Tirur Vettila

Recently Kerala's ***tirur vettila*** has obtained **Geographical Indication tag.**

- Tirur Vettila is a type of betel leaf which is grown in Tirur and nearby areas of Malappuram district of Kerala.
- Tirur Vettila is unique for its significantly high content of total chlorophyll and protein in fresh leaves.
- Tirur vettila possess some special biochemical characters like unique flavour and aroma.
    - **Eugenol** is the major essential oil in Tirur betel leaf contributing to its pungency.
- The leaves are nutritive and contain **anticarcinogens,** showing future opportunities in anticancer drugs
- Betel vine was reported to have **immunosuppressive activity** and **antimicrobial property**
- The **Intellectual property rights (IPR) Cell of Kerala Agricultural University** has received **National IP Award, 2019 of Government of India** its efforts in the facilitation of **GI Registration.**

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Other GI Products from Kerala

Kaipad rice, Pokkali rice, Wayanad Jeerakasala rice, Wayanad Gandhakasala rice, Vazhakulam pineapple, Marayoor jaggery, Central Travancore jaggery and Chengalikodan nendran.

Source: The Hindu

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