



Coconut

Man behind the DeeJay Coconut Farm Pioneer in Coconut Breeding & Research

David J. Lobo started his first business in 1969 which grew to become the DeeJay Group- the best hybrid coconut palm breeding business in the Country and possibly among the top in the world.



The DeeJay Group commenced research into Coconut Breeding in 1983 and today is the largest Hybrid Coconut Breeding entity in India that has developed the highest producing hybrid coconut tree in the country, if not the world. The DeeJay Coconut Farm has become the most recognized Coconut Breeding Project, acclaimed for its Hybrid Palm, the DeeJay Sampoorna® Hybrid Coconut Seedling. The company does its breeding activity in 600

acre farms spread across the country and has supplied more than 4 million Hybrid seedlings to more than 40,000 the farmers. The DeeJay Hybrid gives the farmer a consistent income of more than Rs. 2 lakhs per acre and helps their economic upliftment.

Mr. Lobo believes, as taught by his father, that there is only one way to do a task, “The Best Way”.

The DeeJay Commitment

DeeJay is committed to evangelising the use of hybrid coconut palms across the country. Under a Continuous Improvement Program, DeeJay replaces 5% of the lowest performing Mother palms. A coconut database management system tracks thousands of mother palms (about 30,000) from the day they were planted. DeeJay encourages farmers embrace inter cropping (fruits, vegetables, etc) to increase the incomes of farmers, especially the first 2 years after planting of coconut sapling. DeeJay’s efforts are also directed to conserving water and minimising waste.

The “DeeJay4U” app has ready answers to all the questions of farmers. The app plays a vital role in addressing the problems of farmers and finding solutions to their problems quickly.

Benefits of Coconut Farming

Coconut farming is beneficial in many ways: high output, high profitability,

The following table would demonstrate our DeeJay Sampoorna to be one of the best planting material available!

Particulars	DeeJay Sampoorna®	Regular Tall
Yield (per tree/year)	250 plus nuts	80 nuts
Flowering from	3rd Year	6th Year
Copra	210 gms	125 gms
Oil content	68%	63%
Tender Coconut Water per nut	500 ml	200 ml
Nuts per year per acre	17,500 nos.	5,600 nos.
Copra per year per acre	3,675 kgs.	700 kgs.
Oil per year per acre	2,499 kgs.	455 kgs.



significant benefits for small farmers and inter cropping.

Coconuts are very versatile and can be used to produce so many value added products: tender coconut water, oil, sugar, jaggery, copra, virgin coconut oil, charcoal powder.

Deejay has a simple way of conveying the benefits of Coconut farming:

- 10 Coconut palms give financial security
- 50 Coconut palms give financial comfort
- 100 Coconut palms give financial freedom

Coconut Sugar vs Cane Sugar

Coconut sugar (extracted from the juice coming out of the flower stem) is superior to Cane sugar in various ways. Coconut sugar has a low glycaemic index (35 vs 80 for sugarcane. The glycaemic index is assigned to carbohydrate-containing foods according to how much each food increases blood sugar). It is good for diabetics as it releases energy slowly through the day.

The price of coconut sugar is 8 times that of cane sugar. Compared to sugarcane where we get 3000 kg of sugar per acre, we get 15,000 kg in case of coconut. Coconut sugar is also environment friendly as it needs only 200 litres of water per kg compared to 3000 litres for cane sugar. **The returns for farmers can be as high as Rs. 15 Lakhs per acre per year.**

Coconut Oil vs Edible Oil

Edible oil is India's second biggest import after crude oil. Within edible oil, palm oil is one of the biggest items of import. Coconut oil is superior to palm oil in various ways.

A Paradigm Shift in Agriculture through Coconut Farming

Coconut palms can play an important role in stabilizing the income of farmers. Coconut farming can increase food output, create jobs, generate value added products and increase exports. India is lagging the rest of the world when it comes to modern farming practices.

The government should foster a culture of productivity and not subsidies. Our coconut processing factories are still very small (less than 100,000 coconuts

per day), compared to even countries like Sri Lanka and Thailand. We need more investments and a much larger scale of operations. To facilitate this, Coconut farming should be included in the Plantation Act and Contract farming should also be encouraged to attract investors who do not have the time to manage farms directly.

On **2nd September the "World Coconut Day"**, Deejay Group would like to celebrate by offering the best seedlings in the world to the farmers across continents to boost coconut production towards encountering food security, rise in demand of coconut products in the "Health and Wellness segment" and also future possibilities of "Sustainable aviation fuel (SAF)", which would be important step in fighting current climate change issues.

Deejay's dream is to create pockets of large coconut producing zones with high yielding hybrids in the coconut growing states in India and smiling farmers with coconut plantations.

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