

PRESS RELEASE



North Garo Hills Farmers Celebrate Landmark Pineapple Shipment to Delhi

Resubelpara, July 6, 2026: In a significant milestone for Meghalaya's horticulture sector, the Dijako Farmer Producer Company Limited on Sunday flagged off its first consignment of 10 metric tonnes of premium-quality pineapples to Delhi. The initiative is being implemented with active market support from the Meghalaya New and Renewable Energy Development Agency (MNREDA) under the Asian Development Bank (ADB)-supported Agri Project.

The flag-off ceremony was attended by over 100 pineapple farmers from North Garo Hills, including a large number of women farmers. The event was flagged off by the Chairman of MNREDA and Kharkutta MLA, Shri Rupert M. Momin.



Addressing the gathering, Shri Rupert M. Momin said that the initiative marks another important step towards strengthening market access for Meghalaya's farmers.

"Earlier, under this initiative, we successfully marketed more than 150 metric tonnes of ginger to premium export markets. Today, we have taken another important step by launching premium pineapple marketing, which will help farmers receive better prices through direct market linkages," he said.

The consignment comprises carefully graded, premium-quality pineapples sourced directly from local farmers. By establishing direct linkages with major wholesale markets, the initiative aims to reduce dependence on intermediaries and ensure better price realization for growers.

Representatives of the Dijako Farmer Producer Company Limited stated that this is the beginning of a larger market linkage programme, with plans to supply significantly higher volumes of premium Meghalaya pineapples to major markets across the country during the harvest season.

The initiative highlights the growing success of collective marketing through Farmer Producer Companies (FPCs) and demonstrates how institutional support under the ADB-assisted project is creating sustainable livelihood opportunities for small and marginal farmers in Meghalaya.



The programme is expected to further strengthen the state's horticulture value chain while enhancing income opportunities for pineapple growers in North Garo Hills.