



Meghalaya Buckwheat

GLOBAL SHOWCASE 2022

9TH & 10TH SEPTEMBER 2022
IHM CAMPUS, SHILLONG





Meghalaya Buckwheat

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Event Title

"Meghalaya Buckwheat –
Global Showcase 2022 –
"Create, Collaborate, Innovate"

Date of the Event

9th & 10th September

Venue of the Event

Institute of Hotel Management Catering Technology and
Applied Nutrition (IHMCTAN), Mawdiangdiang, Shillong

Organized by

Meghalaya Farmers' (Empowerment) Commission



About the event

Organized by the Meghalaya Farmers' (Empowerment) Commission and starring one of the State's under-utilized and under-appreciated but recently re-discovered superfood of our times, *Fagopyrum esculentum* and *Fagopyrum tataricum*, the **Meghalaya Global Buckwheat Showcase 2022** is a first of its kind B2B celebration and shoutout to the global community about the coming of age of Meghalaya as the most organized go-to destination in the country for all things Buckwheat with focus on networking and business development in order to not only facilitate and induce the widespread cultivation of Buckwheat in the state, but to also provide farmers, food processing entrepreneurs, hospitality captains, the HoReCa, service and export sectors an opportunity to network with, collaborate and interact with producers, industry experts, value chain actors and processors to bring about profitable and innovative changes in the entire buckwheat value chain.



CREATE
COLLABORATE
INNOVATE

Why Buckwheat?

Buckwheat stands out as an earth-friendly, sustainable crop with several benefits to the soil, water, human health and more!

1. A gluten free, fiber rich Superfood and healthy food choice for Type 2 diabetics as it moderates blood sugar levels
2. Buckwheat is a complete protein and nutritionally far superior to wheat and rice with a higher concentration of lysine as compared to cereals. Very important for vegans.
3. Richer in antioxidants and flavonoids like rutin and quercetin which strengthen the blood vessels and reduces inflammation
4. Regular consumption reduces the chances of developing cardiovascular disease, colon and breast cancer.
5. One of the easiest crops to grow with a very short duration of 70 to 90 days
6. Zero requirement of chemical fertilizers and no pesticides / fungicides. Ideal for small and marginal farmers.
7. Minimal tillage requirement. Ideal for no-till cropping systems which is much more farmer and environment friendly through carbon sequestration.
8. One of the best forage crops for honeybees and supports healthy populations of other beneficial insects. Growing buckwheat nearby can deter pests of potato, broccoli, green beans, and other vegetable crops, in part by providing abundant food for female hoverflies.
9. Buckwheat honey has greater antioxidant activity than Manuka honey yet is cheaper than Manuka
10. Buckwheat honey has the same antibacterial effects against the bacteria *Staphylococcus aureus* as Manuka honey and has also been shown to be particularly effective against antibiotic-resistant bacteria.

Objective of the event

To create awareness of the income and business generating potential of the crop amongst farmers and agri-enterprises of Meghalaya and the country by providing a platform for



- Direct interaction of buckwheat farmers with potential buckwheat buyers, processors and end consumers like Restaurants/ Hotels/ Food Processing Companies / Wholesalers/ Traders, etc.
- Promoting Buckwheat as the next potential cash crop for the state of Meghalaya and the North East.
- Creating awareness about the health benefits of Buckwheat and the economic gains that can be realised from production & processing of this crop.
- Networking of primary producers, secondary producers with industry experts and government agencies for expanding the adoption of buckwheat and its by-products.
- Developing linkages between primary producers, secondary producers and wholesale / retail buyers.
- Providing agri-enterprises an opportunity to experience and learn to make value-added products from Buckwheat like Ready to Eat and Ready to Cook Buckwheat Noodles, Buckwheat Flour, Bakery Products, Buckwheat Honey, Buckwheat oil etc.
- To increase awareness among all agriculture stakeholders – Farmers, policy makers and practitioners, Agriculture Students, Officials and Extension Program Facilitators.



Event Features

A 2 Day Event showcasing Buckwheat – the Plant, the Processed Products, the By-Products, Innovative Buckwheat Dishes etc with the participation of Farmers, Food Processors, amateur and professional chefs, members of the Food & Hospitality Industry, Certification Bodies, etc. and other support service providers within the entire buckwheat value chain.

- ▶ Demonstrations by professional Chefs on Buckwheat Products & Buckwheat Dishes
- ▶ Interactions & Workshops with Dieticians & HealthCare Experts on the Health Benefits of Buckwheat
- ▶ Conferences & Seminars with national & international industry experts including Japanese experts on Buckwheat cultivation, processing and Market Potential.
- ▶ Networking Rooms for Participants to meet and interact with Industry Experts, potential buyers, etc.
- ▶ Buckwheat Cooking Competition
- ▶ Technology Exhibit showcasing tech required for cultivation & processing of Buckwheat

Who will be there?

- ▶ Farmers from across the state.
- ▶ An expert with over 30 years of buckwheat cultivation experience in Hokkaido, Japan's largest buckwheat production area
- ▶ Representatives of the Service Industry like bakeries/ restaurants / cafes /hotels
- ▶ Representatives of the Food Processing Industry
- ▶ Industry Experts, Dieticians, Importers, Fast Food chains
- ▶ Amateur and Professional Chefs who will be participating in The Buckwheat Showcase Cooking Competition
- ▶ Potential Buyers / Importers

About the venue and how to get there

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Shillong

The Institute of Hotel Management Shillong is located in the heart of the city's quiet VIP area, amidst the heather covered slopes and unpolluted pine scented environs-an ideal atmosphere for the young to grow. Institute of Hotel Management Catering Technology & Applied Nutrition (IHM Shillong) is a part of IHM Group. It was established in 2001 and received its accreditation from AICTE. The college offers BSc in Hospitality Management, Diploma in Food Production, Bakery and Confectionery and Craftsmanship Course in Food Production.

Direction to the Venue





For more details contact

Meghalaya Farmers' (Empowerment) Commission



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