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Mother Dairy brings in organic stuff

By **Mail Today Bureau** in New Delhi

MILK supply chain Mother Dairy has launched organic foods under its horticulture brand Safal to diversify into the Rs 4,000-crore segment.

The new range of products called 'Safal Organic' is available in select 100 Safal booths across Delhi NCR. To start with, the milk supplier Mother Dairy has launched its organic range of fresh fruits and vegetables and other kitchen ingredients such as pulses, rice, spices, millets, dry fruits, wheat flour, besan, sugar, salt and flattened rice flakes (poha).

Safal Organic will offer fresh organic fruit and vegetables sourced from about 500 farmers with certified organic farms across the states of Maharashtra, Himachal Pradesh, Sikkim, Madhya



Pradesh and Uttarakhand, Mother Dairy Fruits and Vegetables Director Saugata Mitra said.

He said Safal has set up a 15 tonne/day

facility to handle organic produce at Mangolpuri in the national capital to ensure a distinguished supply chain as mandated in the regulations.

Mother Dairy said the harvested produce is subjected to stringent testing for 127 pesticidal residues by accredited labs.

In addition, the logistics for organic is duly differentiated at all levels and processing too has been distinguished along with packaging storage and consumer touch-points to ensure compliance with laid norms.

The company is targeting a revenue of Rs 50 crore by 2019-20 and Rs 100 crore in 2020-21, Mitra said.

Going forward, the company plans to further expand Safal Organic range by adding seasonal fruits and vegetables along with honey, rock salt and more varieties of whole spices and pulses.