

## Deejay Farm for the best hybrid Coconut seedlings:

✍ David J Lobo, Chairman, Deejay Group Enterprises, Bangalore.

**David J Lobo**, the founder of Deejay Group, one of the largest hybrid coconut breeding farms in the country learned from his father that there was only one way to do a job, the 'Best Way'.

Inspired by late Prof. Antony Davis, the pioneer in coconut breeding, Mr. Lobo decided to venture into coconut breeding, knowing very well that it is a long gestation project. Mr. Lobo says it took almost five years time to collect enough planting material. The project started with the objective of meeting the Indian farmer's requirement of quality hybrid coconut seedlings. Deejay Farms is the organisation that produces and sells Deejay Hybrid Coconut seedlings.



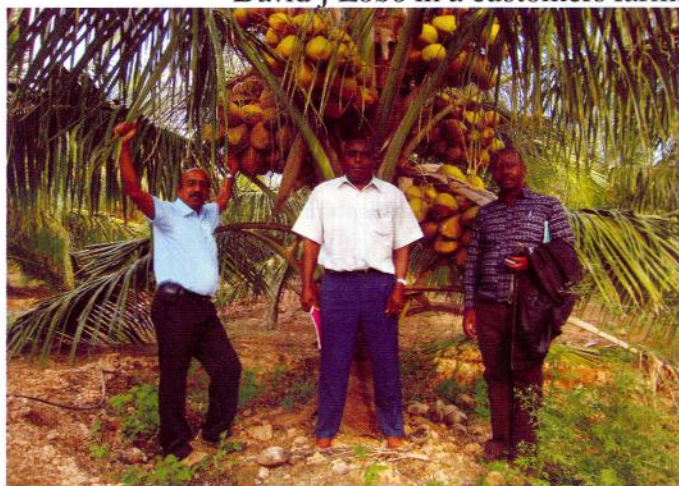
**Shri. David J Lobo attending International Conference in Thailand.**



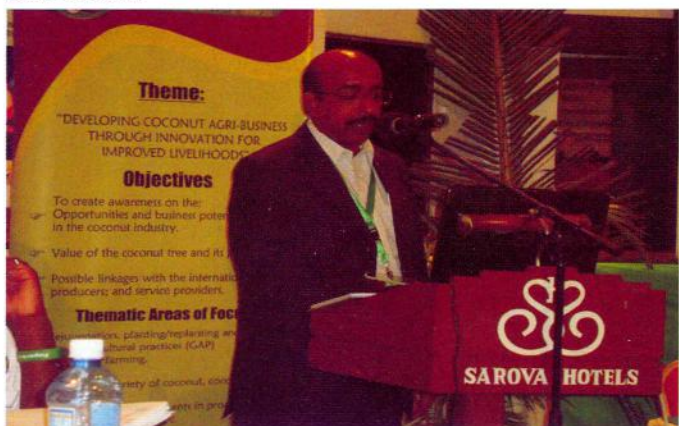
**David J Lobo in a customers farm.**

The first planting of selected breeding stock was done in the year 1984 in 80 ha. located near Madurai in Tamil Nadu and in next three years Deejay hybrid seedling project covered an area of 200 acres with nearly 10,000 mother palms. The first Hybrid seedling was produced in the year 1990 and with numbers increasing; the project supplied nearly 2 million hybrid coconut seedlings to the Indian Market. Deejay has expanded its coconut breeding activity covering more areas in South India.

Apart from Madurai and Ambur in Tamil Nadu, Bailur on the west coast of Karnataka and in Sanguem, Goa are other farm locations of Deejay producing hybrid coconut seedlings. Presently Deejay is managing over 23000 mother palms and has reached production level of half a million hybrid coconut seedlings per year and is expected to touch one million seedlings per year in the near future.



**Mr. Murali, CEO of Deejay Group presenting about Deejay farms to Kenya farmers.**



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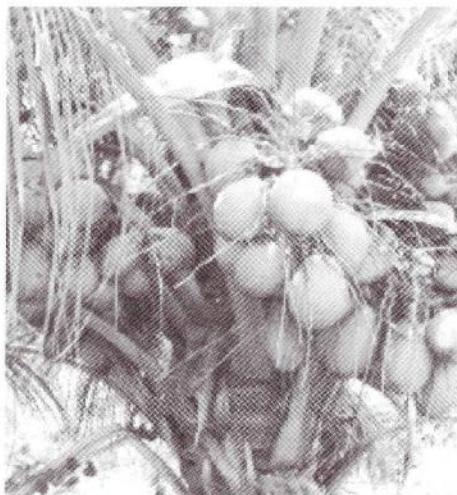


**Foreign visitors visit to Deejay Customer farm.**

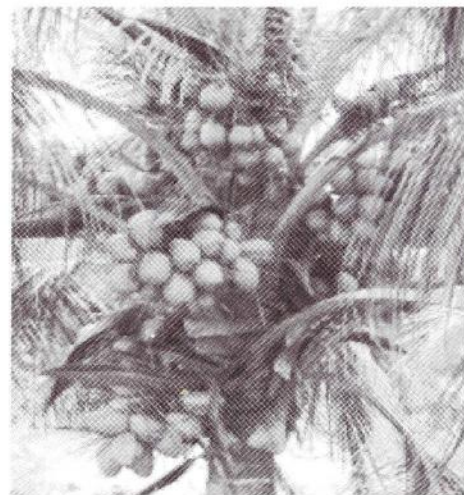




Deejay Sampoorna.



