

WORLD COCONUT DAY

September 2, 2022

Coconut Development Authority

Winning the world with Coconut related products

Coconut tree is a very valuable resource which has many uses for the mankind. Sri Lanka has approached the winning journey with coconut, as the country has been capable of achieving the highest revenue in the history by exporting coconut related products. The expected revenue from that, for this year is one billion dollars.

Accordingly, 600 million dollars have been earned during last six months through coconut and coconut related products. It is an achievement to be proud of.

The Authority is making arrangements to establish Kapruka Isuru stalls at the premises of Narahenpita Coconut Development Authority and also at Colombo Fort, with the intention of supplying high quality coconut related products to the general public of Sri Lanka, at a reasonable price.

Mr. Keerthi Weerasinghe is the current chairman of the Coconut Development Authority, who is committed in uplifting the industry of coconut and related products in the country.

"This is not a journey came through a bed of roses. We had to undergo many hardships with the pandemic and the subsequent economic crisis, said CDA chairman Weerasinghe. We have faced them with undisputed courage. Even today I work 18 hours a day. The contribution from the managerial level to the minor staff of the Coconut Development Authority has been effective for the higher progress reached by the Authority today. Our ultimate resource is the local community who in engaged in the Industry of Coconut and related products.

It is from their contribution that this victory has been achieved. Actually we

should do more for the country in the future than at present. We are ready to lead the journey. We should remember the Minister of Plantation, Dr. Ramesh Pathirana and former State Minister Arundika Fernando. It should be stated that their encouragement paved the way for this journey."

Let's turn in to the New Era of coconut and value added industries in the country.

We were capable of earning US\$ 840 million U and US\$ 661 million respectively in the years 2021 and 2020 with the ongoing pandemic and fuel crisis.

Coconut Development Authority has worked hard with dedication along with the cultivators.

Further the local community can also be contributors of this valuable course.

A large amount of money is not required, to add value to coconuts and related products as an entrepreneur. It is an unique feature of this business.

You will be amazed to hear that foreign revenue of 01 USD can be earned easily from 10 coconut shells, being here in Sri Lanka, without going abroad. But that is true. Kpruka has paved the way for this country to win the world. Coconut Development Authority is all set to support its course. The hotline 0117-499999 is all open for the purpose.

It is as follows,

A huge market is open for coconut and related products internationally, nonly for preparing food, but for the other parts of the coconut tree which are wasted on a daily basis. Let's turn in to those new trends.

Virgin Coconut Oil

The unique feature in this is that, it is extracted at a temperature less than 60C. It is rich in vitamins and anti oxidants. But it is not to fry in a pan at

the stove top. We can consume (drink) 10ml of virgin coconut oil per day. Developed countries use this when preparing salads as well.

Medium Chain Triglycerides

Breast milk is considered as the world's most nutritious food. Lauric acid which contains in breast milk can be extracted from M.C.T oil. Beauty Culture industry has also been benefitted from M.C.T oil. So many beauty products are manufactured using M.C.T oil which helps to retain the good health of the skin. Also, it is world's best energy drink. Its power can be easily understood by anyone from the fact that, 02 tea spoons of M.C.T oil helps humans to fast up to 12 hours. World has named this M.C.T oil as Brain Cell Fuel. M.C.T oil does not cause obesity, as it does not contain unwanted or unhealthy fats. Nutrients of M.C.T oil are easily absorbed into the human body. There are many steps in supplying energy to the human body upon digestion of food.

A New Dimension from the Coconut Shell

The need for coconut shell charcoal at present is unlike in the past. It has become an essential item in the world. There is a huge demand in the world for value added products made from coconut shells, such as activated carbon. They are rich in absorbing waste and toxins. Many countries produce masks which provide protection against toxic chemicals.

Ice Cream and Sweets from Coconut Milk

There is a new trend and demand in the world towards this. The community that prefers vegetarian instead of animal fat is attracted towards this. By adding different flovours , the world

tastes different flavours of ice cream made from coconut milk. Its anti bacterial, anti fungal and anti viral properties are another reason for its high popularity. This also causes an increase in appetite. It is the reason for its popularity among both the young and old.

Butter from Coconut Extract

This is ideal for anyone who prefers vegetarian food over animal fats. There is a high demand for this in the world. As Sri Lanka has a higher demand in the world market, it can be used as a plus point for this purpose.

Quality Sugar from Coconut

Many people use sugar cautiously due to diseases like diabetes. Reserches emphasize that natural sweetness does not cause diseases. Accordingly it is possible to produce sugar from coconut extract in this country as well. It is certain that a good market will be built for it outside the country as well as inside the country. This can generate more additional income for the household.

Coconut Flour instead of Wheat Flour

Importing wheat flour to this country costs a lot of money annually. The crisis has been intensified by having to pay for it in foreign exchange. But we can meet the flour requirement through alternatives. It is not difficult to prepare high quality and fresh flour from coconut. If it does, it will be a new dawn for the cost of living and the bakery industry.

Coconut Water

There is an extremely high demand for coconut water in the world. Bottled coconut water is very popular among foreigners. There is a high demand for it from foreign countries as well. Many



Keerthi Weerasinghe - Chairman, Coconut Development Authority

people prefer the salty taste of coconut water. It is rich in vitamins and anti oxidants. It is also recognized as a very beneficial drink for the kidneys. Such coconut water can be collected and sent to the market safely and you can easily earn foreign exchange from it.

An amazing demand for King Coconut Water

There is a high demand for extremely natural king coconut water in many countries of the world. Examples are Europe and the Middle East. King Coconut water is great for preventing dehydration. It is also beneficial for health due to its sugar content. Fresh and delicious. Increase appetite. Body Cooling Properties. The world is attracted to its great taste. It is a great source of dollars to the country as well.

The World seeks the taste of Vinegar

The worlds' demand for vinegar is also huge. Vinegar extracted from natural Telijja extract is popular at home and abroad alike. Also, alcohol

can be produced from vinegar. There is also a great demand for vinegar from the international community as well.

Coconut is also needed for the production of medicine and cosmetics. Materials produced from coconut are also used for toothpaste and bad breath as well as for absorbing the smell of the environment and making the surroundings fragrant.

They are also used to produce the worlds' most expensive perfumes. These are just a few new products in the field of coconut and related products. It is not difficult for us as a country to make Kapruka, a real mascot in Sri Lanka through the network of more than a thousand such products, including the production of ornaments.

We will reach that goal in the near future. The Coconut Development Authority is committed to lead you in this journey of success with their constant guidance and support.

- Nuwan Mahesh Jayawickrama
Pix by- Sudath Nishantha