



## **Risk Mitigation in Agriculture a major attraction at the Safal 'All India Farmers Meet'**

**New Delhi; June 13, 2015:** Safal, the flagship brand of Mother Dairy Fruit and Vegetable Pvt. Ltd. today concluded 'All India Farmers Meet' in New Delhi. This year's attraction was to apprise farmers on how to mitigate various weather risks involved in farming and ways to crop safety due to such impacts. The daylong event saw overwhelming participation from around 200 farmers across 12 states.

Speaking on the occasion, **Mr. Pradipta Kumar Sahoo, Business Head, Horticulture, Mother Dairy Fruit & Vegetable Pvt. Ltd. said,** "Safal Farmer Meet is an effort to benefit every stakeholder related to agricultural practices. At Safal it is our endeavor to provide customers with safe, fresh and value for money produce and at the same time work for rural prosperity and empower the farmer community, which has been the core objective of Safal for more than the last 25 years."

**He further added,** "With changing environment, unpredictable weather is creating challenges for farming community and posing huge risks right from the crop safety to financial risks. Taking it ahead, Safal is supporting its associate farmers and engaging them through specialist channel partners to reap the benefit of weather forecasting, information on mobile devices in predicting such risk to ensure better produce, crop planning, insurance indexing of horticulture crops etc. I am confident that farmers will make the most of it and will benefit with such technology evolution in farming practices."

The program is unique of its kind with demonstration of many of the latest technology, new crop varieties & plant protection technologies on a single platform. The farmers were also apprised about the changing market demand and importance of food safety standards.

### **About Safal**

Safal brand under the flagship of Mother Dairy Fruit & Vegetable Pvt. Ltd. was incorporated with a vision to provide healthy and fresh F&V to its customers at the competitive prices throughout the year through its Safal outlets across Delhi & NCR. Through its wide network of Farmers' Associations & Collection Centres, Safal has been successful in its quest for providing F&V at competitive prices when compared to the local F&V vendors. This robust supply chain and procurement system enables Safal to contact the farmers directly and provide best prices to both consumer as well as ensuring fair prices to the farmers. With a highly qualified back end, educating and helping farmers to induct and adopt good pre/post harvest technologies, Safal assures the best of quality, nutrition and safety at the most affordable prices. This gives farmers an assured platform for their produce and enables Safal a continuous supply of fruits and vegetables throughout the year. The association is over decades old and it is becoming stronger with time. The mutually benefiting agreement finally culminates to a competitive price to customers with assured supply in their neighbourhood. Safal operates through a robust network of over 400 outlets across Delhi & NCR & Bangalore.