

## PROJECT CONTRIBUTION TO 2030 AGENDA



## IMPLEMENTATION PARTNERS

### Yogi Tea GmbH

Yogi Tea GmbH markets organic and ayurvedic herb and spice tea blends and has been operating since 1986. The company headquarters are based in Hamburg, Germany where it employs roughly 60 people. The annual turnover for 2020 will be roughly 60 million Euros, the vast majority of which is generated in the EU countries.

### AVT McCormick

AVT McCormick is one of the largest producers and exporters of value-added spice ingredients in India. It is also the biggest exporter of value-added red peppers in India and is working towards becoming the biggest exporter of sustainably grown spices for their other core products viz. turmeric and cumin by 2024/25, besides developing a sustainable supply chain for cardamom.

### GIZ

Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH acts on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) to implement the develoPPP.de Programme. It was set up by BMZ to involve the private sector in areas where business opportunities and development policy initiatives overlap. BMZ offers financial and technical support for companies that want to do business or have already begun operating in India and developing and emerging-market countries. The company is responsible for covering at least half of the overall costs. In the context of develoPPP.de projects, GIZ has been advising and supporting companies operating or intending to operate in developing and emerging countries. This work involves bringing companies into contact with a wide range of political actors at local, regional, national and international levels.

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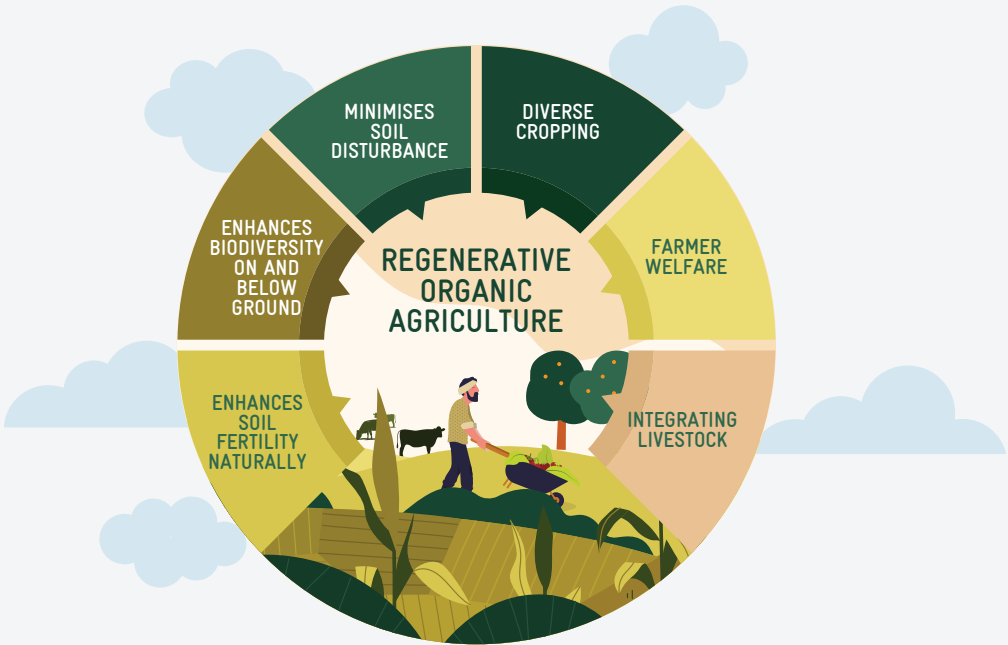
## REGENERATIVE ORGANIC SPICE CULTIVATION IN THE WESTERN GHATS





# WHAT IS REGENERATIVE ORGANIC AGRICULTURE?

Regenerative Organic Agriculture (ROA) is a holistic approach to farming that encourages innovation and enhances existing environmental, social, and economic measures. This system implements agricultural principles and practices which result in increasing soil biodiversity, improving the soil quality, increasing water retention of the soil and enhancing the natural ecosystem. Regenerative organic agriculture supports inclusive practices around farming methods, animal well-being, and fair labour practices which results in healthier produce, healthier planet, and ultimately, healthier communities.



# WHY IS ROA NECESSARY FOR SPICE PRODUCTION?

India is the largest producer, consumer and exporter of spices in the world. A significant share of Indian spices comes from the Western Ghats, one of the world's biodiversity hotspots. This ecosystem has been facing many environmental threats such as biodiversity loss, degradation of ecosystem services, flash floods, increasing crop pests and diseases thus affecting the region's agricultural productivity. As spices are a chief agricultural commodity in this area, such issues may lead to operational risks, for both the producers and businesses. The current agricultural practices are generally unsustainable, whether it is the use of pesticides and fertilizers, irrigation methods, waste management or post-harvest management. Spice production in this region is mostly carried out by small and marginal farming families and their current farming methods offer only a small return on their investments.

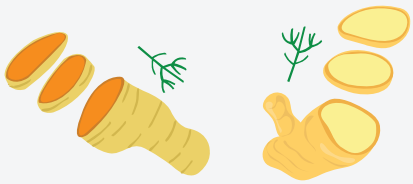
Sustainable spice production by adopting ROA practices offers an opportunity to strengthen the economic resilience of these small and marginal farmers and their families. By adopting ROA practices farmers will get a fair price for good-quality sustainably produced spices, thus making it a more attractive option for smallholder farmers. However, currently, there is little information on the successful implementation of ROA measures for tropical spices.

The pilot project on **REGENERATIVE ORGANIC SPICE CULTIVATION IN WESTERN GHATS** offers a great opportunity to evaluate the efficacy of ROA for ginger and turmeric in direct comparison to organic farming (NPOP certified). The phased approach of the project will allow a data-driven assessment to see if regenerative practices bring measurable increased results for yields, carbon dioxide sequestration, water retention, and soil health over traditional organic agriculture. These findings can be disseminated to other turmeric and ginger farmers in the project area (and beyond) who are seeking to make a transition to ROA, and - with modifications - can also be tried for other tropical spices.



# PROJECT OBJECTIVES

Capacity development of small-scale farmers to produce turmeric and ginger as per ROA practices. The project will evaluate the efficacy and economic benefits of these practices, support, and train small scale farmers and equip them with basic business skills to diversify and, thereby, increase their income



**SPICES:** Ginger and Turmeric  
**PROJECT REGION:** Kerala  
**PROJECT DURATION:** June 2021 - Dec 2023



# PROJECT APPROACH

- Strengthen farmers skills on ROA practices
- Implement ROA measures, especially on soil health, on the farmers' fields.
- Increase trainer's skills on ROA.
- Buy-back arrangements and market access to the farming communities engaged in ROA practices.

# EXPECTED BY THE END OF THE PROJECT

- Training manual on ROA (e.g., farm management, soil health, organic inputs, pest management, biodiversity management.)
- 200 small spice farmers are skilled in ROA.
- 50% of farmers implement at least three ROA measures.
- 200 hectares of agricultural land is converted to ROA.

# WHO WILL BENEFIT?



Spice Farmers



Spice Companies



Consumers

