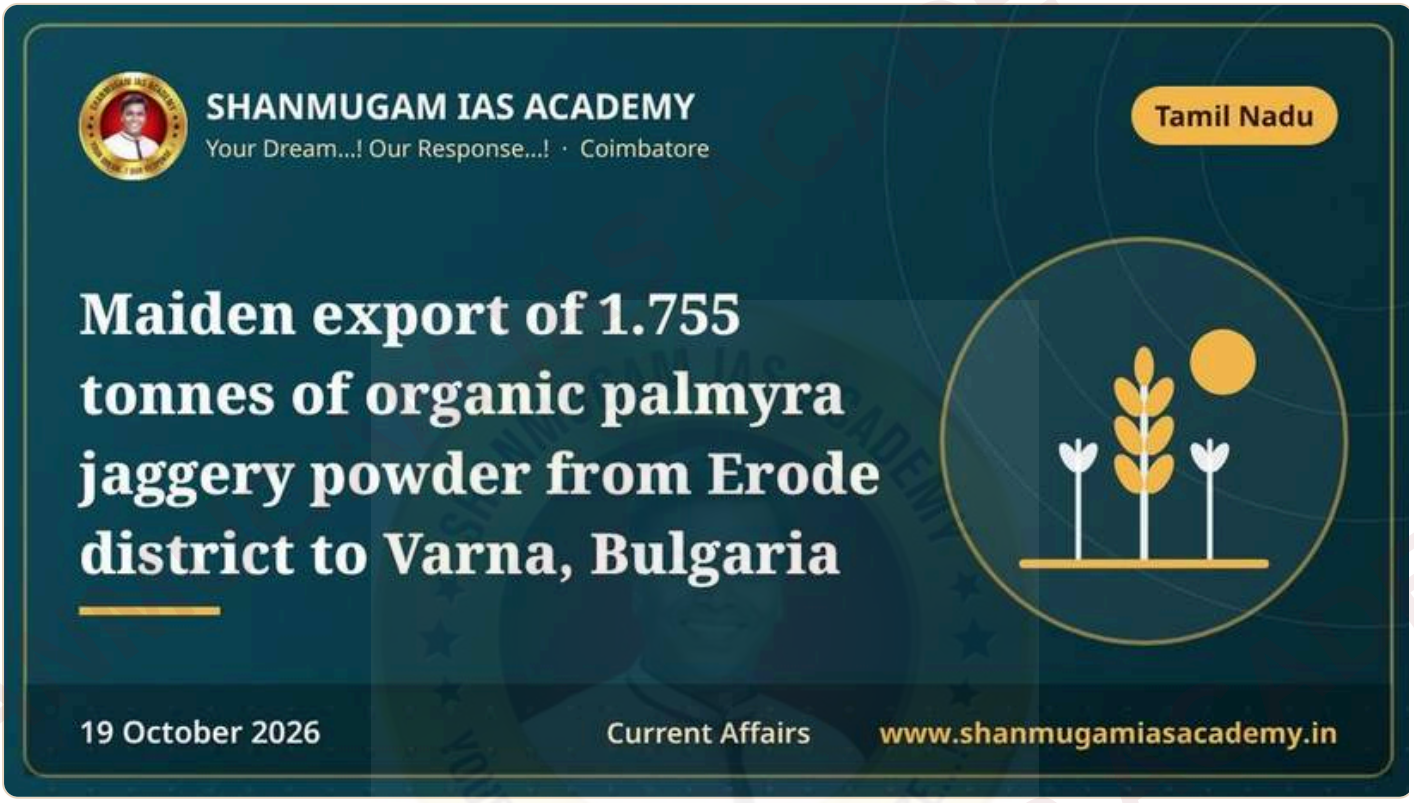
Maiden export of 1.755 tonnes of organic palmyra jaggery powder from Erode district to Varna, Bulgaria

Tamil Nadu · 19 October 2026 · https://www.shanmugamiasacademy.in/current-affairs-english/2026/10/19



News

Facilitated by the Agricultural and Processed Food Products Export Development Authority (APEDA), the maiden consignment of 1.755 MT of certified organic palmyra jaggery powder, made from palmyra blossom nectar, was flagged off on 15 Oct 2026 from Gobichettipalayam, Erode district, to Varna, Bulgaria, to be shipped via Chennai Port. Made and exported by Wellbeing Foods (Erode) with Chetty Exports (Chennai); importer Sow Life Ltd (Bulgaria). It carries India's NPOP and EU organic certification. The organic project covers 137 acres; farmers are expected to get 15–22% higher prices than in the domestic market.

Key facts

Consignment	1.755 MT organic palmyra jaggery powder – maiden export; 15 Oct 2026
Route	Gobichettipalayam (Erode) → Chennai Port → Varna (Bulgaria, Black Sea)
Certification	NPOP (India) + EU organic
APEDA	APEDA Act 1985; functional from 1986; Ministry of Commerce & Industry (Dept of Commerce); implements NPOP
Palmyra	Borassus flabellifer – State tree of Tamil Nadu

Bulgaria	Capital Sofia; adopted the euro on 1 Jan 2026 – 21st eurozone member

Background

- Palmyra (Borassus flabellifer): revered as 'Karpagatharu', it is Tamil Nadu's State tree. Sap tapped from the inflorescence into a lime-coated pot stays unfermented as 'pathaneer' (neera); fermented, it becomes 'kallu' (toddy). Boiling pathaneer gives karupatti (palm jaggery) and panangarkandu (palm candy). The tender fruit's jelly is 'nungu' (ice apple); the sprouting seed gives 'panangkizhangu'.
- Economy: APEDA is a statutory body under the 1985 Act, under the Union Ministry of Commerce & Industry; it promotes exports of scheduled agricultural and processed food products. It implements India's National Programme for Organic Production (NPOP) – standards and accreditation of certification bodies.
- Geography: Bulgaria – a Balkan country in south-east Europe; capital Sofia; the Danube on the north (border with Romania), the Black Sea on the east. Varna is a port city on the Black Sea coast. It joined the EU in 2007 and adopted the euro on 1 Jan 2026.
- Geographical Indication: 'Udangudi Panangarupatti' of Tiruchendur taluk, Thoothukudi district, got a GI tag in 2023 – red sand-dune (theri) soil and dry climate give higher sucrose and long shelf life; no chemical additives. GI Act 1999; registration valid for 10 years, renewable.

Tamil Nadu link: the palmyra is the State tree. In 2021 Tamil Nadu launched the 'Palmyra Development Mission', distributing 76 lakh palm seeds and 1 lakh saplings at 100% subsidy; palmyra research is done at the Government Agricultural College, Killikulam (Thoothukudi district).

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