



APRIL-JUNE 2011



APEX Update

SHOWCASING INDIAN AGRI EXPORTS



Country of the Year 2012

page 7

**APEDA Official
Elected Codex Chief**

page 19

**Taaza Mango from India
Touching New Shores**

Contents

APEX Update | APRIL-JUNE 2011



Progressing Ahead	3
India, Proudly Organic	4
APEDA Official Elected Codex Chief	7
United States – A Symbol of Promise	8
Karnataka – A Majestic Grandeur	12
Media Bulletin	16
Updates	18
Past Events	25
Event List 2011-12	27
For Your Information	28





Progressing Ahead

The overwhelming export figures achieved by APEDA for the year 2010-11 has certainly reinforced its endeavour to provide market access for Indian products.

Asit Tripathy | Chairman, APEDA

THE EXPORT figures for the year 2010-11 have come out and it brings cheers! The growth in the export of APEDA-monitored products is 21 per cent in USD and 16 per cent in Rupee terms. Following the not so encouraging results in FY 2009-10, this certainly is an encouraging development. The items which have done exceedingly well have been bovine meat, maize, guar gum and groundnuts. Our single biggest product, i.e., Basmati rice has gained in quantity but there has been a dip in the realisation. This drives the message that we need to diversify our markets into newer areas in and unconventional markets like Italy, Spain, Germany in Europe, Mexico in Latin America as well as increase our share in USA, the world's biggest market.

APEX Update has been applauded in most quarters because of its colourful get up and extensive coverage. You will again find a comprehensive overview of our three months activities in the present issue. The highlights, of course, were the signing of the MoU with Biofach, Nuremberg for India to be the Country of the Year 2012; successful visit of Department-related Standing Committee of Commerce in the Parliament in the states like Karnataka, Maharashtra, Punjab, Haryana and Himachal Pradesh, which was organised by APEDA.

The opening up of the Australian market for Indian mango is one more feather in the cap of APEDA and a step forward in our endeavour to provide market access for Indian products ■



India, Proudly Organic

India will feature as the “Country of the Year” in BioFach 2012

Raising a toast to the country's endeavour, BioFach, the premier organic trade fair in the world, has invited India as the 'Country of the Year for 2012'.



THE WORLD is steadily moving towards the realm of organic products. Devoid of any chemicals, organic products give us a brilliant alternative to make the world green and clean. India, a primarily agrarian country, has adopted the nuances of organic farming to cater to the needs of the evolving market. Both consumers and farmers are now gradually shifting back to organic farming. India is steadily moving up the ladder for world economic leadership. This climb towards the pinnacle is well supported by the organic sector of India.

The advantages of organic farming have also convinced the governments of many federal states, which have invested in the promotion and development of organic agriculture for over the last decade. Demonstration programmes are organised for the farmers by the extension services. This initiative has been taken by the Government through service providers under the Ministry of Agriculture (MoA) Agricultural However research, technology validation and standardisation remain in progress.

Some states in India, such as Uttarakhand and Sikkim, are aiming to transform their mode of agriculture organic by 2015. This transformation is already active government programmes covering training, an investment-friendly policy and the provision of marketing instruments.

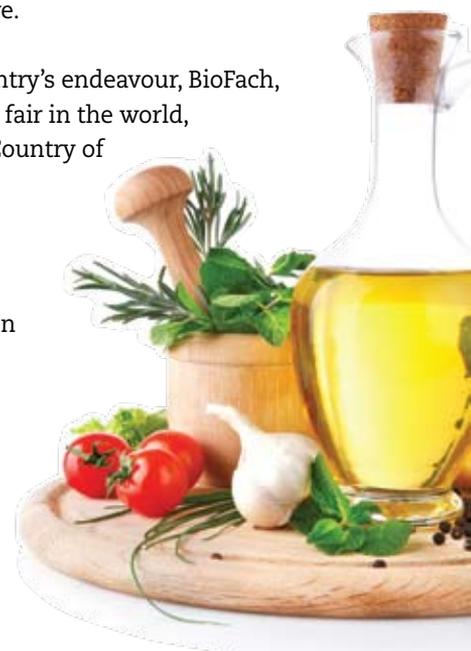
To accelerate the developmental activities, APEDA took the initiative to introduce a diploma course in organic farming at the college level. This course is imparted since

2008 through Distance learning by IGNOU. This initiative of APEDA is creating significant entrepreneurs and job opportunities in this sector specially in maintaining ICS, certification and capacity building.

The rationale behind the credible systematic development and performance of the organic sector in India during the last five years is the combined effort of Government interventions, Ministry of Agriculture (MoA) and Ministry of Commerce (MoC), NGOs, farmers and market forces, which has made the Indian organic movement reach a stage where it can swiftly move to occupy a prominent place in Indian agriculture.

Raising a toast to the country's endeavour, BioFach, the premier organic trade fair in the world, has invited India as the 'Country of the Year for 2012'.

BioFach Germany is the largest International Organic Trade fair wherein all organic stakeholders (producers, processors, handlers, exporters, importers, certification bodies, government representatives, consultants etc.) all over the world participate





every year. This fair provides an excellent platform to exhibitors to showcase their range of organic products to the participating visitors from all over the world and opportunity to all the other stakeholders to exchange information relating to the recent developments, tie-ups ect. The fair presents an entire range of organic products namely processed food, fruits & vegetables, spice, dairy products, beverages, apart from garments and cosmetics. APEDA has been participating since 2001 to promote organic products for export .

The participation has been always been a huge success and India's presence has been felt in BioFach. The exports of Indian organic products has enhance with a growth rate of 36 per cent. Last year 2,744 exhibitors and around 4,677 from all over the world participated.

Biofach, organisers, Messe GmbH have invited India to be the country of the year in BioFach 2012.

Asit Tripathy, Chairman, APEDA on behalf of the Indian Government and Mr Claus Rättich, Member of Management Board, NürembergMesse, (BioFach organisers) have signed the contract for India as Country of the Year 2012 in Febuary during BioFach this year.

During the signing ceremony, Mr Claus Rättich said, "India is going to be the centre of attention at the fair. Not only is it going to be a good business opportunity for suppliers, the trade fair will also showcase Indian culture, food and textiles".

India's appearance as Country of the Year at BioFach 2012 highlights and enhances the importance of Indian organic produce to the entire world.

Asit Tripathy opined "We have now been part of the BioFach family in Nürnberg for more than ten years and present our Indian products to the international market. So we are now really delighted that we can play an even more active part as Country of the Year in 2012. We feel very honoured."

India's appearance as Country of the Year at BioFach 2012 highlights and enhances the importance of Indian organic produce to the entire world. The common interest of all players is to develop trade in organic products and expand the domestic organic market in India. The rapid expansion of the future-orientated organic sector is strongly supported by the Indian Government.

Preparations for the grand appearance of the Indian organic market at the next edition of the BioFach and Vivanness duo have been in progress since the contract was signed.

