

## Camson Agri-Ventures nominated for the SIAL Middle-east Innovation Award

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The food industry has long acknowledged that change is the only way forward to suit the changing tastes of the consumers in the times to come. Camson Agri-Ventures (CAV) is poised to challenge the age-old conventions and is continuously working on introducing products that have unique attributes at the offering for the consumers, be it on health aspects, taste, appearance and convenience.

Leading international suppliers showcased their products during the SIAL Middle East, Abu Dhabi from November, 2013, which also put a spotlight on 70 of the world's most innovative food & beverage products. Thirty one products were shortlisted at the SIAL Innovation Observatory which included Camson's Button Capsicum-Palar & Black Chilly-Kali. These products were mainly selected against specific food attributes along with the level of innovation involved in developing the product. CAV was the only Indian company to win accolades for its products at SIAL.

Mr Rohit Sareen, head, Camson Agri-Ventures said "Through its farm management and farmer connect advisory model, CAV soon proposes to launch these innovative products for the consumers in India as well as for the international markets. These products have been developed using Camson Bio Technologies proprietary technology platform."

Camson's hybrid "Kali" - grown using Zero Residue Cultivation TM Practices, is disease tolerant & high yielding variety thereby making it commercially viable. The black chilly's outer coating is due to the presence of rare plant carotenoid called anthocyanin, a bioflavonoid. Clinical research indicates that Anthocyanin is a highly beneficial phytochemical that has free

radical scavenging properties.

It also regulates hormonal functioning; boosting Cytokine production (immune function), cell membrane strengthening, anti-inflammatory activities and anti-aging properties. Anthocyanin exhibits anti-inflammatory & anti-aging properties.

The Capsaicin in the chilly attributes to its pungency, which can be adjusted from 15,000 SHU (mild) to 1,00,000 SHU (high) where SHU- Scoville Heat Units. Capsaicin a natural fat burner also exhibits cancer fighting abilities as it negatively affects the protein complex NF-KAPP Beta in cancer cells thus destroying them. It also helps increase metabolism by burning fats.

Research indicates that the product is loaded with natural Phytochemicals that exhibit anti-cancerous, anti-inflammatory & immune boosting properties. Its Fibrous properties also help aid the digestive system.

Its relative small size compared to the traditional Capsicum helps reduce its wastage during the course of its preparation & consumption. Natural phytochemicals present exhibit various health benefits including immune boosting, anti-inflammatory & anti cancerous properties.