATURES



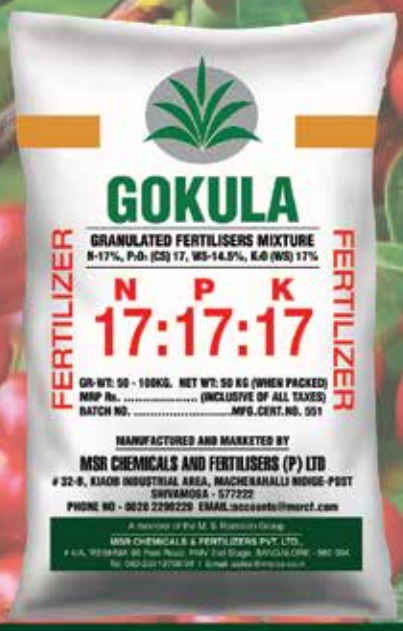


Jai Kumar can be reached on jaikumar@farmitopia.com

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Covid - 19 boosts instant coffee consumtion

Source: Times of India, Chennai

Chennai: With people confined to their homes and spending most part of the day in front of their computers, they are drowning in cups of coffee, and instant coffee makers are reaping the rewards. Pressed for time and with Increasing household chores, some hardcore "filter coffee" enthusiasts have moved to the faster and more convenient instant coffee, pushing the sales of instant coffee. While institutional sales suffered due to closed offices and public places, domestic consumption witnessed strong growth for many companies. Companies including Nestle, Levista Coffee, and ID Fresh are either ramping up distribution networks or innovating with coffee variants in instant form to meet rising demand and changes in consumption pattern. Levista, a coffee brand from Karnataka's SLN Coffee said its topline grewr by over 50% during April to December 2020, and increased its retail presence from 26,000 points of sale in Feb to over 42,000 by December. Levista also launched four types of flavoured coffee vanilla, chocolate orange, caramel and hazelnut for the younger demographic. Though die hard "filter coffee" users or those who buy freshly ground coffee are hard to convert, we witnessed a number of consumers moving permanently from other leading brands to Levista during this period, said Shriram S, VP of Levista Coffee. Food company ID Fresh has seen sales for its Instant filter coffee liquid product growr by almost 70% in 2020 compared to the previous year The lock down also prompted the company to create three new blends Strong, Bold and Intense for their instant filter coffee liquid.

Nestle India said the foster and convenient version of coffee "has seen a higher relevance during this time and the company has innovated with different recipes." However, the out of home coffee market took a hit in 2020 due to non-functioning of hotels, airports, and offices, traditionally the largest group of bulk consumers. Data from research firm Euromonitor showed that the market for fresh coffee (largely used institutionally and by traditional coffee drinkers) grew Just by around 7% In 2020 to ₹1,867 crore, while the instant coffee market grew almost 13% during the period and recorded at ₹3,899 crore.

STRONGLY GROWING BREW

- Pressed for time due to WFH, many fitter coffee lovers are switching to instant options
- Making use of this opportunity are Nestle, Levista Coffee, and ID Fresh who are ramping up distribution networks and also innovating with variants
- Levista for e.g launched four types of flavoured coffee vanilla, chocolate orange, caramel and hazelnut to attract the young
- iD Fresh saw sales for its instant fitter coffee liquid product grow by almost 70% in 2020
- Market for fresh coffee grew by 7% in 2020, while the instant coffee market grew almost 13%, data showed



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A superior Soil Conditioner in Granular form

Gokula Super Shakthi Soil Conditioner is made from naturally occuring minerals for correction of Physical, Chemical and Biological health of soil.

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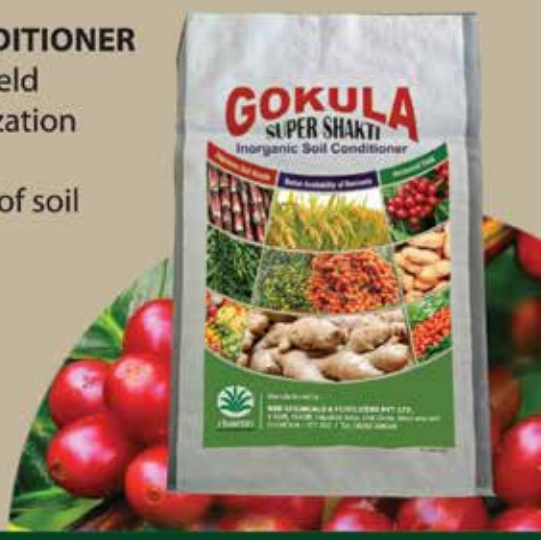
- Corrects soil pH for maximization of growth and yield
- Increased availability of nutrients for yield maximization
- Alleviates nutrients / fertilizers toxicity
- Improves physical, chemical and boilogical health of soil

TIME OF APPLICATION

- March to June or October to January

DOSAGE

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India gets a caffeine fix

A variety of direct-to- consumer coffee brands have entered the market

Source : Financial Express, New Delhi

There is a Coffee revolution brewing in India. Be it the instant kind or ones that need specific brewing techniques, new-age direct-to-consumer coffee brands are tempting consumers to turn into baristas at home. Sleepy Owl,Third Wave Roasters, VS Mani & Co., Black Baza Coffee and Araku Coffee are some of the brands vying for a slice of the ₹2,200 crore packaged coffee market, which is dominated by coffee labels from big FMCG players, namely Nestle's Nescafe, HUL's Bru and Tata Coffee Grand.

