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### **JACKFRUIT -GOA'S GLOBAL SUPER FOOD**

GO-a-TRADE, conceptualized by World Trade Center Goa, is a webinar series that showcases different sectors or verticals from Goa that could be potential bestsellers across the Globe. The 4th webinar of the series focused on the Global Potential of Jackfruit which is considered as Goa's Super food Mr. Sairaj G. Dhond, Founder and CEO, Wakao Foods was the key speaker at this event. Throughout his entrepreneurial career, Mr. Dhond focused on understanding consumer behaviour to address this vertical, to create a native product for all with a strong brand that would be able to withstand global competition and be acceptable to the global consumer on being successful. Mr. Dhond was impressed by the One District One Product (ODOP) program of the Government of India and was glad to know that the product chosen for his district was the humble Jackfruit, which though seasonal in nature, grows all across Goa and in many parts of India too. However, he learnt that Jackfruit cultivation was unorganized, and that many a fruit was wasted for lack of a potential market, as well as for lack of good food processing and storage facilities. With the Vegan movement capturing imagination of the minds and lives of many food lovers, Mr. Dhond thought that he should create a native product catering to the vegetarian and the vegan consumers, with a strong brand that can withstand international competition and be acceptable to the global consumer. The Jackfruit pulp ranks ON TRADE JACKFRUIT - Goa's Global Super Food high in fibre content, and could also be recreated to give the vegan consumer an experience of consuming a product that in taste comes close to real meat but is fully vegetarian at heart. Mr. Dhond then mentioned that he tried and tested multiple recipes, finally settling on a few, post which he tests marketed them, ultimately taking them to the consumer. These items include Jack Burger Patty, Teriyaki Jack, Raw Jack, and Butter Jack. On the other hand, the Industrial products portfolio include variants of the Jack Burger Patty and the Raw Jack, which will cater to the requirements of the food Industry that include hotels, restaurants and the works. Of all these products, Mr. Dhond shared that he is very optimistic that the Butter Jack product will soon be a global bestseller, and he foresees that a day may dawn in the near future where it could gain an international cult following, just like the Butter Chicken dish from India currently enjoys. Mr. Dhond further mentioned that he will initially concentrate on expanding his production facilities in India and then judging by the success based on repeat orders that he receives, he will tweak his strategy accordingly to service the Global Markets. He then mentioned that with right product mix, a robust road map and the support of well-meaning organizations such as the World Trade Center, he will be able to expand his global footprint across continents and take the humble Jackfruit from Goa to the international markets and truly make it Goa's Global Super food. Already having presence in large states of India as well as globally in Dubai and a few Scandinavian countries, during the webinar, Wakao Foods received offers to represent his products in Markets such as Qatar and Benin.

The webinar was held on October 13, 2021