The visions of organic stakeholders in India are exceptional. Their aim is to increase domestic sales to an amount equivalent to USD 330 million and export sales to over USD 550 million by 2012. They have already earned some USD 157 million in 2011.

To achieve the targets, an organic trade association was set up in December 2010. The Indian Ministry of Commerce and Industry, organic companies and a delegation of the US Organic Trade Association (OTA) have jointly launched the Organic Trade Association of India, whose aim is to boost organic marketing with political support.

This honour would surely propel India's organic product proposition to the entire world. It would provide the perfect platform for the Indian organic product conglomerates to showcase their diverse portfolio to the crowd at BioFach ■

APEDA Official Elected Codex Chief

SANJAY DAVE, Director of APEDA has been elected as the Chairman of Codex Alimentarius Commission (CAC), a UN body for food safety standards. It is for the first time in the history of CAC, that an Indian official has been elected at such a coveted post. The elections were held at Geneva on July 5. CAC is an international inter-governmental body set up jointly by FAO and WHO to frame international food standards for protecting health of consumers around the globe and ensuring fair practices in food trade.

Mr Dave, while voicing his future strategies said his priorities would be to ensure continuity of the leadership role for Codex and setting sound standards based on science through consensus between the member countries. He added that since the Codex standards are taken as reference standards in the framework of WTO, it is important to maximise the role of developing countries in the Codex standardisation process, for greater market access in agricultural products. He also hoped that countries would work towards harmonisation of their food standards with Codex to facilitate trade.

He said that private standards are becoming a major trade barrier for the developing countries, thus, encouraging the private standard setting bodies work closely with Codex, while it assumes importance to FAO and WHO regularly



conduct a number of capacity building programmes, particularly in food safety areas and the developing countries including India need to take maximum advantage to enhance their market access efforts ■





United States – A Symbol of Promise

A journey into the
land of opportunities

AMERICA IS a land of dazzling cities, towering coast redwoods, alpine lakes, rolling vineyards, chiselled peaks, barren deserts and a dramatic coastline of unrivalled beauty. The country is studded with natural and cultural wonders, from the wildly multihued tapestry of urban streets to the mountains, plains and forests that cover vast swaths of the continent. America is the birthplace of LA, Las Vegas, Chicago, Miami, Boston and New York City – each a brimming metropolis whose name alone conjures a million different notions of culture, cuisine and entertainment.

When we look more closely, we find the American quilt unfurls in all its surprising variety: the eclectic music scene of Austin, the easygoing charms of pre-war Savannah, the eco-consciousness of free-spirited Portland, the magnificent waterfront of San Francisco, and the captivating old quarters of New Orleans, still rising up from its waterlogged ashes.

This is a country of road trips and great open skies, where four million miles of highways lead past red-rock deserts, below towering mountain peaks, and across fertile wheat fields that roll-off towards the horizon.

A glimpse at the history

The United States is the world's foremost economic and military power, with global interests and an unmatched global reach. In 1492, Christopher Columbus arrived in North America. Following early explorations by Portugal

The US has the largest and most technologically powerful economy in the world, with a per capita GDP of USD 47,200. In this market-oriented economy, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace

and Spain, England established a colony at Jamestown, Virginia in 1607. 13 British colonies waged a war of independence against England from 1775 to 1783, when the new nation of the United States of America was recognised by the Treaty of Paris. During the 19th and 20th centuries, 37 new states were added to the original 13 as the nation expanded across the North American continent and acquired a number of overseas possessions. The constitution, drafted in 1787, established a federal system with division of powers which have remained unchanged in form since its inception. The two most traumatic experiences in the nation's history were the Civil War (1861-65), in which a northern Union of states defeated a secessionist Confederacy of 11 southern slave states, and the Great Depression of the 1930s, an economic downturn during which about a quarter of the labour force lost their jobs. The real recovery came only during World War II that stimulated the nation's industry and the economy in general. The United States today remains the world's most powerful country. Its economy is the largest and most technologically advanced in the world. The country has the highest level of output in the world, with its gross domestic product accounting for close to a quarter of the world total.

Economy

The US has the largest and most technologically powerful economy in the world, with a per capita GDP of USD 47,200. In this market-oriented economy, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. Since 1975, practically all the gains in household income have gone to the top 20 per cent of the households. The war in March-April 2003 between a US-led coalition and Iraq, and the subsequent occupation of Iraq, required major shifts in national resources to the military. Soaring oil prices between 2005 and the first half of 2008 threatened inflation and unemployment, as higher gasoline prices ate into the consumers' budgets. Imported oil accounts for about 60 per cent of US consumption.



Long-term problems include inadequate investment in economic infrastructure, rapidly rising medical and pension costs of an aging population, sizeable trade and budget deficits, and stagnation of family income in the lower economic groups. The merchandise trade deficit reached a record USD 840 billion in 2008 before shrinking to USD 506 billion in 2009, and ramping back up to USD 630 billion in 2010. The global economic downturn, the sub-prime mortgage crisis, investment bank failures, falling home prices, and tight credit pushed the United States into a recession by mid-2008. GDP contracted until the third quarter of 2009, making this the deepest and the longest downturn since the Great Depression. To help stabilise financial markets, the US Congress established a USD 700 billion Troubled Asset Relief Programme (TARP) in October 2008. The government used some of these funds to purchase equity in US banks and other industrial corporations, much of which had been returned to the government by early 2011.



Agriculture

From the nation's earliest days, farming has held a crucial place in the American economy and culture. Early in the nation's life, farmers were seen as exemplifying economic virtues such as hard work, initiative, and self-sufficiency. American farmers owe their ability to produce large yields to a number of factors. The American Midwest has some of the richest soils in the world. Rainfall is modest to abundant over most areas of the country; rivers and underground water permit extensive irrigation where it is not. Large capital investments and increasing use of highly trained labour also have contributed to the success of American agriculture.

The first two decades of the 20th century turned out to be the golden age of American agriculture. Farm prices were high as demand for goods increased and land values rose. Technical advances continued to improve productivity. The good years of the early 20th century ended with falling prices following World War I. By the end of World War II, the farm economy faced the challenge of overproduction. Technological advances, such as the introduction of gasoline & electric-powered machinery and the widespread use of pesticides & chemical fertilisers meant production per hectare was higher than ever. Today, we see a highly diverse set of farms responding with alacrity to apply unique technological possibilities to a new array of increasingly well-articulated consumer demands in a globalised food system. The role of the government will also continue to change, particularly as it relates to trade, farm policy, infrastructure demands, conservation and the environment, rural communities, nutrition and food assistance.

