

# DEEJAY COCONUT- Supporting Lives & Sustainable Livelihood of farmers

*Under the guidance of Late Prof. Anthony Davis, a UN Expert, Deejay Coconut Farm Pvt. Ltd. was started in Madurai, Tamil Nadu on 80-hectare of land. Today with over 35 years of experience and research in coconut hybridization, Deejay has transformed the lives of over 25000 farmers.*



**David Jonathan Lobo**  
Founder & Chairman Deejay Coconut Farm Pvt Ltd

**D**eejay's farms are located in Madurai, Ambur in Tamil Nadu, Honnavar in Karnataka, Salaulim, Bali, Pirla and Uguem in Goa, Penukonda, Rajahmundry and Vizianagaram in Andhra Pradesh. The Breeding Farms cover an area of approximately 550 acres with about 30,000 Deejay Dwarf Mother Palms. They also have Joint Venture in Mozambique and Malaysia.

- The first commercial hybrid farm of 120 acres was planted to serve as a model organic farm. Deejay is the first to commercially produce Embryo Cultured plantlets and also the first to export Made in India commercial coconut seed nuts and seedlings.
- Deejay, with the computerised data base of 30,000 mother palms has an on-going Continuous Improvement Programme for mother palms.
- Deejay does Pedigreed Breeding of each and every Next-Gen Mother Palm
- Deejay produces the early yielding and highest producing hybrid – The Deejay Sampoorana coconut palm
- Deejay assures the farmer the quality and authenticity of its hybrid by a unique selection process

### Man behind the Deejay Coconut Farm - World's trendsetter in Hybrid Coconut Seedlings

David J Lobo started his first business in 1969 which grew to become the Deejay Group – one of the largest Poultry Farms and Breeding organizations in the Country. He believes, as taught by his father, that there is only one way to do a

task, The Best Way. This meant constant learning and constant improvement. He co-founded the Xavier Institute of Management and Entrepreneurship (XIME) rated among the top twenty Management Colleges in India. He was instrumental in bringing McDonalds Fast Food chain to India, running their food processing factory for almost a decade.

In 1983, he started two organizations – The Bridge Foundation and The Deejay Coconut Farm. The former has become a leader in the NGO space, winning awards for the best run NGO among several countries. The latter has become the most recognized Coconut Breeding Project, acclaimed for its ideal Coconut Hybrid Palm, the Sampoorana Hybrid Coconut Seedling. This hybrid palm is the product of preference in India and other countries too. David Lobo is completely focused on growing and developing Deejay Coconut Farm; he has spoken at several international forums and has signed international joint Ventures for Technical Transfer, as well as the export of seedlings to other countries.

### Awards & Recognition – Deejay Coconut

- Karnataka Felicitation Committee Award 1984
- National Productivity Council of India 1989
- Shiromani Award 1990
- Karnataka Agrotech Award 1994
- Manavashree Award 1995
- MSMEs – Innovation Excellence Awards 2017

### Product Uniqueness – Deejay Sampoorana & Coconut Neera

The Deejay Sampoorana hybrid is the result of more than 25 years of research. It's a general purpose hybrid coconut seedling. It yields very early, flowering from 2 years, conservatively producing 250 mature nuts per palm per year. When seedlings nuts are harvested at 6.5 to 7 months of age, yields can increase by 30%. Thus Sampoorana is the mainstay for the farmer throughout our markets. Nicking and synergistic combining of the genes of both mother & father palm results in superior performance.

Neera is the sap extracted from the spathe of coconut trees. It is a delicious natural, non alcoholic beverage and high in nutritional value. It is sweet, light golden in colour and translucent. Neera is fast becoming a popular drink. It contains acids like ascorbic acid (a form of vitamin C), nicotinic acid (Vitamin B3 and vitamin PP) and riboflavin (vitamin B2). Neera is used as a fresh drink or blended with other fruit juices, eliminating the need for cane sugar. It can also be made into coconut syrup, honey, jaggery and sugar. Unlike refined cane sugar, no chemicals are used in coconut sugar production and it is a far healthier substitute than cane sugar. The coconut sugar demand is growing substantially around the world,

with the US being the largest importer.

