

DEEJAY FARM, INDIA - COCONUT FARMING - IMPACTING LIVES

India, over the last 29 years, has seen the development of hybrid coconut palms that commence flowering in one third the time and yield three times the number of larger nuts p.a. The project was the hope and brain child of the late Dr. Anthony Davis, a UN Coconut Breeder and expert. He convinced David Lobo, founder of Deejay Group [which is involved in agriculture and livestock farming], to get into coconut breeding. Under his guidance and expertise, 80 ha of land were planted with selected Dwarfs and Tall's. With stringent selection, started with a small number of hybrids the early 90s and supplied 1.8 million hybrid seedlings into the field over the years. This year over 400,000 hybrids is being produced. The Deejay Group hopes to produce a million seedlings p.a. in three years going up to 2 million in 6 years from the 200 ha now planted with breeding stock. Deejays cater to 20% of the Indian Market with three types of commercial coconut saplings i.e Deejay Sampurna (For General purpose commercial), Deejay Pushkala (For High tender coconut water) and Deejay Vishwas (For stressful conditions)

Deejay commercials yielding in the field



Specific qualities of Deejay commercial Field Performance:

- High yields of 250 plus nuts average per annum
- Early flowering in 24 months
- Copra of 200 grams per nut
- Higher Oil content 68%
- 600ml of sweeter water in the tender coconut

David Lobo says that Deejay Farm is committed to development of the small farmer since over 90% of the world's coconut farmers are small farmers with less than 5 ha of land. Analyzing almost 20 years of sales statistics, David finds that most of Deejay's production was purchased by the large farmer. However cases studied revealed that most of the Deejay small farmers [less than 2 ha of land] were now enjoying middle class status. He finds that the list of farmers waiting for over a year for seedlings was mostly made up of large land holders and industrialists.

A small farmer told him that he did not have the financial capacity of waiting so long. Consequently the DeeJay Group now permits the small farmer to get seedlings immediately with no waiting period. Furthermore the DeeJay Group has recently decided to focus in a special way on the small farmer. David has handed over this challenge and the CEO position in the DeeJay Group to his colleague of 25 years, M Murali, and exclusively focuses on coconut research and improving the commercials even further.

David and his team have set themselves the humongous target of moving One Million farmers from poverty to middle class status. He says that DeeJay does need the large farmer too, but does not wish to see the small farmer isolated in the process. He sees that coconut farming will be in the vanguard of agriculture ten years from now. Value addition of many wonderful coconut products will give coconut farming a dramatic growth. In keeping with Prof. Davis's dream, he hopes to see the small farmer get his due share of benefit.

David and Murali are looking for like-minded agri-businessmen and even NGOs who may be in need of sustainability, to partner with DeeJay in taking these wonder palms and technology around the coconut world. Do contact Murali at +919845347361 OR email to mmurali@deejayfarm.com

DeeJay Mother Palms



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