

Business Line

Meet to spread awareness on noni cultivation

Our Bureau

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With a view to increasing the awareness on 'noni' (botanical name *Morinda citrifolia*) fruit, World Noni Research Foundation is organising a two-day symposium on the subject on October 7 and 8 in the city.

Addressing a press conference here on Friday, Prof P.I. Peter, a botanist, said the fruit, native to India, was found to be beneficial to health.

Stating that the size of noni market was \$3 billion, most of it being dominated by the US, he said though known in ayurveda and siddha streams of medicine, the West took up the research in a big way and made strides.

Besides helping the body in stimulating immune system, the fruit could be useful in tackling heart diseases, diabetes and cancer.

At present, noni cultivation is being taken up in 600 acres. "There are plans to increase the cover to 20,000 acres in the next two years. There is also a proposal to encourage farmers to take up noni cultivation. There is a good scope for buyback arrangements with the farmers," the foundation representatives said.

A training facility would be set up near Vijayawada to guide the farmers willing to go for noni cultivation.