Blending in

According to industry estimates, 80% of India's coffee consumption comes from south India. Coffee chains such as Cafe Coffee Day, Barista and, most recently, Starbucks, have been instrumental in giving the coffee culture a face lift in India, a predominantly tea drinking nation.

"Coffee is moving from being exclusively south India's habit to having an urban appeal Coffee shops are now spread across tier I and II cities, and are places for youth and young professionals to meet and work says Alagu Balaraman, MD - CGN & Associates India.

Sleepy Owl's co-founder Ajai Thandi says that the primary intention for the company is to replicate the experience and flavour of barista-made coffee at home, sans equipment. This direct-to-consumer coffee brand has introduced coffee bags that can be used just like tea bags to prepare a hot cup of black coffee. It also has a range of cold brew sachets that can be dunked in a jug of water and brewed over night.

While new-age roasters offer a range of blends and variations meant for specific kinds of coffee, it is the instant variety that offers scale. According to Mintel India, in 2020, 54% of the total coffee launches in India were in the instant/ soluble segment. Mastering the instant coffee variant lets brands reach a wider audience. This is why GD Prasad, co-founder, VS Mani & Co., and VP, Dentsu Web chutney, started off by selling the instant coffee-chicory blend.

"There is an exceedingly small segment of consumers that likes to brew its own coffee. These could be enthusiasts who have a French press or a moka pot, and are experimenting Instant varieties make more business sense," he says. VS Mani & Co.'s 100 gm instant coffee powder has a repeat cycle of two- to- three weeks. Prasad expects the filter coffee purchase cycle to be longer.

While new-age roasters offera range of blends and variations meant for specific kinds of coffee, it is the instant variety that offers scale

Coffee-nomics

Black Baza Coffee lays emphasis on sourcing coffee responsibly and ethically, and targets coffee enthusiasts who share similar values. Until March 2020, it earned revenue from both B2B and B2C verticals. When the HoReCa segment came to a standstill, its B2B revenue stream dried up. "We had a 60-40 ratio between B2B and B2C revenue; however, B2C is now the pre- dominant business for us, contributing 90% of the revenue," informs Arshiya Urveeja Bose, founder, Black Baza Coffee.

Sleepy Owl was earning about 20-30% of its revenue from B2B sales to airlines, movie

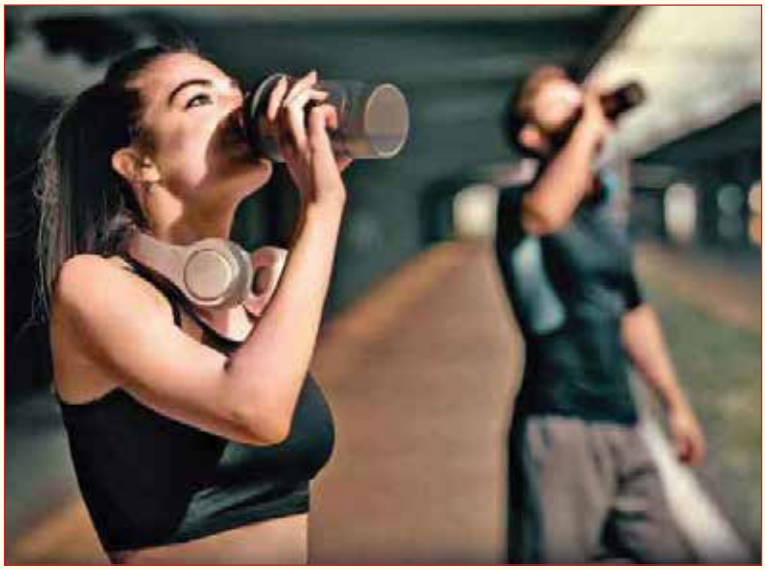
theatres, offices, hotels and restaurants. Thandi says B2B sales aided in sampling and brand building. When normalcy resumes, he expects the proportion to remain the same.

A few coffee roasters follow a cafe-plus-roastery model. For instance, Third Wave Coffee Roasters, which sells several products directly to consumers, including equipment has 10 cafes in Bengaluru and two each in Pune and Hyderabad. Blue Tokai has several cafes across the country. “Cafes offer high margin on a single cup of coffee,” says Balaraman. For instance,a single cup of a Pour Over at Blue Tokai costs ₹170, while the company's Easy Pour coffee sachet costs ₹40 per sachet.

Each of these brands lave subscription options. "These are mainly lor loyalists who want to have a steady flow of coffee. A monthly subscription of five sachets of our cold brew costs ₹450. We are working on setting up our subscription back end to make it more customisable," says Thandi.

#GymReady: Pre-workout coffee recipes for an instant energy boost

Source : Times of India, New Delhi



Whether you're a fitness enthusiast or not you may already know that coffee is one of the most popular pre-workout drinks. Many studies have been conducted on the subject and have stated that coffee, as a stimulant helps in giving you an extra-edge right before a workout. It gives you a quick energy boost and improves your brain function. It stimulates the adrenal glands, which in turn pumps you up for an energy-filled session. In case you have been struggling with getting to the gym, having a pre-workout coffee drink can actually help you. Here are some easy and quick recipes to try:



Bullet Proof Coffee

If you like cream in your coffee, you're going to love this recipe. To make this quick beverage, you will need eight oz of freshly brewed coffee, one tablespoon of coconut oil, one tablespoon of grass-fed butter and any chocolate-mint flavoured sports drink of your choice. All that you need to do is mix up all the ingredients and enjoy your coffee.