American agriculture has bloomed to become 'agribusiness'. Agribusiness includes a variety of farm businesses and structures, from small, one-family

corporations to huge conglomerates or multinational firms that own large tracts of land or produce goods and materials used by farmers. Sometimes owned by absentee stockholders, these corporate farms use more machinery and far fewer farm hands. In 1940, there were six million farms averaging 67 hectares each. By the late 1990s, there were only about 2.2 million farms averaging 190 hectares in size. During roughly this same period, farm employment declined dramatically – from 12.5 million in 1930 to 1.2 million in the 1990s. While production doubled over the last 50 years, farm numbers dropped by more than two-thirds. Today, about 150,000 American farmers produce most of our food and fibre. While among the world's most competitive farms, these operations make up just one segment of the US agriculture. USDA counts another two million farmers who meet the criterion of selling at least USD 1,000 worth of products annually, many of whom have other occupations but enjoy rural lifestyle.

India's trade with USA

India's agri product export to USA was ₹ 5,241 crore in the year 2009-10. Out of the total agri exports from the country, APEDA products had a share of 33 per cent. The major agri products exported from India are guar gum,

The first two decades of the 20th century turned out to be the golden age of American agriculture. Farm prices were high as demand for goods increased and land values rose. Technical advances continued to improve productivity.



cereal preparations, mango pulp, Basmati rice, dried and preserved vegetables, natural honey and other processed fruits and vegetables. US has recognised the NPOP conformity assessment system and as a result of which the certificate issued by Indian certification bodies as per US the NOP standards are accepted in EU". India has also achieved good success in the export of organic products to the US. APEDA through its rigorous efforts got the market access of mangoes to USA in the year 2007. It has been regularly participating in one of the most important trade fairs, 'Summer fancy food show' since the last several years, which has really helped the country in establishing the brand image of Indian food products ■

India's exports to USA

Sr No.	Product	Qty. (2009-10)	Value (2009-10)
1	Guargum	71,922.86	46,844.53
2	Other Processed Fruits and Vegetables	73,116.34	31,648.35
3	Cereal Preparations	26,878.70	18,150.27
4	Basmati Rice	25,922.13	15,349.93
6	Natural Honey	9,067.86	9,715.03
7	Dried and Preserved Vegetables	26,467.36	9,061.75
8	Floriculture	5,871.14	5,305.56
9	Mango Pulp	4,467.05	2,842.30
10	Non-Basmati Rice	4,957.23	1,837.23

Source: DGCIS Annual Export



Karnataka – A Majestic Grandeur

Unfurling a rich blend of nature, culture and prosperity

Glorious testament

LOFTY MOUNTAIN ranges, dominating monuments, verdant forests with a wide variety of flora and fauna, hills, waterfalls, beaches, confluence of varied cultures and people, reverberation of the Carnatic music to which *Kuchipudi* dancers sway, aromatic sandalwood soaps and incense sticks, exotic teak and rosewood embellished carvings and furniture, rich gold mines, backward villages trudging with eGovernance on the path to modernity – Karnataka is all this and more.

Known as Mysore prior to November 1, 1973, Karnataka was given its new name, springing from karu and nadu, meaning 'elevated land'. It is associated with *Ram*, and the *Pandavas*. Archaeological evidence from pre-historic times link civilisation in Karnataka to that of Africa. *Kannadigas* remember the brave Tipu Sultan to this day.

Ashoka's rock edicts testify the rule of the Mauryas. Chandragupta Maurya embraced Jainism in Karnataka the result of which has been the presence of many stunning Jain temples in the region. Great dynasties such as the Chalukyas, Hoysalas, the Vijaynagar rulers, and the Sultans of Bijapur, ruled here for centuries.

The state is dotted with grand palaces and forts made by the innumerable kings who ruled it. Karnataka's beautifully painted and sculptured temples are a visual treat. There are gardens galore, with one of the most beautiful gardens of the country, the Brindavan Gardens of Mysore, which are illuminated every evening, their multi-coloured lights throbbing to a musical score.



Ethnic, scenic, rich and diverse

The state, with its 'garden city' of Bengaluru that has many rose gardens, has pleasant weather all through the year. Karnataka is the largest producer of coffee, raw silk and satin silk, and sandalwood in the country. Cottage industries and horticulture add impressively to the state's revenues. It commands almost three-fourths of the entire floriculture industry in India.

Endowed with scenic beauty, surrounded by the imposing Western Ghats, the state has plenty of valuable timber, the expensive teak and rosewood, growing in the evergreen forests of the lush Ghat regions. With many rivers flowing through it, Karnataka has seven river basins.



Mysore, the cultural capital of Karnataka, boasts of majestic palaces, impressive temples, lakes, waterfalls, and forested areas. Chamundi Hills' Chamundeshwari Temple and St. Philomena's Church attract many. The famous Bandipur and Mudumalai National Parks lie to the south of the city. These are sanctuaries for *chital* spotted deer, *sambar* deer, *gaurs* (*Bos gaurus*), elephants, jackals, Bengal tigers, Indian leopards and other threatened species. Nagarhole National Park is another place that wildlife enthusiasts make a beeline for.

Belgaum, 'the rain country', nestled snugly in the Ghat area; Raichur, with two major rivers flowing through it, is replete with history represented by its many temples and mosques; Bidar, with its religious significance for the Sikhs, large forests, wildlife, network of nurseries; Chikmagalur, rich with dense forests, trees, medicinal herbs and wildlife; scenically beautiful Hassan; Coorg (Kodagu), a botanists' paradise, a riot of colours with its deep red to dark brown trees, surrounded by mountains, streams, valleys and ravines; Shimoga, crafted by nature, with hills, dales and waterfalls, full of wildlife and bird sanctuaries; South Karnataka, with the Ghats on one side and the Arabian Sea on the other, with its hills, beaches, parks and temples; entice both domestic and foreign tourists round the year.

Karnataka is renowned for its Kolar and Raichur gold fields yielding about 3,000 kg of gold, which accounts for almost 84 per cent of the country's annual produce. Rich deposits of iron ore, manganese, asbestos, bauxite, chromite, dolomite, kaolin, limestone, ochre, quartz, silica sand, and ornamental granites of various hues are abound here. It's the sole producer within the country of felsite, moulding sand, and fuchsite quartzite.

Bengaluru, the state's capital, is India's silicon valley. Being a pioneer in IT technology, it is famed for its IT hub with most global IT companies having a base within the city. The state has been propelled into the bandwagon of the country's leading economic players because of the regional foray into software, biotechnology and electronics, besides other commercial industries. Bengaluru alone is responsible for about 38 per cent of India's annual exports, with projected exports of nearly USD 20 billion in 2010.

Karnataka's pride

It is one of the five most industrialised states of the country. There has been large scale foreign direct investments in various cities across the state, but primarily in Bengaluru, Mysore, Mangalore, Hampi and Hubly. The state's major industries are automobiles, agro food processing, apparels, biotechnology, cottage and handicrafts, electronics and telecommunications, besides stone-cutting, carpentry, leather craft, bee-keeping, sandalwood and rosewood carving, soap and detergent making, paper mills, palm oil industries, *agarbatti* (incense sticks) making, blacksmiths, and manufacture of beverages. Many teak, sandalwood and rosewood articles crafted here by skilled artisans, as well as aromatic soaps, coffee, food crops, chocolates and cocoa butter find their way to foreign lands.

