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Why you should indulge in these all-India homegrown food brands

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mid-day online correspondent

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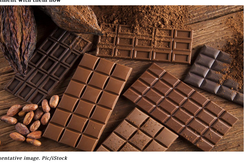
From supporting local communities and producing all-natural indulgences like honey and jam, the homegrown food brand community is buzzing and you may just want to experiment with them now



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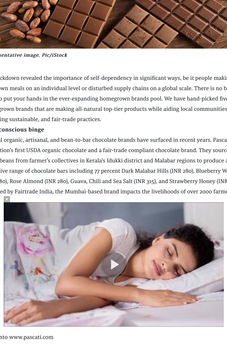
The lockdown revealed the importance of self-dependency in significant ways, be it people making their own meals on an individual level or disturbed supply chains on a global scale. There is no better time to put your hands in the ever-expanding homegrown brands pool. We have hand-picked five homegrown brands that are making all-natural top-tier products while aiding local communities and following sustainable, and fair-trade practices.

Your conscious binge

Several organic, artisanal, and bean-to-bar chocolate brands have surfaced in recent years. Pascati is the nation's first USDA organic chocolate and a fair-trade compliant chocolate brand. They source cacao beans from farmer's collectives in Kerala's Idukki district and Malabar regions to produce an extensive range of chocolate bars including 77 percent Dark Malabar Hills (INR 280), Blueberry Walnut (INR 280), Rose Almond (INR 280), Guava, Chili and Sea Salt (INR 315), and Strawberry Honey (INR 315). Certified by Fairtrade India, the Mumbai based brand impacts the livelihoods of over 2000 farmers.



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Buzzing with sweetness

A hybrid social enterprise that promotes beekeeping in tribal areas of Maharashtra, Madhya Pradesh, and Gujarat, Under the Mango Tree produces natural, organic, single flora honey. With a presence in over 175 villages across 14 districts, the Mumbai-based enterprise is aimed at improving farmer income and agricultural ecosystems. Their impact extends from increased livelihood opportunities, diversification of produce, to improvement in biodiversity. Their organic pure honey comes in several tempting flavours including Tulsi (INR 300), Jamun (INR 295), Litchi (INR 265), and Eucalyptus (INR 265).

Log onto www.utmt.in

Your jam

Based in the quaint village of Bhuira in Himachal Pradesh, Bhuira Jams has been making jams since 1999. The all-women workforce makes all natural, preservative free jams and preserves out of organic fruit that is hand-picked. Over 100 local women take great pride in working at the two jam factories, effectively uplifting their economic status and that of their families. Available across India, Bhuira's range of products includes marmalades, jellies, chutneys, jams, and no-sugar added preserves. The no-sugar-added Strawberry Preserve (INR 249) and Black Cherry Preserve (INR 249) are ideal for the health-conscious.

Log onto www.bhuirajams.com

Spice and everything nice

Mumbai-based Earthon offers a range of organic products like spices and tea blends, to pulses. The brand sources from farmer associations that follow organic techniques to cultivate their farms. They employ fair trade practices and work closely with farmers who convert their farmlands into organic by using natural fertilizer in line with the Vermicast process. Earthon ships worldwide, so you can order some Turmeric Latte (INR 163), or Cinnamon powder (INR 108) from anywhere you want.

Log onto earthonstore.com

Coffee for good

A social enterprise by the NGO Naandi Foundation, Araku Coffee is cultivated in the Araku Valley in Andhra Pradesh. The local coffee is produced by local farmers who work together with agricultural and coffee experts to bring to you 100-percent-certified organic coffee. A pure Arabica, the Araku coffee has a unique taste profile, combining balance, smoothness, and roundness. The four blends offered are Signature (INR 580) with red fruits and dark chocolate, Grand Reserve (INR 650) with floral and fruity undertones, Selection (INR 650) with hints of toffee, and Microclimate (INR 940) with strawberries, grapes, and cocoa.

Log onto www.arakucoffee.com

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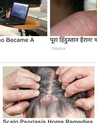
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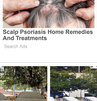
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