Coffee Protein Smoothie



If you're the kind of parson who works out in the mornings, this smoothie is perfect for you. It's a pre-workout smoothie and breakfast in one. You will need two scoops of coffee protein, one scoop of MCI oil powder, one table spoon raw honey one table spoon cocoa powder and one cup of milk of your choice. In case you don't find coffee protein powder, you can use flavourless protein powder and add the coffee separately. Blend It all and enjoy.



Pre-Workout Cold Brew

This pre-workout coffee drink has only two ingredients. If you love your coffee to be strong and full of authentic flavour; this recipe is for you. You will need 16 oz of cold littered water and some freshly ground coffee to make this drink. Firstly, combine both the ingredients in a mason jar. Close the lid and let it sit for at least 16 hours. After that, strain your drink using a coffee filter and refrigerate it, your drink is ready!

Coffee is one of the easiest and yummiest pre-workout drinks. There are thousands of different flavours for you to try and they also have many health benefits. So, go ahead and experiment with this delicious beverage

Dark Chocolate Espresso

The next pre-workout coffee drink is one of the best recipe for black coffee lovers, it has loads of chocolate, which will enhance the coffee flavour even more. For this recipe, you will need a few dry honey crystals, half a scoop of chocolate protein powder, eight oz of espresso or black coffee and four oz of water. Now, put all your ingredients in mason Jar, close the lid and shake up your drink until everything is well mixed. Add ice and you're good to go.



JANUARY

South-West Monsoon Areas

1. Harvesting and processing of Arabica coffee.
2. Continuation of Robusta harvesting and processing. Cover the ground with mats to avoid gleanings while harvesting Robusta.
3. Collection of Arabica gleanings and disinfestations/disposal of berries infested with berry borer.
4. Collection of left over fruits and off-season berries in berry borer infested blocks.
5. Control measures against root mealy bugs, if necessary.
6. Nursery: Preparation of germination beds and sowing of seeds. Before sowing, seeds may be treated with Vitavax 75 WP at 0.66g/kg of seeds or Bavistin 50 WP at 1g/kg seeds to protect t against collar rot.
7. Cleaning of paths around the estates to prevent fire accidents.
8. In young clearings, watering young seedlings when necessary.

North-East Monsoon Areas

1. As above except item 5.

FEBRUARY

South-West Monsoon Areas

1. Continuation of Robusta harvesting and processing. Cover the ground with mats to avoid gleanings while harvesting Robusta.
2. Collection of left over fruits and off-season berries in berry borer infested areas.
3. Collection of Arabica gleanings and disinfections/disposal of berries infested with berry borer.
4. Pruning of Arabica. Delay pruning if hot, dry weather conditions prevail.
5. Pre-blossom manuring.
6. **Leaf Rust:** Pre-blossom spraying with 0.5% *Bordeaux* mixture against leaf rust and anthracnose (twig die-back)
7. Control measures against root mealy bugs, if necessary.
8. Collection and destruction of pupae of hairy caterpillars.
9. Cleaning of paths around the estates to prevent fire accidents.
10. **Nursery**: Preparation of secondary beds, filling & arranging of poly bags and transplanting.
11. Preparation of land for new planting, removal of under-growth and selective felling of trees and their disposal.
12. Blossom irrigation during the second fortnight for Robusta.
13. In young clearings, watering young seedlings when necessary.

North-East Monsoon Areas:

1. As above.

MARCH

South West Monsoon Areas

1. Completing of harvesting of Robusta
2. Collection and disinfestations/disposal of berry borer-infested gleanings
3. Removal of leftover fruits and off-season berries in berry borer infested areas
4. Refilling of lure material in Brocatraps
5. Pruning of Arabica and Robusta
6. Pre-blossom manuring
7. **Leaf Rust**: Pre-Blossom spraying with 0.5% Boardeaux mixture if not completed earlier.
8. **Stem Borer**: Tracing & burning of Stem-borer affected plants to be completed before end of March in the entire estate without fail. If uprooted stumps are to be retained for further use, immerse them in water for about 10 days to kill all pest stages.
9. Collecting and destruction of pupae of hairy caterpillars
10. Control measures against root and shoot mealy bugs and green scale, if necessary
11. Cleaning of paths around the estates to prevent fire accidents
12. **Nursery**: Transplanting of button stage seedlings into poly bags and after-care of seedlings
13. **New Clearings**: Watering young seedlings when necessary
14. **Backing:** irrigation for Robusta within 20 days from blossom irrigation

North-East Monsoon Areas

Same as above

APRIL

South-West Monsoon Areas

1. Collection and disinfestations/disposal of gleanings in berry borer infested Robusta areas.
2. Pruning of Robusta
3. **Stem Borer:** If tracing of stem borer affected plants is not completed by end of March covering the entire estate, it should be completed by the 2nd week of April.
4. **Stem Borer:** For the remaining healthy plants, the main stem and thick primary branches should be sprayed or swabbed with *Chlorpyrifos* @ 600ml + 200 ml wetting agent in 200 litres of water to protect against stem borer. Spraying/ swabbing should be completed by the end of April for the entire area.
5. Control measures against root and shoot mealy bug and green scale, if necessary.
6. Collection and destruction of pupae of hairy caterpillars.
7. Line marking and opening of pits in new clearings.
8. **Nursery work and after care**: Spraying of nursery seedlings with *Dithane* M-45 or Indofil M45 at 0.4% against brown eye-spot disease. If *myrothesium* incidence is noticed, spray *Propiconazole* 0.02% (Tilt 25EC @ 0.8 ml/litre of water) once in a month till field planting stage.
9. Application of compost/bulky organic manures.