Ivory and stone carving, doll making, pottery, sandalwood craft (incense sticks and wooden carved objects), and objects of metal-ware are made here. Various leather items, such as delicate leather puppets, and the famed Mysore paintings are much sought after.

Multi-faceted agriculture

Agriculture is the chief occupation of almost 71 per cent *Kannadigas*, according to the state government website, which firmly believes in eGovernance. Cotton is grown in abundance in the state, which also happens to produce almost 59 per cent of the total coffee in the country. Karnataka is also a major producer of *ragi*, the small millet, and the fifth producer of oilseeds in India. Rice and fruit orchards grow in the state's coastal areas.





Location and need-based programmes to encourage organic farming, soil and water conservation, coffee husk compost, vermin composting, areca nut compost, mushroom and vanilla cultivation, post harvest technology of vegetables and fruits, apiculture, sericulture, animal science, integrated pest and disease management, and forestry are being pursued.

Fish farming is being encouraged, with loans being advanced to central fish farmers and fisheries co-operative societies for fish seed production and marketing. Animal husbandry has become a secondary means of earning livelihood for farmers through selling meat, milk, wool and eggs obtained from domesticated animals and poultry. The State Forest Department trains farmers in various aspects of dairy farming, sheep rearing, poultry, piggery, and feeding practices. Numerous socio-economic schemes to encourage livestock production, support drought-prone areas, and tribals have been put in motion. Various subsidies and loans are extended to the farmers, with special financial assistance being reserved for women's self help groups.

Sericulture has seen great improvement. To increase production of Bivoltine seed cocoons, good quality mulberry leaves have been provided to farmers. Horticulture is another sphere in which farmers are being given various subsidies and training.

Besides teak, 193 medicinal plants, including some rare ones, are found in the forests around Bidar. Lakhs of seedlings are planted each year in the 12 departmental nurseries here. Compost pits have been built to use the

highly fertile compost from these nurseries. The Forest Department has adopted many villages, and encourages villagers to grow crops by providing them with seedlings of their choice. Walnuts, mangoes, *neem*, drumsticks, and lemons grow in the farmers' backyards, while teak, bamboo, eucalyptus, and tamarind are being grown in the fields.

Chikmagalur is said to be the home of the Indian coffee. An experimental coffee farm was turned into the Central Coffee Research Institute, the premier research institute of its kind in South East Asia. 12 kinds of Arabica coffee and three types of Robusta coffee have been cultivated here.

A research-cum-training centre on modern techniques of bee keeping is in place in Bhagamandala. The Campco Chocolate factory in the district is considered to be the biggest one of its kind in Asia, producing varieties of chocolates, including the Nestle brand of chocolates and cocoa butter.

Karnataka grows a wide variety of crops. Rice, paddy, *ragi*, *jowar*, *bajra*, maize, wheat, other minor millets are grown here, besides grams, pulses (*tur*, horsegram, black gram, green gram, and cowpea), green leafy vegetables, tomatoes, onions, brinjal, gourd, gherkins, chillies, tamarind and coriander. Fruits such as pomegranates, grapes, mangoes, *chikus*, figs, bananas, oranges, watermelons, papayas, jackfruit and lemons grow aplenty. Sugarcane, palm oil, sunflower, sesame, niger, mustard, castor, soybean, areca nut, groundnuts, oil seeds, coconuts, tobacco, and cotton are other crops produced here, some of which are exported also. Mulberry and cocoon production is also carried on here on a big scale. Jasmine, marigold and roses are abound

in the state, though other flowers are also grown. The state also produces honey, rubber, and expensive teak, rosewood, and sandalwood, besides dindiga, and eucalyptus.

The state government, financially backed by the ICAR, has been conducting research in various crops including cardamom, paddy, pepper, rubber, cashew, mulberry, spot mangoes and pulses, besides inland fisheries, farm forestry, and watershed management. Farmers and the rural youth are being trained to conduct on-farm testing, plant protection, home science, and horticulture to promote better farming.

The potential items of agro exports are gherkins, flowers, fresh fruits and vegetables, processed food including ready-to-eat food products, pickles, milk products, fruit and vegetable seeds, coffee, etc.

APEDA has taken number of following initiatives for export promotion of APEDA-scheduled products:

- Flower auction centre at Bengaluru
- Centre for Perishable Cargo (CPC) at Bengaluru Airport
- Assistance to setting up of packhouses in public and private sector
- Assistance to exporters for setting up of post-harvest infrastructure
- Assistance to exporters for implementing food safety standards
- Assistance to APEDA-recognised laboratories for upgrading testing facilities
- Capacity building programmes for exporters, laboratories, etc.
- R&D projects for gherkins and rose onions

Agricultural concerns

The state's policy on Agri-Business Development for 2010 stresses on development, noting that growth rates in the state have been variable and often on the downswing. With the state's GDP surprisingly slipping at the rate of 17 per cent last year, food security has emerged as a major concern.

Though home to many rivers, the state has seen drought-like conditions at times, so soil and water have to be put to optimum use. There is a need to create more opportunities for the farmers, by way of incentives, to help them to capitalise on these opportunities and enhance individual growth while growing more food for the state. Evidently, agricultural produce has to adhere to Maximum Residue Limits (MRL), for which certification is required. This involves the coming together of farmers, large investors, local entrepreneurs, and state subsidies.

On the anvil

Greater investments in seeds, plants, pesticides and chemicals are required. Major seed production and processing

centres are sought to be set up in Haveri, Dharawad, Ranibennur, Chikkaballapur and Mysore, where various crops grow throughout the year. The state recognising the importance of organic farming, seeks to preserve bio-diversity by earmarking an area of five kilometres around the forests as 'organic area'. Organic farms are proposed to be established in many areas where a wide range of crops will be grown including cereals, pulses, fruits, coffee and horticultural crops.

Innovative techniques are being launched in agriculture, such as converting oil meal into animal feed, promotion of eco-tourism, special schemes to develop crops identified by geographical indicators such as rice for diabetics, carotene rich and Jave wheat, minor millets, safflower, sesame, and brinjal.

The state envisages greater opportunities for the rural poor. Incentives will be provided for the processed foods industry, and cold storage plants in the state will be increased and improved. A large market for farmers, processors, traders, exporters and importers using state-of-the-art technology with international levels of grading, having warehousing facilities, and electronic trading are sought to be established through public private partnership.

A Market Intelligence Cell is proposed to be set up in the state, to work on a slew of measures including compilation of product profiles, crop budgeting, overseeing storage, marketing, supply and price forecasting, contract farming, brand development (*Byadagi chilly*, *Coorg honey*, *rose onions*, and *Nanjanagude rasabale*), global benchmarking, and organising retail.

