

INFACT's initiatives

Initiative	Eco-Friend
Summary	Eco-Friend is a marketing initiative of eco-friendly farmers forum, for marketing the products of their farms. The organically grown and processed agricultural products were processed by the farmers and marketed under the brand name "Eco-friend".
Objectives	<ul style="list-style-type: none"> ▪ Sustainable income and food security through the value added products, formation of a food culture based on traditional habits. ▪ Secure market for our own products from the farm through processing are important
Approach	The processed items are purchased through different outlets in Kerala, regular exchange of products among the framers and friends, creation of local marketing systems and sale of farmer friendly products are the main area. There will be training in food processing in different items for the interested. Participation in different food exhibitions in different places will help the farmers.
Important learnings	<p>Positive results:</p> <ul style="list-style-type: none"> ▪ Increased support from the farmers and farm members in the processing and marketing stages. ▪ Generation of supplementary income from own backyards ▪ Created trust from the sale of eco-friendly, natural value added products through its marketing. <p>Negative results:</p> <ul style="list-style-type: none"> ▪ The regular availability of the products for processing and marketing will not be so easy ▪ No apt method for collection and distribution of the products from the farmers ▪ The possibility for damaging the products within a short period due to the lack of preservatives. ▪ Lack of information for marketing the products
Future plans	<ul style="list-style-type: none"> ▪ Promotion of a regular marketing system for the nature value added products ▪ Market creation through exhibitions and stalls ▪ Handbook on organically produced food items
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