<table>
<thead>
<tr>
<th>Title of case study</th>
<th>Adapting to climate change by growing medicinal and aromatic plants</th>
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<tr>
<td>Name of organization(s)</td>
<td>Fasiam Agro Farms and Jammu &amp; Kashmir Medicinal &amp; Aromatic Plants (MAP) Growers’ Cooperative</td>
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<tr>
<td>Business sector</td>
<td>Agriculture</td>
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<td>Region(s) relevant to case study</td>
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- All regions
- Africa and the Arab States
- Asia and the Pacific
- Caribbean and Central America
- Europe
- Least Developed Countries
- North America
- Polar regions
- Small Island Developing States
- South America |
| Country(s) relevant to case study | India |
| Adaptation sector(s) relevant to case study |  
- Business
- Education and training
- Food security, agriculture, forestry and fisheries
- Human health
- Oceans and coastal areas
- Science, assessment, monitoring and early warning
- Terrestrial ecosystems
- Tourism
- Transport, infrastructure and human settlements
- Water resources
- Other (please specify): |
| Adaptation activity | Fasiam Agro Farms, in partnership with Jammu & 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. 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... |
increasingly unpredictable, these smallholders, deep in debt from repeated crop failures, are selling their land to developers and abandoning their ancestral profession.

The Jammu & 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.

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.

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.

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.

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’.

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.
| Case study source(s) | IPS: Facing Climate Change with Flower Power |

Disclaimer: These business cases have been cited to raise awareness about the engagement of the private sector in climate change adaptation. The information in the business cases has been provided either directly by the organization or obtained from a public source. The UNFCCC secretariat has not verified the information and takes no responsibility for it. Users are therefore advised to verify the information before they take any action relying on the information provided in the business cases.