North-East Monsoon Areas

Same as above

MAY

1. Regulation of permanent shade.
2. Lopping of dadap in the second fortnight depending on weather conditions.
3. Pre-monsoon manuring.
4. **Leaf Rust**: Pre-monsoon spraying of 0.5% Bordeaux mixture against coffee leaf rust. Susceptible verities like S.795, Cauvery etc., should be sprayed with systemic fungicides like *Triademefon* @ 0.02% a.i. (Bayleton 25 WP@160g in 200 litres of water) or *Hexaconazole* @ 0.01% (Contaf 5% EC @ 400 ml in 200 litres of water).
5. Control measures against shoot mealy bug and green scale, if necessary.
6. Opening of planting pits in new clearings.
7. Planting of dadap stakes depending on weather conditions.
8. Clearing of drains and renovation of cradle pits/ trenches.
9. Weeding in new clearings.
10. Application of compost/bulky organic manure.
11. Application of agricultural lime for correction of soil pH, wherever necessary.
12. **Berry Borer**: If berry borer infestation is noticed in a few berries, remove and destroy the infested berries. If incidence is more, spot spray with *chlorpyriphos* 20EC (600 ml per barrel of water) may be taken up.
13. **Nursery Aftercare**: Spraying nursery seedlings with recommended fungicides against brown eye-spot disease and *myrothesium*.
14. **Root Diseases**: Wherever root diseases are observed, drench the soil with Bavistin 50 WP 0.4% @ 3 litre / plant (24g / 3.1 of water) or *Vitavax* 75 WP 0.3% @ 3 litre / plant (12g / 3 litres of water) in the just wilting stage.

North-East Monsoon Areas

Same as above except items 2, 6 and 11.

JUNE

South-West Monsoon Areas:

1. Completion of dadap lopping.
2. Planting stakes/ seedlings of shade plants (both temporary & permanent) in new clearings and open patches.
3. In new clearings closing of pits.
4. Supply planting, staking and mulching.
5. Weeding & de-suckering in established fields.
6. Clearing of drains and renovation of cradle pits / trenches.
7. Installation of light traps for collection and destruction of moths of hairy caterpillars.
8. Control measures against shoot-mealy bug, and green scale, if necessary.
9. **Black rot**: Completion of handling centring of bushes in black rot endemic blocks and spraying with 1% Bordeaux mixture or 0.03% (120g / 200 litres of water) Bavistin 50 WP (Carbendazim).
10. **Leaf Rust**: Pre-monsoon spraying of 0.5% Bordeaux mixture as pre-monsoon application against coffee leaf rust. Susceptible varieties like S.795, Cauvery etc., should be sprayed with systemic fungicide like Bayleton 25 WP @ 0.02% a.i. (160g in 200 litres of water)
11. **Nursery**: Thinning and removal of pendal depending on weather and aftercare.
12. **Berry Borer**: If berry borer is noticed, spot sprays with chlorpyriphos 20EC or Beauveria bassiana may be taken up.

North East Monsoon Areas:

Same as above, except items 1 and 2. Liming for correction of soil pH wherever necessary.

December 2020

In this column, the extracted information from December 2020 Coffee Market Reports of ICO on global production, global prices, world consumption and global exports as well as domestic prices and exports are covered.

Global Coffee Production and Consumption

World production in coffee year 2019/20 is estimated at 168.55 million bags, which is 1.6% lower than in 2018/19. Production of Robusta increased by 3.2% to 72.82 million bags with the largest increases in Viet Nam, Indonesia, and Uganda. Arabica production fell by 5.1% to 95.73 million bags, as increases in Colombia, Ethiopia, Indonesia, and Mexico could not offset losses in output from Brazil and Honduras.

Post-Monsoon Estimation of Indian Coffee Production for 2020-21

The post monsoon estimate of Indian coffee production for the year 2020-21 is placed at 3,42,000 MT comprising of 1,02,000 MT of Arabica (30% of total) and 2,40,000 MT of Robusta (70% of total). The post monsoon estimate of 2020-21 showed a overall increase of 44,000 MT (14.77%) over the final estimate of 2019-20 of 2,98,000 MT. The Arabica production showed an increase of 15,000 MT (17.24%) and Robusta increased by 29,000 MT (13.74%) over the final crop estimate of 2019-20.

The factors responsible for increase in crop production during 2020-21 is mainly due to the maintenance of plant vigour and recovery of bearing wood due to high quantum of rain fall received consecutively for two years (2018 and 2019) across the coffee growing tracts, especially in coffee regions of Karnataka and Kerala. In addition, the blossom and backing showers were received on time during April/ May months, that resulted in good crop setting. Further, during current season, the monsoon showers were normal, though there was high intensity of winds in certain coffee growing zones, it has not caused major damages to the coffee crop and the premature fruit drop due to rot diseases was also less compared to previous seasons. However, this post monsoon estimation has not factored crop losses, if any, due to recent cyclones, which will be taken into account at the time of final estimation.