An Agri-Business Development Corporation to augment agricultural growth as a single window, by providing clearances, and oversee implementation of agricultural policies, will be established. According to NABARD, an investment of ₹ 8,000 crore is required, for which the state seeks to raise ₹ 6,000 crore from private sources and the remaining ₹ 2,000 crore from the public. Huge impetus will be given to farmers from purchasing land to machinery ■



हुंचेगी कृषि तकनीक

होगी जैविक खेती



राज्य में उत्पादकता बढ़ाने के लिए तकनीक से किसानों को जोड़ेगी बिहार सरकार

हर जिले के 2 गांव को जैविक गांव घोषित किए जाने का फैसला

खेती होगी। इससे राज्य के किसानों को काफी फायदा होगा और धान के उत्पादन में भी अच्छा खासा इजाफा होने की उम्मीद है।

साथ ही, राज्य सरकार जैविक खेती को भी बढ़ावा देने के लिए काम कर रही है। सिन्हा ने बताया कि, 'आज की तारीख में जैविक उत्पादों का अच्छा खासा बाजार है। दरअसल, लोग अब उर्वरक और कीटनाशकों में पाए जाने रसायनों के इस्तेमाल से बच रहे हैं। इसीलिए इस मामले में हम प्रगति कर सकते हैं।' जैविक खेती को बढ़ावा देने के लिए ही सरकार ने हर जिले के कम से कम दो गांवों को जैविक गांव बनाने का फैसला लिया है।

महू में बनेगा आलू विकास केंद्र

प्रदेश के कृषि व प्रसंस्करित खाद्य उत्पादों को विश्व में भी मिले पहचान

मप्र में कृषि व प्रसंस्करित खाद्य उत्पादों के निर्यात की संभावना पर कार्यशाला

इंदौर। प्रदेश में कृषि व प्रसंस्करित खाद्य उत्पादों के निर्यात की असीम संभावनाएँ हैं, खासकर अब आधुनिक स्थायित्व उत्पादों के नाम से प्रदेश की विश्व बाजार में पहचान है। मसला के आलू व नमकीन का स्वयंसेवक विप्लव के किसी भी...



एमओयू से नए रास्ते खुलेंगे

एपीआर प्रदेश में उद्योग कक्षा बढ़ाने की दिशा में कार्य करेंगे। इसके लिए तालमेल प्रशिक्षण कार्यक्रम चलाने जाएंगे।

उत्पादों को बेचने के लिए...

विदेश में पहचाना जाएगा महू का आलू

केंद्रीय कृषि प्रसंस्करण एवं निर्यात प्राधिकरण प्रदेश के खाद्य उत्पादों के विकास के लिए खर्च करेगा बड़ी राशि

इंदौर। प्रदेश में कृषि व प्रसंस्करित खाद्य उत्पादों के निर्यात की असीम संभावनाएँ हैं, खासकर अब आधुनिक स्थायित्व उत्पादों के नाम से प्रदेश की विश्व बाजार में पहचान है। मसला के आलू व नमकीन का स्वयंसेवक विप्लव के किसी भी...

Achieving food security by building efficient agri supply chain

KEY TAKEAWAYS

The following were some of the issues discussed at a high-level panel discussion on the role of private sector in enhancing food security in New Delhi, on April 4, as part of an YES Bank-The Hindu Business Line agribusiness knowledge initiative.

Issue: Given the demographic profile of India, we are faced with the acute problem of fragmented land holdings, which has led to fragmented consolidation and processing. This has another drawback as most of the processing plants, especially in the oil seeds sector, have low capacity utilisation. Lower land holding disrupts the benefits of economies of scale.

Solution: It was suggested that there needs to be some incentive to...

Following The Organic Way



exchanged their views on how the sector issues and challenges should be taken care for the improvement of Organic Sector. The Forum was attended by international experts, policy makers, corporate houses, exporters, agriculture consultants, agriculture universities, export institutes, members from the farming community and others. The conference was followed by a Promotional Fashion Show on Organic Fabrics with the active support APEDA, to promote the Organic Fabric of India.

International... held on... 2011 at... organic... member of... tive supple... ment of... of Madhya... cticulture... OFPI, Shri... Hon'ble... cticulture... Madhya... Pattasani... neshwar... Principal... cticulture...

Tripathy, Chairman, APEDA, Mr B K Rath, Chairman, API-COL and other dignitaries graced the occasion.

The main agenda of the Forum is to discuss about the specific issues of Organic Farming, its opportunities in the global and domestic market, the processing and packaging technologies of Organic product, to focus on the high potential Organic products and to discuss about the export strategies and procedures.

All the stakeholders of Organic products and process...

कृषि एवं प्रसंस्करित खाद्य उत्पादों पर कार्यशाला, एमओयू साइन किया महू में बने आलू विकास केंद्र: विजयवर्गीय

को अब तक विश्व बाजार में स्थान नहीं मिल पाया है। यह बात उद्योग एवं खाद्य प्रसंस्करण नजी केताराला विजयवर्गीय ने कार्यशाला के उद्घाटन अवसर पर कही।

कृषि प्रसंस्करण खाद्य उत्पादों के निर्यात को बढ़ाने की दिशा में कार्यशाला का आयोजन मुख्यमंत्री द्वारा किया गया था। कार्यशाला में एमडी एचकेए एवं एसआईटीसी पीके...

संभाव्यता प्रभाव पारदर्श, एकेवीन एमडी एवं जिला कलेक्टर राधेन्द्र सिंह सीतल सोपे के संयोजित निरीरा मल्लानी, उद्योग विभाग के वरिष्ठ अधिकारियों के साथ-साथ विभिन्न औद्योगिक संस्थाओं के पदाधिकारी और 125 से अधिक उद्यमी उपस्थित थे।

उद्योग मंत्री विजयवर्गीय ने कहा कि इंदौर अिले के मप्र में जिस प्रकार का आलू का उत्पादन हो रहा है, वह आलू चिप्स बनाने हेतु अत्यंत उत्कृष्ट श्रेणी का है, इसमें स्टार्च की मात्रा कम है। यह उचित होगा कि मप्र में आलू उत्पादों को प्रोत्साहन देने हेतु अलू विकास केंद्र बनवा जाए। मध्यप्रदेश इन्वेस्टमेंट फेरसिलिटेशन एक्ट 2008 लागू किया गया है, जिसमें सिंगल थ्रिको क्रिलयेंस के अंतर्गत विस्तरीय समितियां गठित की गई हैं। प्रदेश में एक जून 2011 से एकल अह्वेदन, कम्पाईट एक्सप्लोरेशन फार्म प्रमाणी आनताइन प्रारंभ कर दी गई है।

पांच पीपीपी स्कीम

आईडीए की 1 हजार एकड़ की 5 पीपीपी स्कीम मेडिकल हब, ट्रांसपोर्ट हब, स्पोर्ट्स कॉम्प्लेक्स, आईएसबीटी और मालवा मिल कन्वेलशन सेंटर के लिए खे रही कांफ्रेंस में उद्घाटन सत्र के बाद प्रोजेक्शन किया जाएगा। एक-एक स्कीम पर चर्चा के बाद अगले दिन सत्रकार को सभी कंपनियों साइट विजिट करेगी। उसी दिन इनके साथ प्री-बिड मीटिंग भी होगी।

इधर, सरकार को दिखाया आइना प्रदेश अच्छा, मैनेजर नाकारे

करोड़ का निवेश करने वाली कंपनी जेपी फूड्स के सीओओ विजय सदाना ने उद्योग मंत्री की मौजूदगी में कहा, प्रदेश में विकास की काफी संभावनाएँ हैं, लेकिन 'यहाँ के मैनेजर्स' (प्रशासनिक अमला) सबसे खराब हैं। प्रदेश @ पेज 6

...to higher productivity, better value realisation and substantial knowledge transfer under such arrangements. We need to frame contract farming laws in every state and keep them simplistic to encourage such activities for specialised crops.