**Quality Control in producing the Deejay hybrid**

Deejay focuses on ensuring that only highly productive seedlings leave the Deejay nurseries. Though Deejay follows assisted pollination process with selected father pollen in its breeding activity, it has no control on the insects and the air bringing un-wanted pollen to pollute the breeding process. Deejay ensures that all substandard and doubtful plants are removed from the nursery through scientific selection process that leaves only genuine hybrids going to the farmers. This sometimes means that upto 25% of the seedlings are removed in the nursery.

Deejay is fully aware that the farmer plants a coconut plant only once in his life time and hence needs to make a choice that will help him over the next 60 years. That is why Deejay says, The Good is not Good, when the Best is available.

**Research & technology**

R&D was always an important part of growth and the effort to produce better products or services. About 10 years ago a formal SR&D Team was created. The Search, Research and Development Div has discovered new coconut cultivars in the Andaman and Nicobar Islands and elsewhere, has many new hybrids under trial, and developing new ways of better management of coconut breeding farms and commercial farms, for greater productivity. The SR&D Team has achieved several breakthroughs in coconut palm management practices.

Deejay has a computerized database of 30,000 mother palms. They also have an on-going Continuous Improvement Program (CIP) of Mother Palms. Every year, almost every month, they identify 5% of the poorest producers among the Deejay Dwarf Mother Palms. The computer selects these less productive Dwarfs, on the basis of their average production over a period of 6 years, and they are culled. These are replaced by pedigreed Deejay Dwarf seedlings, of the highest and the best pedigree and productivity.

Deejay farms has won the MSME Innovation Excellence Award in the year 2017 for its successful implementation of embryo culture technology that reproduces coconut plant in the laboratory conditions without the need for using the full coconut. This technology helps in



exporting coconut plants for over long distances.

**Corporate Social Responsibility**

At Deejay Group, (CSR) Corporate Social Responsibility has been one of the primary mission of their business, able to move thousands of poor farmers to middle-class level, changing their quality of lives. They have been encouraging employee engagement and volunteer participation to maximize impact.

**DASF – Deejay Agri Support Foundation**

The small farmer (owning less than 2 acres of land) is the most vulnerable in rural Indian society. The Foundation is continuously trying to find solutions to solve the small farmer crisis and trying to develop an agriculture model to generate a regular sustainable income and liberate them from money lenders. It is their sincere endeavour to provide solutions for the poor, marginalized and small farmers in despair. Until they can reach out to the entire farming community, they will continue to help one farmer at a time.

**Deejay Future Plans & Vision**

Currently Deejay has a strong sales network in Southern India and parts of Goa. Over the next year they will expand this to the entire coastal and tropical belt of the country.

Deejay is also steadily expanding its export footprint to all parts of tropical Asia, Africa and South America, including joint ventures in Malaysia and Mozambique. Similar conversations have started in many other countries.

They have just started a 100 acre Neera production farm in Goa with a capacity of producing 30,000 litres of Neera per day. Finally, extensive work has started on

tissue culture in their R&D centre which will be a game changer for the coconut business. Deejay is venturing into coconut value addition activity with unique products from the coconut which are not available in the market today. 'They are now focusing on producing specific coconut hybrids for higher quantity of tender coconut water or higher oil content'. *"Coconut the new paradigm & rich source of good health & wellness."*

**Virgin Coconut Oil**

- Supports and builds the immune system
- Reduces and negates symptoms of Alzheimer's disease
- Bactericidal, Fungicidal, germicidal and damages or kills 16 viruses (approx.) including HIV and CMV.
- Reduces Heart disease and many others
- Very valuable for Baby foods, cosmetics and hair tonic

**Tender Coconut Water**

- A natural drink and an excellent provider of micro nutrients, vitamins and minerals.
- Replaces lost electrolytes and can displace most artificial drinks having vitamins and mineral and salts
- Absolutely pure and sterile [can be directly used from the coconut for intravenous re-hydration.

**Coconut Sugar**

- Low glycemic index of 35 compared to 60-65 (approx.) of cane sugar
- Ideal for health conscious people

Do visit us at [www.deejayfarm.com](http://www.deejayfarm.com) or mail at [info@deejayfarm.com](mailto:info@deejayfarm.com), Call at 080- 25585405 /3647