ABOUT GI

Geographical Indications (GIs) are associated with the legacy of a product connected with a specific location having unique blend of nature, culture, tradition, and artisan. In India, there are several registered GIs and there are numerous GIs which are not yet registered officially, but are potential registerable GIs.

GI based on classes to Natural Goods, Food Stuff Manufactured Goods, Handicrafts or Agricultural Goods

GI based on uniqueness, weather, and terrain of the place of origin

Legal Protection from unfair usage

Registered by the Authorized community of the GI

GI Sign or symbol indicating Geographical Origin or location

Economic empowerment to Artisans, Producers, and Manufacturers

Social Uplifting and continuing the Legacy of the Nation

700+ registered GIs and numerous unregistered GIs existence in India

Prevents counterfeiting and ensures genuineness of products

Preservation of local Culture, Tradition, and Legacy

VAZHAKKULAM PINEAPPLE

REGISTERED

Vazhakkulam pineapple, popularly known as 'Kannara', is a golden-yellow fruit rich in carotene, vitamins, and minerals. It is a widely cultivated commercial crop. With a cylindrical and oblong shape that tapers at the top, resembling a pinecone, this fruit offers numerous health benefits.

UNIQUENESS

Vazhakkulam pineapple is prized for its exceptional sweetness, vibrant yellow hue, rich aroma, and high Brix value. Its balanced acidity and juiciness make it a consumer favourite. Traditional farming and unique regional conditions contribute to its unmatched flavour, making it a hallmark of agricultural excellence.

RAW MATERIALS

Pineapple slips

Price
Approx.
Rs. 100 onwards

No. of Families Involved
Approx.
800 to 900 weavers

Class of Goods
31

Type of Goods
Agricultural

Proof of Origin
1341 to 1385 AD

Geographical Location
Vazhakulam

METHOD OF PRODUCTION

The production process involves selecting well-drained acidic soil with good sunlight. Pineapple suckers or slips are planted with adequate spacing to ensure proper growth. These are irrigated regularly especially during dry seasons to maintain soil moisture. The pineapples are harvested when they reach full maturity, characterized by their golden-yellow colour, sweetness and rich aroma.

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