QUOTES

G. Chandrashekhar - A tonne saved is a tonne produced. We need to incentivise consolidation.

B.B. Pattanaik - Private sector should join in the national mission of constructing additional storage.

Kevin Eikerman - Large processing facilities will help bring efficiencies.

Source: YES Bank

71st Authority Meeting of APEDA in Bengaluru

THE 71ST authority meeting of APEDA was held on June 24, 2011 in Bengaluru, and was attended by 17 members. During the meeting which was held in the evening at Hotel Atria, in the opening remarks, the Chairman highlighted the export performance and stated that while agro exports from the country are in the vicinity of 18 to 19 billion dollar, APEDA product exports are worth 9 billion dollar which contribute almost 50 per cent to the agro exports. He further emphasised that APEDA intends to work through a very focused approach on augmenting agro export by filling up important supply chain gaps. The Chairman also made a mention of star products like guar gum, dairy products and groundnuts for their significant contribution in the overall positive growth of 21 per cent during the period April-February 2011 over the same period previous year. The meeting was concluded successfully and APEDA's efforts for the overall development of the agro sector were appreciated by the board members.

Prior to this meeting, in the morning, the board members were taken for the field visit of a floriculture unit of M/s. Indo Blossom and a gherkin processing unit of M/s. Intergarden for a first-hand experience about the development of these units on account of APEDA's assistance and initiatives. The field visit was found to be a knowledge-worthy experience for the members, and was highly appreciated by them ■



Malaysian Delegation in India

TO INSPECT the existing and the 17 new abattoirs-cum-meat processing plants, a six-member delegation from Malaysia had visited India from April 9-23, 2011. The inspection was planned to grant approval on export of frozen boneless buffalo meat from India to Malaysia. Malaysia is an important market for Indian buffalo meat.



Only the units approved by the country are allowed to export their produce. The delegation comprised following officials:

S. No	Name	Department	Team
1.	Dr Saifullizam Bin Abd Kadir	Dvs	A
2.	Amran Bin Hasan	Moh	
3.	Muhammad Hawari Bin Hassan	Jakim	
4.	Dr Zaliha Binti Abdullah	Dvs	B
5.	Ku Nafishah Binti Ku Ariffin	Moh	
6.	Muhammad Hafeez Bin Abu Seman	Jakim	

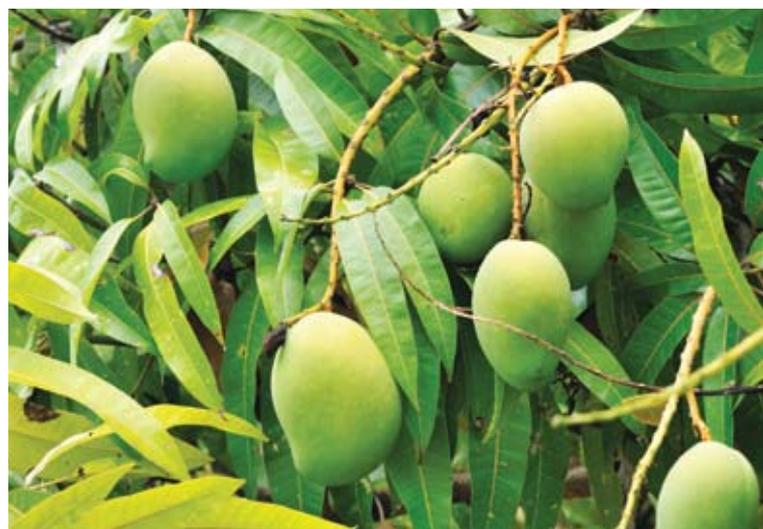
The members were satisfied with the infrastructural facilities available with both the units – existing as well as new and the control mechanisms that APEDA had regarding the registration and approval of abattoirs. The report of the delegation is still awaited ■

Taaza Mango from India Touching New Shores

THE INCESSANT and persistent efforts of APEDA and the Ministry of Agriculture have finally paid off, as India will now be exporting mangoes to Australia. The negotiations with Biosecurity Australia were on since the last 10 years but the venture was given a nod by the Australian authorities after they surveyed and audited the production area in Uttar Pradesh and accepted this part of the country as a pest-free zone. Also, Uttar Pradesh has been declared as Pest Free Area (PFA) by the Ministry of Agriculture.

A technical delegation comprising Mr Rob McGray, Ms Lisa and Mr Ian Mortimer from Australia were accompanied to this unit by Dr Vinod Pandit (APEDA). The team visited the production area and analysed the processing capability of modern packhouses at Saharanpur, Lucknow and Vashi, Navi Mumbai. They also audited the Hot Water DIP Treatment Facility (HWDT) at Lucknow and Saharanpur; and Vapour Heat Treatment Facility (VHT) at Saharanpur, Vashi and Navi Mumbai. The team was satisfied with HWDT at Lucknow and VHT at Saharanpur and Vashi. Mangoes will be subjected to either HWDT or VHT before exporting them to Australia.

The first mango samples were flagged off to Australia in the month of June and were highly appreciated by the importers ■



Advancing Towards Perfection: Pest-Free Mangoes

NEW HOT Water Dip Treatment (HWDT) facilities have been installed at packhouses of Uttar Pradesh (Mandi Parishad – Lucknow and Saharanpur), facilitating the state to deliver pest-free mangoes. This decision was taken in order to meet the quarantine requirements of different countries.

The mangoes are subjected to the treatment for one hour at a temperature of not less than 48°C, in order to mitigate the pest risk of fruit flies. The process is completely software-aided, wherein the data regarding the temperature is displayed at an interval of every two minutes. It, therefore, gives an accurate picture of the ongoing treatment and duly complies with the import concerns of different countries. The records are also printed for future correspondence with different quarantine experts. The HWDT unit was audited by the Australian Quarantine Authorities (AQIS) who were highly satisfied with the working of the unit.

Earlier, Vapour Heat Treatment (VHT) had also been set up at Saharanpur. But compared to VHT, HWDT is

certainly more economical. The process and cost of operation of HWDT is simple, economical and effective.