Global coffee consumption

Global consumption from October 2019 to September 2020 is estimated to have fallen by 0.9% to 167.59 million bags, following an increase of 4.6% in 2018/19 to 169.11 million bags.

State/Region wise post-monsoon estimate for 2020-21

State/Region	Arabica	Robusta	Total
Karnataka	75,300	1,67,000	2,42,300
Kerala	1,900	67,900	69,800
Tamil Nadu	13,335	4,990	18,325
NTA (AP & Odisha)	11,400	30	11,430
NER	65	80	145
Grand Total	**1,02,000**	**2,40,000**	**3,42,000**

Prices

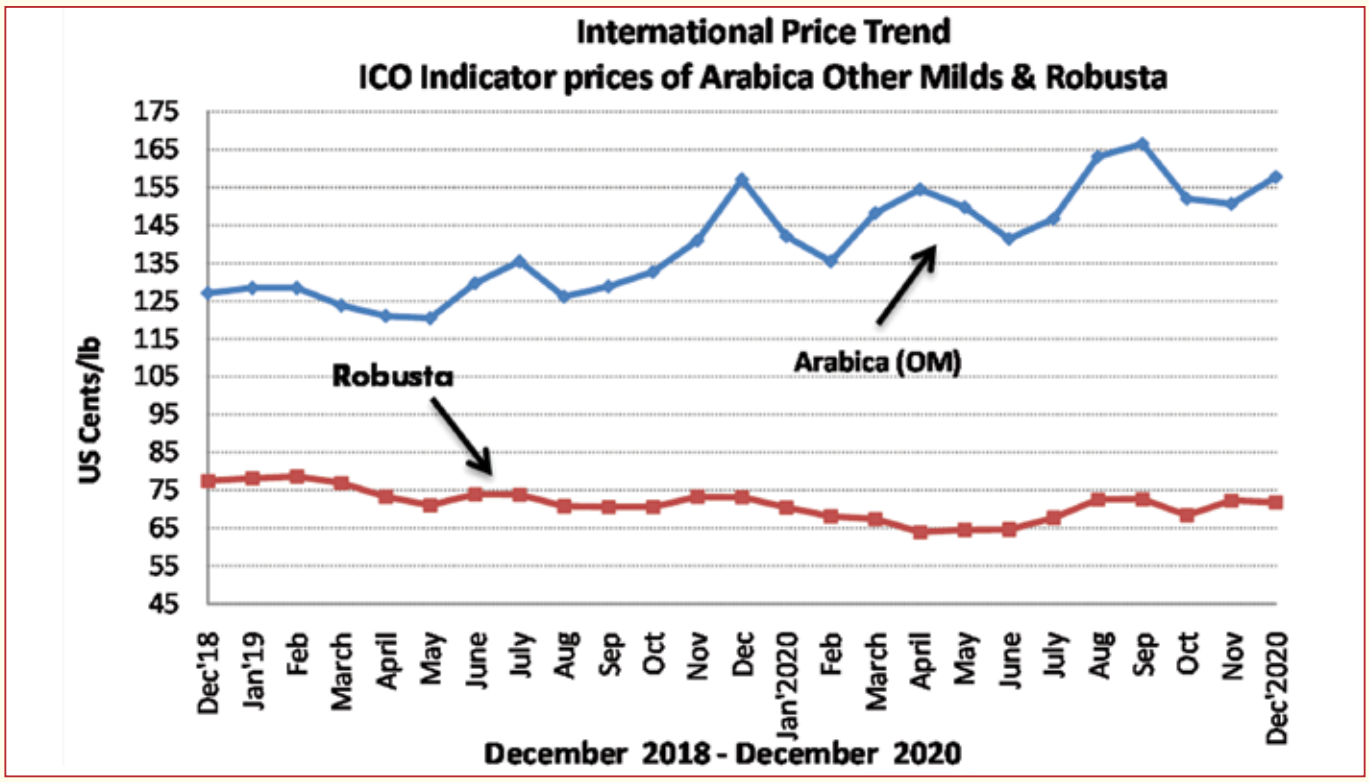
Domestic Market Prices: ICTA (Bangalore) Weekly Auction Prices (Rs./kg)

Month/	Dec'20	Dec'19	Dec'20	Dec'19	Dec'20	Dec'19	Dec'20	Dec'19	Dec'20	Dec'19
Week	I		II		III		IV		Average	
Plant . 'A'	---	240.50	---	244.50	---	---	---	---	---	**242.50**
Arb.Chy. 'AB'	140.00	147.00	189.00	150.00	---	---	---	---	**164.50**	**148.50**
Rob.Pmt. 'AB'	---	---	---	170.00	130.00	---	---	---	**130.00**	**170.00**
Rob.Chy. 'AB'	130.00	140.00	131.00	138.50	---	---	---	---	**130.50**	**139.25**

International Spot Prices – ICO Daily Group Indicator Prices of Arabica (Other Milds) and Robustas

The monthly average of the ICO composite indicator rose by 4.6% to 114.74 US cents/lb in December 2020. The daily composite indicator fell to a low of 110.35 US cents/lb on 9 December before climbing back up to 116.98 on 17 December. The daily price remained at a similar level for the remainder of the month until reaching a high of 119.21 US cents/lb on 31 December. Prices in December were supported by sustained demand as evidenced by a continued drawdown in green coffee stocks in large importing countries, such as the USA, as well as the depreciation of the US dollar. Additionally, while exports from Brazil have surged due to the sizeable 2020/21 crop, this was partially offset by a decline in shipments from other Arabica producers, reducing the downward pressure on prices.

