



## Coffee Board Participated in Annam 2015, National Food & Agro Biodiversity Festival at Kochi



Coffee Board participated in Annam - National Food & Agro Biodiversity 2015 from 10th to 14th December 2015 at Kochi organised by Centre for Innovation in Science and Social Action (CISSA), Trivandrum in association with Ministry of Agriculture, Govt of Kerala.

ANNAM- Good Food Movement is the upright patterning of CISSA to fight against the fast food culture and to promote local food diversity and traditional food culture and also addressing food security and food sovereignty issues. This festival aims to showcase the rich diversity of Indian food, agro - biodiversity, farming and cooking practices, linkage between food and health and traditional health care systems and food culture and wisdom of India. The

festival named as Annam National Festival on Food and Agro Biodiversity was first held at Thiruvananthapuram in December 2008 and again at Kozhikode in February 2010.

Honourable Chief Minister of Kerala Sri Oommen Chandy and Minister for Agriculture, Sri K.P. Mohananinaugurated the five-day event.

During the event, filter coffee was served and wide publicity about the health benefits of coffee drinking and about the careers in coffee was made among the people of Kerala. The people were also made aware about the quality of Coffee Board's coffee and methods of coffee preparation. Brochures related to health benefits of drinking coffee were distributed and "Coffee Karma" CDs were played at the pavilion and Indian coffee magazines were distributed to customers.

Many of the Agriculturist/Farmers who visited the Coffee Board stall have enquired about various aspects of filter coffee and its advantages. It appears that more awareness is required to promote coffee in Kerala. M/s. Green Coffee Plantations from Tirupur also displayed products at our pavilion and actively participated.

Coffee Board pavilion was awarded the prize for the "Best Central Govt. Stall". Sri R. Ajithkumar, Sr. Asst. Promotion Department organised the participation.