Currently, this process will be used for mangoes to be exported to Australia. But in due course, other countries like New Zealand will also be provided with HWDT-treated fruits ■



Mango Promotion Day

HOFED AND UP State Agriculture Marketing Board, Lucknow organised a Mango Promotion Day in Vashi, Navi Mumbai on June 10, 2011. APEDA, Mumbai provided all the necessary support required by the organisers. Around 40 fruit exporters participated in the event and a huge variety of export quality mangoes from Uttar Pradesh was kept on display, providing the buyers a plethora of options to choose from! ■



New Zealand – Soon to be the Next Mango Export Destination!

THE FLAVOUR of Indian mangoes is touching new destinations, the latest being New Zealand. Recently a delegation from New Zealand visited major production belts of Maharashtra and Uttar Pradesh, to assess the production and processing systems in India, before letting-in the mangoes from India to New Zealand. The team comprising Mr Bryan Rose and Mr Ivan Veljkovic from the Ministry of Agriculture and Forestry (MAF), New Zealand were accompanied to the units by Dr Vinod Pandit (APEDA) and Dr Jasvir Singh (Indian Ministry of Agriculture).

The delegation was impressed with the orchard management and modern packhouses located at Ratnagiri (Maharashtra) and Saharanpur (Uttar Pradesh). Mr Bryan Rose also visited the VHT facility at Saharanpur. He was highly contented with the state-of-the-art VHT facility at Saharanpur and the expertise of the operator to run such a modern facility.

Post an exhaustive discussion with Mr Narender Malik, and Mr Aftab Ahmad, officials from UP Mandi Parishad,



Saharanpur, the delegation informed that the audit report will be submitted to the New Zealand authorities for further recommendations. It is expected that the market access for mangoes to New Zealand will be a dream come true by the beginning of next year ■

Reduction in Free Period for Air Cargo

ACCORDING TO an order from the Ministry of Civil Aviation, there was a reduction in free period for air cargo from May 16-31, 2011. The order stated that for export cargo, free period for all airlines would be 36 hours and for the exporters it would be 12 hours. Thus, there would be a total free period of 48 hours. In case of public holidays for two or more consecutive days, the free period would be further increased by 12 hours. An exception would be also made on days, when the airline does not have any flights on the following days ■

APEDA Achieves Export Growth in the Year 2010-11

APEDA ACHIEVED 16 per cent growth with export turnover of ₹ 40,242 crore in the financial year 2010-11 over the last year figure of ₹ 34,662 crore. In dollar terms, the overall growth has been 21 per cent. The growth has been mainly contributed by the processed food sector (69.32 per cent) and livestock (36 per cent). The major contribution under processed food sector is by guar gum witnessing 148 per cent growth, groundnuts 47 per cent, spirit and beverages 34 per cent and miscellaneous processed items 23 per cent and in the livestock sector the major contribution is by dairy products which witnessed 42 per cent growth and meat products 40 per cent in rupee terms ■

A Conference on Agri Exports

A CONFERENCE on Agro Exports from 'Madhya Pradesh – Present and Emerging Scenario' was organised by APEDA in association with MP TRIFAC at Indore on June 23, 2011. A large number of participants including exporters, farmers, processors and new entrepreneurs attended the conference. Some of the processors had set up their stalls within the conference hall for showcasing their products.

Mr P K Dash, Managing Director, MP SIDC and MP TRIFAC welcomed the participants to the event and gave them an insight about the conference. Mr Asit Tripathy, Chairman, APEDA delivered the keynote address and highlighted the potential of Indian agri exports and the global opportunities. The conference was inaugurated by Mr Kailash Vijayvargiya, Honourable Minister, Ministry of Commerce, Industry & Employment, Horticulture and Food Processing.

After the inaugural session, two more sessions were conducted on agricultural products export scenario and policy and support for promoting international trade. The main speakers for these sessions included Dr Tarun Bajaj, General Manager, APEDA; Mr Girish Matlani, MD, Sonic Biochem, Indore; Mr Vijay Sardana, COO, JP Food Processing Group; Mr Sudhanshu, Deputy General Manager, APEDA; Mr K K Tiwari, Dawat Foods; Mr Shailender Singh, Consultant Organic, APEDA and a speaker from Exim Bank.

The conference successfully facilitated the participants with focused views on specialised areas in the agri sector. The participants also expressed their opinion of holding similar programmes in 2-3 more locations in Madhya Pradesh ■



Parliamentary Standing Committee on Commerce visits Chandigarh and Himachal Pradesh

A VISIT of the Parliamentary Standing Committee on Commerce to Chandigarh and Himachal Pradesh was organised by APEDA along with DGFT and Tea Board. The main purpose of the visit, held from June 27 to July 5, 2011 was to discuss the export promotion scheme pertaining to agricultural and processed food products and performance of plantation sector. The committee was headed by Mr Shanta Kumar, Honourable Member of Parliament and other Members of Parliament from Rajya Sabha and Lok Sabha. The committee was accompanied by Mr Asit Tripathy, Chairman, APEDA.

The meetings were held with the representatives of exporters associations, chambers of commerce and Industry from the states of Punjab and Haryana on agricultural and processed food products at Chandigarh and Shimla. The committee also had separate meetings with the representatives of state government of Punjab and Haryana at Chandigarh



and with the representatives of state government of Himachal Pradesh on the implementation of export promotion scheme where issues related to agricultural and processed food products and promotion of tea plantation in Himachal Pradesh were discussed. Meeting with apple growers on export potential of apples at Manali was organised. Another meeting was organised with the tea growers, manufacturers, exporters, marketing society, tea board, CIFR and respective MLA's of tea growing areas of Palampur.

The committee was also taken on a tour of the processing unit of HPMC at Parwanoo, Horticulture unit at Solan, Dr Y S Parmar University at Solan, apple orchards at Kullu, Tea Garden & Cooperative Tea Factory, and Agriculture University (CSKHPKV) at Palampur.

Overall, the coordination and arrangements of the visit were done by Mr R K Boyal, General Manager, Mr Vinod Kaul, Deputy General Manager and Mr Sudhanshu, Deputy General Manager, APEDA.

The visit was concluded at Dharamshala ■



Debt Recovery Offer by MAH International Corporation

MAH INTERNATIONAL Corporation, a global leader in export debt collection and trade dispute resolution services has now offered to render its services to the members of APEDA. The organisation, headquartered in Switzerland has almost 20 years of experience in assisting Indian exporters to recover their payments from foreign buyers. With an experience of leveraging successful debt collection in 112 countries, MAH International Corporation is the only debt recovery company in the world with a designated India department. Their mission is to ensure that all Indian exporters (Export Credit Guarantee Corporation of India (ECGC) policyholders and non-policy holders), including the members of APEDA, receive full payment for products or services sold out of India ■



SFDA Delegation Visits India

A SIX-member delegation from Saudi Food and Drug Administration (SFDA) had visited India from May 28 to June 10, 2011. The main purpose behind the visit was to inspect 16 abattoirs-cum-meat processing plants to grant approval on export of frozen boneless buffalo meat from India to Saudi Arabia – an important market for Indian buffalo meat. Only units approved by the country are allowed to export their produce. The delegation comprised several officials including Dr Hussain Faris Alshaikh, Dr Nezar Abdulrahim Aseeri, Dr Musaad Mansour Almushayqih, Dr Saleh Ali Alshayeb, Dr Ahmad Abdullah Alhajouj, Dr Abdullah Saleh Almulhim.