Prices for all Arabica group indicators rose in December 2020. The average price for



Colombian Milds rose by 5.7% to 170.44 US cents/lb, which is the highest monthly average since November 2016 when it averaged 177.85 US cents/lb. After declining in October and November 2020, the average price for Other Milds rose by 4.7% to 157.81 US cents/lb. As a result, the differential between Colombia Milds and Other Milds rose by 20.5% to 12.63 US cents/lb, which is the largest difference since June 2012 when it reached 15.98 US cents/lb. The average price for Brazilian Naturals grew by 8% to 114.96 US cents/lb, while Robusta prices averaged 72.04 US cents/lb, 0.5% lower than in November 2020.

Exports:

Global exports in November 2020 reached 10.15 million bags, which represents an increase of 5.7% compared to November 2019. Robusta shipments totalled 3.31 million bags, 10.7% lower than in November 2019 when they reached a record 3.7 million bags. Shipments of Arabica rose by 16% to 6.84 million bags. Brazilian Naturals saw the largest increase, growing 29.9% to 4.21 million bags, reflecting the on-year Arabica crop from Brazil. Colombian Milds increased by 3.6% to 1.32 million bags, as exports from Colombia grew by 8.8% to 1.26 million bags despite lower production in November 2020 compared to November 2019. However, shipments of Other Milds fell by 5.1% to 1.3 million bags as exports from Honduras dropped 48% to 55,500 bags.

Indian coffee exports (01.01.2020 to 31.12.2020) in MT

Sl. No.	Exports	Provisional exports		Provisional re-exports		Total provisional exports	
		Indian coffee	corresponding period last year	Provisional re-exports	corresponding period last year	Total provisional exports	corresponding period last year
		1	2	3	4	(1+3)	(2+4)
1	Ar.Pmt.	30476	36302	5	7	30481	36309
2	Ar.Chy.	11892	10952	0	0	11892	10952
3	Rob.Pmt.	28712	33485	0	0	28712	33485
4	Rob.Chy.	136162	152271	0	0	136162	152271
5	Roasted Seeds	62	78	0	0	62	78
6	R&G	259	195	2	1	261	196
7	Instant	17688	27056	83128	88089	100816	115146
8	Total	225251	260340	83135	88097	308385	348437

Contributed by : Dr. D.R. Babu Reddy, Dy. Director (Market Research), Coffee Board, Bengaluru

NOTIFICATION

Dear Readers,

Now you can access the Indian Coffee Magazine in PDF (Portable Document Format) on the Board's Website www.indiacoffee.org. Open the website, click "Indian Coffee" under navigation menu to choose previous issues of the magazine.

- Editor-in-Chief

दिसंबर 2020

इस कॉलम में, भारतीय कॉफ़ी के स्वदेशी मूल्यों और निर्यातों को शामिल करते हुए वैश्विक उत्पादन, वेश्विक मूल्य, वैश्विक उपभोग तथा वैश्विक निर्यातों पर आईसीओ कॉफ़ी बाज़ार रिपोर्ट दिसंबर 2020 की सार सूचना दी गई है।

वैश्विक उत्पादन व उपभोग

कॉफ़ी वर्ष 2019/20 में विश्व के कॉफ़ी उत्पादन 168.55 मिलियन बैग्स का अनुमान लगाया गया है, जो वर्ष 2018/19 की तुलना में 1.6% कम है। वियतनाम, इंडोनेशिया और युगांडा में सबसे अधिक वृद्धि के साथ रोबस्टा का उत्पादन 3.2% बढ़कर 72.82 मिलियन बैग्स हो गया। कोलम्बिया, इथियोपिया, इंडोनेशिया और मेक्सिको के उत्पादन में वृद्धि ने ब्राज़ील और होंडुरास के उत्पादन में कमी का समायोजन न करने के कारण अरेबिका का उत्पादन 5.1% गिरकर 95.73 मिलियन बैग्स हो गया।

वर्ष 2020-21 के लिए भारत में उत्पादित कॉफ़ी का मानसूनोत्तर प्राक्कलन

वर्ष 2020-21 में, भारत में उत्पादित कॉफ़ी का मानसूनोत्तर प्राक्कलन कुल 3,42,000 मे.ट. है, जिसमें 1,02,000 मे.ट. अरेबिका (कुल का 30%) तथा 2,40,000 मे.ट. रोबस्टा (कुल का 70%) शामिल है। वर्ष 2019-20 के अंतिम प्राक्कलन 2,98,000 मे.ट. से ज्यादा वर्ष 2020-21 के मानसूनोत्तर प्राक्कलन में 44,000 मे.ट. (14.77%) की समग्र वृद्धि दर्शायी। वर्ष 2019-20 के अंतिम प्राक्कलन में अरेबिका का उत्पादन में 15,000 मे.ट. (17.24%) की वृद्धि तथा रोबस्टा का उत्पादन में 29,000 मे.ट.(13.74%) की वृद्धि दर्शायी।

वर्ष 2020-21 में राज्य/क्षेत्र वार मानसूनोत्तर प्राक्कलन

राज्य/क्षेत्र	अरेबिका	रोबस्टा	कुल
कर्नाटक	75,300	1,67,000	2,42,300
केरल	1,900	67,900	69,800
तमिलनाडु	13,335	4,990	18,325
गै प क्षे (आं.प्र और ओडिशा)	11,400	30	11,430
उ पू रा	65	80	145
महायोग	1,02,000	2,40,000	3,42,000

