

<b>Title of case study</b>	<b>Adapting to climate change by growing medicinal and aromatic plants</b>
<b>Name of organization(s)</b>	<b>Fasiam Agro Farms and Jammu &amp; Kashmir Medicinal &amp; Aromatic Plants (MAP) Growers' Cooperative</b>
<b>Business sector</b>	Agriculture
<b>Region(s) relevant to case study</b>	<input type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
<b>Country(s) relevant to case study</b>	India
<b>Adaptation sector(s) relevant to case study</b>	<input checked="" type="checkbox"/> Business <input checked="" type="checkbox"/> Education and training <input checked="" type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
<b>Adaptation activity</b>	<p>Fasiam Agro Farms, in partnership with Jammu &amp; Kashmir MAP Growers' Cooperative, is leading frustrated farmers in Kashmir, India out of the conundrum of climatic uncertainties, lost crops, debt and poverty and setting examples in feasible farming alternatives.</p> <p>In the Baramulla, Bandipora and Pulwama districts of Kashmir, farmers who traditionally cultivate maize barely squeeze about 110 dollars out of each hectare annually. With rain, temperature, snow and humidity becoming</p>

	<p>increasingly unpredictable, these smallholders, deep in debt from repeated crop failures, are selling their land to developers and abandoning their ancestral profession.</p> <p>The Jammu &amp; Kashmir MAP Growers' Cooperative, formed in 2009, has demonstrated the viability and profitability of lavender, which can be grown on what is locally called "kandi" (semi-barren rainfed farmlands). Lavender can yield USD 4,000 in yearly profit, and has a 20-year lifetime demanding minimal input. It is highly resilient, almost pest-free and cattle have no taste for it.</p> <p>In India, more than 90 percent of medicinal and aromatic plants used in trade continue to be sourced from the wild and two-thirds of these are harvested by destructive methods. The higher reaches of Kashmir's mountains are a treasure house of valuable medicinal plants and the pastoral Pahari and Gujjar herder communities can easily identify them. Traders regularly use the services of these herdsmen for illegal and destructive procurement. Legal cultivation will help avoid such piracy and preserve natural biodiversity.</p> <p>The Cooperative motivates farmers to switch to low-risk, high-value aromatic and medicinal crops that thrive in the Kashmir soil and unpredictable climate, as a strategy for climate change adaptation. The Cooperative has grown from 30 to 300 farmers, who receive planting material and training in the cultivation of aromatic plants, aided by the government.</p>
<p><b>Cost-benefit</b></p>	<p>Small farmer members are able to market and even export their products through the Cooperative and demand fair prices. Collective harvests have been steadily rising since 2009. That year, the Cooperative set up a half-a-million dollar, aromatic oil distillation plant with a grant from the federal government. The unit now gets enough flowers to run through the May-December season.</p> <p>Fasiam Agro Farms has established marketing linkages within India and in Britain, and is now marketing essential oils of lavender, rose and geranium under the brand name 'Pure Aroma'.</p> <p>The switch to medicinal and aromatic crops in the Kashmir region has offered farmers new market opportunities while providing a more reliable source of income in the face of unpredictable climate conditions.</p>

**Case study source(s)**

[IPS: Facing Climate Change with Flower Power](#)

CLICK FOR MORE INFO

