have a host of different and sought after value propositions - for their colour, value, medicinal and curative attributives, skin care and other cosmetic properties, nutraceutical and health supplement, potential and for perfumery, fragrance and flavour. The possibilities are immenses and amazing. Exotic spices may replace the ruling king and queen spices.

Those who fail to invent the consumer will find the floor slippery and will fade out. Those who swiftly strikes responsive chord with the new breed of discerning and demanding consumer and offers products matching his complex needs will discover that he is rewarded handsomely in the global market place. The new customer will seek products of global standards, as he has option to source his requirements from anywhere in the world through Internet. The need to globally competitive is the need for the hour.

Technology will ensure that the finished products do have the required tangible and intangible characteristics, making the entire procurement decisions of companies, truly global based on cost alone, for the required quality. Free flow of capital, technology and goods/services across the countries is becoming a reality and we have to face the heat of global competition, as protective walls around us have collapsed. The years to come will face universalization of products, forcing the producer to adopt technology and quality of global standards. In this dispensation, consumer will generously support those products, which deliver real value. Hence by adopting production management, adoption of value added products and the re-invention of consumers are properly chalked out, the market of spice for tomorrow is ours.
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252