कॉफ़ी उपजाने वाले क्षेत्र-भर विशेषतया, कर्नाटक और केरल के कॉफ़ी क्षेत्रों में दो वर्षों (2018 और 2019) में लगातार भारी प्रमाण के वर्षापात से फलदायी पौधे अंकुरित हुए और साथ ही पौधे की सबलता के अनुरक्षण भी हुए यह सब, वर्ष 2020-21 के दौरान फसल उत्पादन में वृद्धि के लिए मुख्य कारक बनें। इसके अलावा, अप्रैल/मई के महीने में समय पर पुष्पण तथा समर्थन फुहार प्राप्त हुए जिससे फसल अच्छे बनें। आगे, वर्तमान सीज़न के दौरान, मानसून वर्षा औसत दर्जे की थी। हालांकि कॉफ़ी उपजाने वाले कुछ क्षेत्रों में हवा बहुत तेज थी, फिर भी इससे कॉफ़ी फसल को ज्यादातर हानि नहीं हुई। पिछले वर्ष की तुलना में सड़न रोग से समय पूर्व फल झड़ना कम था। तथापि, इस मानसूनोत्तर प्राक्कलन में फसल नुकासन का हिसाब लिया गया, यदि ऐसा नुकसान हुआ तो वह हाल के चक्रवातों के कारण से, जिसका हिसाब अंतिम प्राक्कलन में लिया जाएगा।

वैश्विक कॉफ़ी उपभोग

वर्ष 2018-19 में वैश्विक उपभोग, 4.6% की वृद्धि के साथ 169.11 मिलियन बैग्स होने के बाद, अक्तूबर 2019 से सितबर 2020 तक 0.9% की कमी के साथ 167.59 मिलियन बैग्स हो गया।

मूल्य

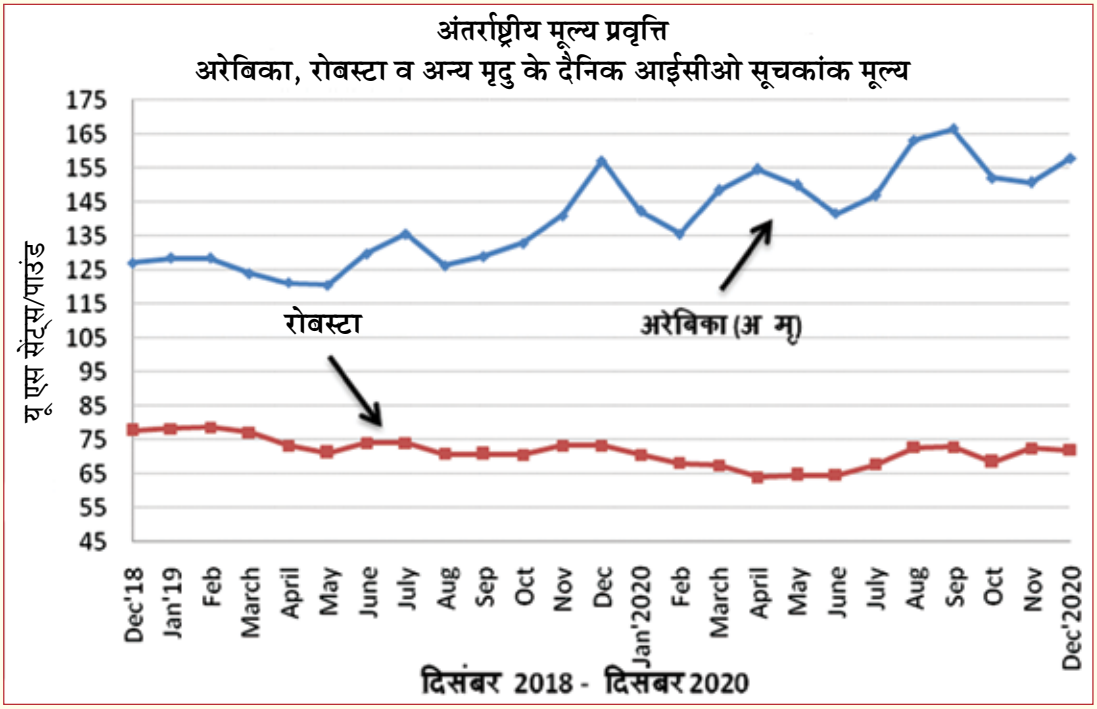
स्वेदशी बाज़ार मूल्य : आईसीटीए (बेंगलूरु) के साप्ताहिक नीलामी मूल्य (₹/कि.ग्रा.)

