

Fee: 5000/-

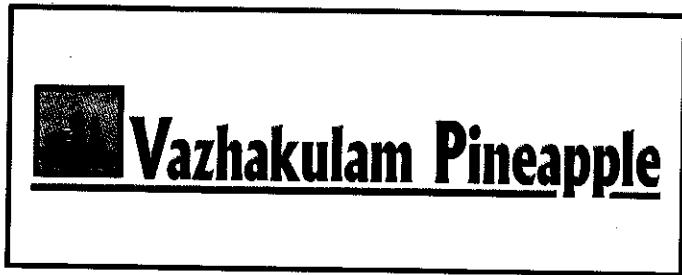
Received Rs. 5000 in cash/
Cheque/ H/MO on 15.10.08
vide entry no. 0356 in the
register of valuables

Cashier

D.O. 15/10/08

THE GEOGRAPHICAL INDICATION OF GOODS (REGISTRATION AND PROTECTION) ACT, 1999
(To be filed in triplicate along with the Statement of Case accompanied by five additional representation of the Geographical Indication)

One representation to be fixed within the space and five others to be send separately

| FORM GI-1A APPLICATION FOR REGISTRATION OF A GEOGRAPHICAL INDICATION IN PART A OF THE REGISTER: SECTION 11(1), RULE 23 (2) | | |
|---|---|---|
| 1. a. | Name of the applicants | 1) Kerala Agricultural University and 2) Pineapple Farmers Association, Vazhakulam. |
| b. | Address | The Kerala Agricultural University, Vellanikkara, KAU Post, Thrissur-680656, Kerala and The President, The Pineapple Farmers Association, Reg. No. ER 95/90, Vazhakulam-686670, Muvattupuzha, Kerala. |
| c. | List of areas of persons/ Producers/ Organizations/ Authorities | PRODUCTION GROUP The Pineapple Farmers Association, Vazhakulam, Muvattupuzha (Any other Association already existing or to be established in future will be eligible to come under the Production group) |
| d. | Type of the Goods | Agricultural – Horticultural product. |
| e. | Specifications | Vazhakulam pineapple locally known as 'Kannara' is a Mauritius variety coming under the species Ananas comosus. The plant is about 85-90 cm height, leaves spiny, gives yield within 12-13 months. The average fruit weight is 1200-1400g. The fruit is having a pleasant aroma, have a slightly conical shape, fruit 'eyes' deeply placed, fruit flesh is crisp and golden yellow in colour, juice is sweet with 14-16° brix and its acidity is 0.50 - 0.70%. The fruit withstand post harvest handling damages and long distance transport. |
| f. | Name of the GI and Log Particulars | <div style="border: 1px solid black; padding: 10px; text-align: center;"><p>Vazhakulam Pineapple</p></div> <p>It is cultivated in about 10000 ha. in the districts of Ernakulam, Kottayam, Pathanamthitta and in the lower elevation areas of Idukki district.</p> |
| g. | Description of the Goods | Pineapple is commercially grown in Vazhakulam area of Ernakulam District for more than 50 years for its excellent fruit for fresh consumption. Planting is done in almost all the months, except during the heavy monsoon days. Hence fruits are available round the year. Vazhakulam is considered as the biggest pineapple market in India from where the fruit is being transported to most of the Indian states and also to Gulf Countries. |
| h. | Geographical Area of Production and Map | Grown in the districts of Ernakulam, Kottayam, Pathanamthitta and the low elevation areas of Idukki district. Map is enclosed. |
| i. | Proof of Origin | Vazhakulam area is ideally suited for the production of the pineapple for table purpose. In the book "Vazhakulam oru charitra veekshanam" (Malayalam) (History of Vazhakulam) published by Sri. O.M.Varghese, Olickal in 1985, it is stated that pineapple is controlling the Vazhakulam market since 1945. The Vazhakulam |