Deejay Pushkala.



Deejay Vishwas.

Deejay will be starting shortly in Penugonda, Andhra Pradesh. Deejay is head quartered at Bangalore, in the State of Karnataka. M. Murali is the C.E.O of Deejay Group and carries with him over twenty five years of dynamic and growth orientated experience in Deejay. He is supported by a qualified and expert team to ensure that the vision and productivity of the organization is achieved.

Deejay has developed its own synthesized mother palms that yield very early, yields large nuts and higher yields. Its qualities are transformed to the hybrid and today this mother palms give Deejay the quality hybrid that is flowering in one third the time and yields three times the quantity of nuts compared to the normal tall varieties. Deejay has applied under Protection of Plant Varieties and Farmers Rights for protecting its specially developed Deejay Dwarf palm. Over the years Deejay has developed three hybrids namely Deejay Sampoorna, Deejay Pushkala and Deejay Vishwas. Qualities of each of these hybrids is detailed [table 1](#).

Deejay has conducted extensive search in all coconut growing areas of India to select its basic parental varieties, many of which are not in existence now. These parent palms have individual identification numbers with clear bifurcation of father and mother palms, hence Deejay knows the father and mother of their different lines they cross and produce the hybrid. The quality of the hybrids is the quality of the mother palms produced by Deejay. Parental details of all progeny lines is minutely coded and recorded by Deejay.

Based on the advice of Prof. Davis, Deejay Coconut Project used two varieties of dwarf palms of proven genetic potential with the necessary color characteristics for quality control as the female parent. With regard to the male parent, large numbers of seed material from selected best traditional Indian varieties were procured, selected for proffered characteristics and

planted in coconut breeding estate in Madurai and other farms.

Maximum selection pressure resulted in the best dwarf and the best tall being retained. Also, by using multiple dwarfs and tall, Prof. Davis was able to ensure that the breeding garden would produce hybrids with better variability, vigor and capacity. These two factors of rigorous selection and proven genetic material have resulted in the Deejay hybrid palm having excellent productivity. Given below is the productivity comparison between deejay hybrid palms and regular tall palms under reasonably good management conditions.

Deejay employs modern and Scientific methods of record keeping, selection procedure, technical inputs, hybridization techniques and on-going research to produce quality hybrid seedlings. Specially developed Software keeps the daily records and tracks over 23,000 individual tree performance. Deejay quality control lab monitors pollen quality.

Trained technical staffs are responsible for the emasculation, for collecting the male flowers, process, separate and store the pollen as per need. Harvesting of seed nuts, handling, storage and selection before planting in the nursery is done by staff with long years of experience. At Deejay, everything possible is done to ensure that the farmer gets a seedling that is a great hybrid of highest quality.

Even though Deejay is producing half a million seedlings a year, Deejay hybrids are booked months in advance by the farmers to ensure that they get their requirement of seedlings at the earliest. Deejay follows the system of first come first served basis to ensure justice to all. The seedlings are mostly sold in South India. Most business houses would say that the purpose of the business is profit, but Deejay believes that the purpose of business is profit through service. Farmers are constantly getting over Rupees one and half lakh per acre per year



Table 1:

Deejay Sampoorna*	Deejay Pushkala*	Deejay Vishwas*
<p>Deejay Sampoorna Hybrid is the result of more than 25 years of meticulous scientific expertise using the finest breeding stock from around the world.</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• Ideal general purpose hybrid</li> <li>• Early yielder – first flowering within 24 months after planting</li> <li>• Large number of nuts – up to 250 nuts per annum per palm</li> <li>• When harvested for tender coconuts, yield improves by approx 30% – 400 tender nuts per annum reported by several customers</li> <li>• The tender coconut harvested at 7 months contains a min. 500ml of sweet coconut water</li> <li>• Good kernel and copra content – approx. 210 grams per nut. [21 kgs per 100 nuts]</li> <li>• Approx. 3600 kgs of copra per annum per acre</li> <li>• Approx. 2.4 tonnes of coconut oil per acre</li> </ul>	<p>The Deejay Pushkala hybrid is the result of several years of field evaluation. These hybrid seedlings are specially produced for tender coconut purpose and will be the perfect answer for the ever growing tender coconut market needs. These seedlings will be the preferred choice for the supply of tender coconuts to the processing industries.</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• Ideal hybrid for tender coconut water</li> <li>• Early yielder – flowering within 26 months after planting</li> <li>• Large number of nuts – 350 tender nuts per annum reported by customers</li> <li>• The tender coconut at 7 months contains more than 700ml of sweet coconut water</li> <li>• Premium selling price for tender coconuts</li> </ul>	<p>Deejay Vishwas Hybrid coconut palm is another highest yielding hybrid specially developed for sub-optimum conditions. If your growing conditions are less than optimum, the Deejay Vishwas is your best choice.</p> <p><b>Features:</b></p> <ul style="list-style-type: none"> <li>• Excellent general purpose hybrid</li> <li>• Early yielder – first flowering within 36 months after planting</li> <li>• Large number of nuts – up to 250 nuts per annum per tree</li> <li>• When harvested for tender coconuts, yield improves by approx 30% – 280-300 tender nuts per annum reported by some customers</li> <li>• The tender coconut at 7 months contains 300ml of sweet coconut water</li> <li>• High copra &amp; oil production</li> </ul>