महीना/सप्ताह	दिसंबर		दिसंबर		दिसंबर		दिसंबर		दिसंबर	
	2020	2019	2020	2019	2020	2019	2020	2019	2020	2019
	I		II		III		IV		औसत	
प्लांटे 'ए'	---	240.50	---	244.50	---	---	---	---	---	242.50
अरे.चे. 'एबी'	140.00	147.00	189.00	150.00	---	---	---	---	164.50	148.50
रोब.पार्च. 'एबी'	---	---	---	170.00	130.00	---	---	---	130.00	170.00
रोब.चेरी. 'एबी'	130.00	140.00	131.00	138.50	---	---	---	---	130.50	139.25

अंतर्राष्ट्रीय तत्स्थान मूल्य- अरेबिका (अन्य मृदु) तथा रोबस्टा के आई सी ओ दैनिक सूचकांक मूल्य

दिसंबर 2020 में आई सी ओ समष्टिक सूचकांक का मासिक औसत 4.6% बढ़कर 114.74 यू एस सेंट्स/पाउंड हो गया। दैनिक समष्टिक सूचकांक 17 दिसंबर को 116.98 यू एस सेंट्स/पाउंड तक चढ़ने से पहले 9 दिसंबर को 110.35 यू एस सेंट्स/पाउंड पर निम्न स्तर तक गिरा। दैनिक मूल्य 31 दिसंबर को अत्यधिक 119.21 यू एस सेंट्स/पाउंड पहुंचने तक वह शेष महीने में समान स्तर पर रहा। जैसा कि यूएसए जैसे बड़े आयातित देशों में हरी कॉफ़ी के भंडार में से निरंतर कॉफ़ी लिए जाने से साथ ही, यूएस डालर के मूल्यह्रास होने से दिसंबर के महीने में स्थिर मांग द्वारा मूल्य समर्थित हुए थे। वर्ष 2020-21 में ब्रा. जील मंक बडे प्रमाण के फसल के कारण निर्यात में वृद्धि हुई, अरेबिका के अन्य उत्पादकों से नौभरण कम होने से ब्रा. जील में निर्यात आंशिक रुप से कम हुआ। यह कीमत कम होने को रोक दिया।

दिसंबर 2020 में, अरेबिका के सभी समूह सूचकांकों के मूल्य बढ़ गए। कोलंबियाई मृदु की औसत कीमत 5.7% बढ़कर 170.44 यूएस सेंट्स/पाउंड हो गई, जो नवंबर 2016 में जब वह 177.85 यूएस सेंट्स/पाउंड के औसत पर था तब से लेकर उच्चतम मासिक औसत में है। अक्तूबर एवं नवंबर 2020 में मूल्य गिरने के बाद, अत्य मृदुओं का औसत मूल्य में 4.7% वृद्धि होकर 157.81 यू एस सेंट्स/पाउंड तक पहुँचा। फलस्वरुप, कोलंबिया मृदु और अन्य मृदुओं के बीच का अंतर 20.5% बढ़कर 12.63 यूएस सेंट्स/पाउंड हो गया, जो जून 2012 के बाद सबसे बड़ा अंतर है जब वह 15.98 यूएस सेंट्स/पाउंड तक पहुंच गया था। ब्राज़ीलीयन नैचुरल्स के औसत कीमत 8% बढ़कर 114.96 यू एस सेंट्स/पाउंड हो गई, जब कि रोबस्टा के कीमत नवंबर 2020 की तुलना में 0.5% घटकर 72.04 यू एस सेंट्स/पाउंड हो गई।



निर्यात:

नवंबर 2020 में वैश्विक निर्यात 10.15 मिलियन बैग्स पहुंच गया, जो नवंबर 2019 की तुलना में 5.7% की वृद्धि को दर्शाती है। रोबस्टा का नौभरण कुल 3.31 मिलियन बैग्स, रहा जो नवंबर 2019 में 10.7% की कमी के साथ 3.7 मिलियन बैग्स दर्ज किए थे। अरेबिका का नौभरण 16% बढ़कर 6.84 मिलियन बैग्स हो गया। ब्राज़ीलियाई नैचुरल्स में सबसे बड़ी वृद्धि देखी गयी, जो 29.9% बढ़कर 4.21 मिलियन बैग्स हो गई, जो ब्राजील से अरेबिका फसल के उत्पादन को दर्शाता है। नवंबर 2019 की तुलना में नवंबर 2020 में कम हुआ उत्पादन के बावजूद भी कोलंबिया से निर्यात 8.8% बढ़कर 1.26 मिलियन बैग्स हुआ। कोलंबियाई मृदु 3.6% बढ़कर 1.32 मिलियन बैग्स हो गए। तथापि, होंडुरास से निर्यात 48% कम होकर 55,500 बैग्स होने पर अन्य मृदुओं का नौभरण में 5.1% की कमी होकर 1.3% मिलियन बैग्स हो गए।

भारतीय कॉफ़ी निर्यात (01.01.2020 से 31.12.2020 तक) मे.ट. में

क्र. सं.	निर्यात	अनंतिम निर्यात		अनंतिम पुन: निर्यात		कुल अनंतिम निर्यात	
		भारतीय काफ़ी	पिछले वर्ष की संगत अवधि	अंतिम पुन: निर्यात	पिछले वर्ष की संगत अवधि	कुल अनंतिम निर्यात	पिछले वर्ष की संगत अवधि
		1	2	3	4	(1 + 3)	(2 + 4)
1	अरे. पार्च.	30476	36302	5	7	30481	36309
2	अरे. चेरी.	11892	10952	0	0	11892	10952
3	रोब. पार्च.	28712	33485	0	0	28712	33485
4	रोब.चेरी.	136162	152271	0	0	136162	152271
5	भुने बीज	62	78	0	0	62	78
6	भुने व पिसे	259	195	2	1	261	196
7	इंस्टंट	17688	27056	83128	88089	100816	115146
8	कुल	225251	260340	83135	88097	308385	348437

संकलन : डॉ. डी.आर. बाबू रेड्डी, उप निदेशक (अनुसंधान), कॉफ़ी बोर्ड, बेंगलूरु

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COFFEE BOARD

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