| | | |
|----|----------------------|--|
| | | <p>market started functioning from 2.3.1897, officially. The management practice to maintain the excellent fruit quality of Vazhakulam Pineapple was known to the farmers in this area. Gradually, this variety along with the management practice spread to other district areas having similar soil and climatic factors. Now it is grown in 13000 ha producing 3.25 lakh tons per year in Kerala. More than 80 % of the fruit produced is marketed in other states in India and limited quantity is exported to Gulf countries.</p> |
| j. | Method of Production | <p>Soil and climate Pineapple can be grown in well drained slightly acidic soil. It prefers good sunlight than shaded condition. However it can be grown in well spaced coconut plantations where it gets filtered light. In the initial three years of rubber plantations, the shade is practically nil, hence pineapple can be grown in rubber as an intercrop during its initial three years of life. Places getting summer showers, apart from rainy seasons, and having high humidity are good for pineapple cultivation. If there is irrigation facility, irrigation can be given in summer months.</p> <p>Propagation Pineapple is propagated through suckers.</p> <p>Land preparation and planting Main planting season is April-May and August-September months. However, planting can also be done throughout the year except during the heavy continuous rainy period in June- July, if irrigation facility is available. Ploughing or digging the soil at a depth of 30 cm is done initially. Planting is done in paired rows with a spacing of 45 cm between rows and 30 cm between plants in a row. Spacing between paired rows is 150 cm. The suckers will be graded into small, large etc and uniform suckers are planted separately so as to facilitate uniform management.</p> <p>Manuring At the time of planting, about 500 g of dried cowdung and 20 g of rock phosphate is applied in pits. There after, N and K are applied within 40-50 days of planting @ 2 g each per plant. This dose is repeated two more times at an interval of 50-60 days. The fourth dose is applied 70-80 days after ethephon application for uniform flowering. Urea and Muriate of Potash is used as source of N and K.</p> <p>Weed control Weeds are controlled either by hand weeding or by application of weedicide. If hand weeding is practiced, weeds are removed as and when required. When weedicides are used, the first application is done within 30 days of planting. A solution of Diurone @ 2g per litre of water is prepared and sprayed in moist soil. Care is taken so that weedicides do not fall on the pineapple plant. There after, weeds are controlled in interspaces by spraying Paraquat solution by mixing 4 ml of the formulation in one litre water. Extreme care is taken so that the weedicides do not fall on pineapple. Weeds are controlled within rows by hand weeding.</p> <p>Plant protection Diseases- Heart rot and root rot are the important diseases observed for which drenching of plant base with Mancozeb @ 2 g per litre of water is followed. Pests- Mealy bug is the main pest observed for which drenching of root zone with chlorpyrifos @ 2.5 ml per litre of water is followed.</p> <p>Techniques for uniform flowering For the uniform flowering of pineapple, 25 ppm of ethephon is applied in physiologically mature plant. The plant will attain this growth normally by 7-8 months after planting. The fruits will be</p> |

| | | |
|----|--------------------------------|--|
| | | <p>harvested according to the requirement of the market. Green fruits for distant markets are harvested at the stage of 120-125 days after ethephon application. Ripe fruits for nearby markets will be harvested at 130 days after ethephon application.</p> <p>Ratoon cropping After the first year harvest, earthing up will be done and the crop will be maintained for two more years as a ratoon crop during this period 2 more harvests will be taken.</p> |
| k. | Characteristics and Uniqueness | Vazhakulam pineapple is unique in aroma, flavour and sweetness due to its high sugar content and low acidity. The flesh is golden yellow and crisp. The fruit juice is having 14-16° Brix and its acidity is 0.50 - 0.70%. The plant gives yield within 12-13 months after planting. |
| i. | Inspection Body | <p>Director of Research, Kerala Agricultural University, Vellanikkara-680656</p> <p>President, Pineapple Farmers Association, Vazhakulam-686670.</p> <p>Head, Pineapple Research Station, Vazhakulam-686670</p> |
| m. | Other Informations | |

For Applicants

Adv. Georly Kurian

Place: Thodupuzha
Date: 15/10/2008

List of enclosure

1. Statement of case
2. Five additional representation
3. "Vazhakulam Oru Charithra Veekshnam" (History of Vazhakulam)
4. Map of Ernakulam, Kottayam, Pathanamthitta and the lower elevation areas of Idukki District.