



Stay fresh with

Harvest Fresh



HARVEST FRESH FARMS IS A PERFECT WEEKEND GETAWAY FOR THOSE WHO WANT TO REDISCOVER THE SIMPLE PLEASURES OF FARM LIFE AND TO HAVE AN EXPERIENCE OF ORGANIC FARMING

| T&F Reporter |

A few months back, a couple of top-notch IT professionals right in their 30s and 40s working in metro cities walked out of their air-conditioned offices only to live in a quiet village with a farmhouse. It was a great news then in Kerala which sends a large number of IT engineers to cities outside the state. What could have led them to do so? The answer is simple- the quest to lead a simple life away from the hustle and bustle of the city and to eat what they cultivate in a natural way. In fact for most professionals, a simple village life is beyond their imagination. But they have the opportunity to take time off from work and experience farmhouse stays at least for a few days before coming back to work refreshed.

A short distance from the wilderness of Thekkady lies a little piece of heaven, a

remote countryside blessed with immense beauty. Nestled in the foothills of the sun-kissed mountains in the Cumbum valley is the serene and pristine Harvest Fresh Farms that makes a mark on the ecotourism map of India.

It is an organic farm where no chemicals or pesticides are used. Fruits and vegetables here are produced using a system combining traditional methods, innovation and science. It sustains quality of the soil, ecosystem and health of people. Harvest Fresh Farms has successfully combined this new cultivation culture with the traditional hospitality of Kerala to create a first-hand experience of organic farming for those who stay in the farmhouse.

Surrounded by the spectacular landscape of the majestic Western Ghats on all three sides and spread across 39 acres of



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land, the farm mainly grows pomegranates along with papaya, guava, mango, passion fruit, rose apple, coconut, tender coconut, jackfruit and an apiary that produces the finest honey.

Kurian Jose, CEO, Harvest Fresh Farms, is very keen to promote sustainable farming practices. "Our farm produces its own fertilizers for our crops.

We also ensure all efforts are taken to minimise the adverse effects of traditional tourism on the environment and to enhance the cultural integrity of the local people," says Kurian Jose.

Strategically located at Lower Camp, a 15-minute drive from Kumily on the busy tourist corridor connecting Trichy and Madurai with Thekkady and

Munnar, Harvest Fresh has its own advantages. Tourists on the way to Thekkady and Munnar stop here for a short break and experience organic farming, local cuisine and other farm-based activities. They would be welcomed by Harvest Fresh with garlands and fresh juice made of hand-picked fruits from the orchard. Bullock cart and tractor rides take tourists to the nearby idyllic village. A sumptuous and delicious spread of authentic Kerala and Tamil cuisine is served when they come back. The food served in the farm is unique as it is prepared using the locally grown produce.

Lately, a group of Canadian tourists on the way to Thekkady stopped by Harvest Fresh Farms to have an experience of farm tour. During their guided tour here, they were introduced to the process of composting and how crops are grown organically. They also discovered Herbal Garden where traditional medicinal plants are nurtured.

Their trip concluded with feeding geese and hens and visiting the local breed of cows and calves.

Jacques Pierre, the group leader, was delighted at seeing organic farming take root in India. "A true feast for all your senses, the fresh local food was delicious and the staff was very hospitable. It is a great way to spend the day with family and friends, far from the busy everyday life," Jacques Pierre said.

Cycling down to visit the local farmers' market and trekking to a nearby waterfall are among the activities to fill your day or just relax and soak in the serenity of the valley. For those who want to spend a tranquil night, there are three cottages equipped with all modern amenities.

Harvest Fresh Farms has received its Organic Certification from INDOCERT, which is an internationally recognised certification body established in India. ■

www.harvestfresh.in