\*Note: Above results are possible under reasonably good management conditions.

PARTICULARS	DEEJAY HYBRID PALMS**	REGULAR TALL PALMS**
Flowering begins in	24 months	72 months
Annual Yield/tree	250 nos	80 nos
Copra weight per nut	210 grms	125 grams
Oil content in Copra	68 %	63 %
Tender Coconut Water	500 ml	200 ml
Coconuts per acre	17500	5600
Copra per acre	3675 kgs	700 kgs
Coconut oil per acre	2499 kgs	441 kgs

\*\* Based on several farmers' field reports in India

and even marginal farmer lives are changing for the better. Cost and revenue comparison given below will make it easy to understand.

Deejay Farms follow strict quality standards to provide 100% hybrid seedlings to the farmer. To achieve this Deejay destroys upto 25% of the seedlings in the nursery which it feels does not qualify its quality standards. This practice over the years has created the confidence in the minds of the farmers that Deejay Farms is the place for quality hybrid seedlings. This is the reason the farmers are booking seedlings in advance and waiting for their turn to take seedlings.

Deejay does not have any stocking points outside its own farms or nurseries and



Particulars	Deejay hybrid palms***	Regular Tall palms***
	In Rs. Lakhs	
Year of first yielding	3rd Year	7th Year
Expenses per acre upto first yield	1.20	1.55
Income by 5th year of planting per acre	3.25	NIL
Income by 10th year of planting per acre	12.00	1.23
Net Profit / (Loss) by the 10th year per acre	8.60	(0.99)
Net profit per acre per year after stabilization	1.50	0.22
Cum. Net Profit for 50 yrs per acre	69 (46Years *1.5 L)	9.02 (41Years *.22 L)

\*\*\*Based on several farmers' field reports in India

Deejay does not have any stocking points outside its own farms or nurseries and always insists that its customers should come to Deejay farms in person to collect their ordered seedlings to avoid any mixing during transportation. Since the farmer is expected to live with the coconut tree for his life time, choosing the right plant is very important. That is why in Deejay we say that "GOOD IS NOT GOOD, WHEN THE BEST IS AVAILABLE. DEEJAY SEEDLINGS IS THE BEST" says, David Lobo.

Deejay provides after sales service to all its customers in guiding them with timely management practice and through personal visit to customer's farms to identify shortfalls and to suggest corrective action. A detailed management guide is provided to all the customers, which will serve as a guide in day to management of Deejay Hybrid coconut tree. Coconut plant is like just born baby, which needs close attention and care in the first three years of planting. You take care of the plant in the first three years and the same tree will take care of you for your life time, says Murali, CEO of Deejay.

David Lobo says that, Deejay Farms vision is "To change the lives of one million small farmers, and assist them move from poverty to middle class status". Deejay is striving to reach this goal over a period of time by working closely with like-minded organisations and NGO's working for the betterment of the small farmer.

Deejay Farms can be contacted at the following addresses:

#### DEEJAY FARMS:

Corporate office: 3rd Floor,  
St. Patrick's Complex, Brigade Road,  
Bangalore - 560 025.  
Phone: 080 25596399, 25596907,  
25596909.  
Fax: 080 25585405  
E-mail: [info@deejayfarm.com](mailto:info@deejayfarm.com)  
URL: [www.deejayfarm.com](http://www.deejayfarm.com)

#### Farms and selling points:

① Nagatheertham, Kodimangalam Village,  
Madurai, Tamilnadu.  
Phone : 04543 293785 / 293786  
Mobile : +91 94430 92879 /  
94425 83785 / 94430 15536  
Email: [madurai@deejayfarm.com](mailto:madurai@deejayfarm.com)

② Reddimankuppam Village, Ambur, Gudiyatham Tq,  
Vellore Dt, Tamilnadu.  
Mobile : +91 97516 13082  
Email: [ambur@deejayfarm.com](mailto:ambur@deejayfarm.com)

③ Bailur Village, Bhatkal Taluk,  
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