

Neera sugar makes waves abroad

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Sugar made of neera, the non-alcoholic sap of coconut tree, is emerging as an attraction in the European markets, according to manufacturers.

“Coconut sugar made of

neera found great demand at the Biofach organic food expo held recently in Germany,” said N U Raam Mohan of Farmmade Foods in Tirupur. “Buyers have compared it with what is available in the market and showed great interest. There is a substantial demand and I am now negotiating the price

with buyers.” Coconut products were one of the main attractions at Biofach, he said.

It takes about six litres of neera to produce one kg of sugar. European consumers prefer neera sugar because they find it a natural product with no chemical process involved in its production. That it

meets the norms for sustainable products also works well in its favour, Mr Mohan said.

“We produce the sugar with technology developed by the Central Plantation Crops Research Institute which reduces contamination to the minimum,” he said.

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