

## Transcript of Amaranth: Cultivating Culture Video

Happy Diwali to all of you.

For one Friday, to all any live festival is good

we do a consumer survey basically demand for the supply and demand supply and demand and what the consumers want. And then we specifically list all different kinds of vegetables. And it turns out, amaranth is one of the among the top.

This is the food of the gods. But no, this

is consumed not only by Indians, by the Mexicans, by the Puerto Ricans by the Chinese, from Africa, so many, many countries, traditionally, countries civilization, older, civilized, they know the value. They're very nutritious. My father is to grow them on the farm. And

what is special about our Mirantis Namrata is consumed by many ethnicities, you name it, practically

all African nations have their different versions of the aman rockcrusher

is working on these ethnic vegetables for more than 20 years. And we are looking to help small farmers,

one of the businesses of Rajasthan is to respond to the need of the people. And in

agriculture, we have to respond to people want to eat and focus now is to look at how do

we develop the best Amara. So we are very happy with coming up with some very beautiful report on what these ethnic crops are.

Each plant is kind of grown for different cultural preferences, and each community really has their own preference for leaf shape, coloring, tastes and overall use of the plant is a very popular

that especially the Indians love it. Africans prefer the one that is completely great. I

think it's the culture in Africa anything great. They don't want if that's how wretched slavery, they don't want to eat it. They

look at it as more of an ornamental plants. They call it flower.

And they talk about the Indian community. They do like colors. So red amaranth is more preferred than the green in India.

We're also selecting for nutritional capacity antioxidants, essential minerals like iron, magnesium, zinc, calcium.

The samples that she has got from the greenhouse, we're just extracting the solution so that we can get just the nutrition that comes out of the leaves are separating it from the actual meat itself. I'm taking out 100 milligrams of the sample, we'll be able to look at the nutritional analysis and antioxidants. So we're looking at iron and beta carotene. All this liquid has the nutrients that we're looking for total chlorophyll. Chlorophyll, just like antioxidants has health properties.

So three samples from the exact same seed set all harvested two weeks after planting the seeds. So you can see from the lighting alone how much chlorophyll was produced.

Emirates has a high potential for being farmed in the future because of climate change.

The past few years we've seen higher average trends and temperature it's just getting hotter out it's really important to find plants that can grow and survive in these really hot summer conditions. Amaranth really loves the heat and it doesn't require a lot of water. So thinking globally, these amaranth plants are really going to thrive whereas other leafy greens won't