

Six Safal outlets in Sambalpur

POST NEWS NETWORK

Sambalpur, Jan 14: Safal, the Fruit and Vegetable (F&V) initiative of National Dairy Development Board (NDDB) subsidiary Mother Dairy Fruit & Vegetable Limited (MDFVPL), Sunday expanded its footprint in Odisha by launching six retail outlets in Sambalpur district. These outlets were inaugurated on the auspicious occasion of Makar Sankranti by Sambalpur MLA Dr Raseswari Panigrahi.

Brand Safal opened the six retail outlets in the western Odisha city offering fresh F&V range, Safal vahtae added range, Dhara edible oil and a Mother Dairy range of milk products. These outlets were inaugurated on the auspicious occasion of Makar

Sankranti following its success in Bhubaneswar.

Speaking on the new foray, Dilip Rath, chairman of NDDB, said given its agro-climatic conditions, Odisha has immense potential in the F&V sector.

"However, over the last few years, the production of key crops is on a decline. With our entry into Sambalpur, we hope to cheer both the farmers and consumers by bringing them on a single platform," he said.

"Brand Safal through its entry into the region, will also embark upon on-ground agronomic intervention with farmers for key horticulture crops. These initiatives are aimed to encourage the farmers to enhance their cultivation and the production/yield by way of



providing training and advising on good agriculture practices," said Rath.

Initially, locally grown fruits and vegetables such as guava, brinjal, cauliflower, cabbage, lobiya, green chillies, okra, cucumber and leafy vegetables will be directly sourced from FPO (Farmer Producer Organisation)/farmers supported by ORMAS. Going ahead, Safal

will also be engaging farmers by way of agronomic interventions for key crops intended at enhancing production and promote Farmer Producer Organisations (FPOs) in the region that aims to streamline quality procurement. Brand Safal is committed to offer safe, natural and fresh produce at competitive prices to its consumers through its network of outlets.