The members were highly satisfied with the infrastructural facilities available with the units and control mechanisms that APEDA had regarding the registration and approval of abattoirs. The report of the delegation is still awaited ■

Dutch Delegation Visits APEDA

A DELEGATION from Nyenrode University, the Netherlands visited APEDA on June 28, 2011. The visit was a part of the study trip organised by the Indian Institute of Foreign Trade, New Delhi. This study tour to India was scheduled from June 25 to July 2, 2011.

The focus of the study was essentially on Indian agricultural sector, its competitiveness, emerging business opportunities for foreign companies, import regulations, issues and challenges, etc. including the technological developments, this sector has seen during the last decade. The study exposed the delegates to the complex business and social environment of India and made them aware of the complexities that are involved when working in India.

APEDA Representative Elected as Vice President, GS1 India

MR SUDHANSHU, Deputy General Manager, APEDA, was elected unanimously as the Vice President GS1 India in its last board of management meeting. GS1 India is a body under the Ministry of Commerce and Industries. APEDA represents in the board of management of GS1 India since its inception and regularly participates in the board of management meetings. Being a leading organisation, GS1 is dedicated to the design and implementation of global standards and solutions. It essentially works towards improving the efficiency and visibility of supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world. It aims at simplifying global commerce by connecting the flow of information with the flow of goods.

APEDA has already introduced GS1 standards in its traceability projects implemented for various products. First traceability pilot project Grapenet implemented by APEDA has bagged the national award for eGovernance and eAsia Award.

Mr Sudhanshu has been actively involved in all the traceability projects implemented by APEDA ■

Mr Tarun Bajaj, General Manager, APEDA made a presentation on the agri exports scenario from India and had useful interaction with the delegates ■



USDA Team Visits India

USDA TEAM, deputed by the US Government, recently visited India from June 20-23, 2011 with a motive to identify the causes behind repeated interceptions of *Khapra* beetle (dead/alive/skin) in Indian rice. The team comprising Mr Adly Ibrahim, Mr Frank Salantri and Mr Marc C Gilkey was accompanied by Mr Navneesh Sharma, DGM, APEDA, Dr J P Singh, Deputy Director, National Plant Quarantine Station, Ministry of Agriculture and Mr D N Pathak, Executive Director of AIREA.

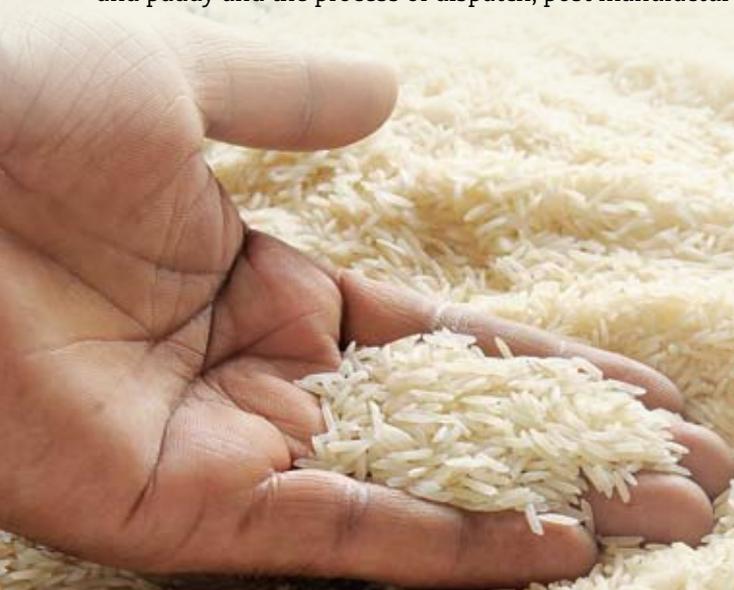
The visit was organised in lines with a new rule which states that from July 30, USA would be accepting only those Basmati consignments which are inspected and accompanied by a phytosanitary certificate. Along with the certificate, an additional declaration is also required stating that the shipment has been inspected and found free of *Khapra* beetle. A phytosanitary certificate or phytosanitary certificate of re-export with the same additional declaration is also required for commercial shipments of rice originating from countries known to have *Khapra* beetle that make entry into another country before re-exportation to the US.

The team visited five rice mills and also held meetings with customs officials, Ministry of Agriculture and APEDA. During the plant visit, the team found the manufacturing process quite satisfactory and hence ruled out the possibility of infestation taking place during this time. The areas of concern they came across included storage of rice and paddy and the process of dispatch, post manufacture.

1. Cracks and crevices were found in every rice mill at several places. Such cracks are favourite hiding and breeding ground for *Khapra* beetle.
2. Process of loading and sealing of containers had several gaps. Containers were also found to have crevices and cracks. The process of cleansing and fumigating the containers also needed improvement.
3. Some members reported that they were using a plastic lining inside the jute bags. The plastic lining, even though having holes in it, prevents the fumigant gas from penetrating the bag, thus reducing its efficacy.
4. Old gunny bags were found to be used at many places, which could be a possible source for carrying the *Khapra* beetle.
5. Transportation of consignment to port via trucks and then stuffing there was considered to be a big source of *Khapra* beetle infestation.

Taking note of the above observations cited by the USDA team, AIREA President came out with several recommendations. He sent the following advice to their members:

1. Do not use old gunny bags either for paddy or for finished products. All gunny bags must be fumigated prior to use.
2. Every single crack and crevice anywhere in the factory and storage area must be cleaned thoroughly by vacuum cleaning process and then sealed with a good sealant. Even small gaps between the wall and electrical installations such as switch gear, etc. must be cleaned and then sealed.
3. Finished products must be fumigated with recommended doses by a reputed and accredited fumigation agency and proper log should be maintained. The fumigation should be repeated once, after 10 days, to kill any surviving larvae/eggs.
4. Use clean containers free of cracks and crevices. Before stuffing, the containers must be fumigated and then sealed.
5. Upgrade in-house loading process and facilities.
6. As far as possible, do only factory stuffing for all consignments, but particularly those which are meant for USA. Customs will grant permission for factory stuffing, if technically feasible and they are giving such permissions liberally.
7. Do not wrap new gunny bag bundles with old jute covering.
8. Spread a plastic sheet on the floor where rice is being packed.
9. Use of plastic lining inside the jute bags should be avoided, even with holes in it ■



The Event Synopsis

India Show

May 20-22, 2011, Ethiopia

APEDA organised participation in 'India Show' held at Addis Ababa, Ethiopia on May 20-22, 2011. The show was organised by CII in association with the Ministry of External Affairs and Ministry of Commerce and Industry, Government of India. Mr Anand Sharma, Minister of Commerce and Industry inaugurated the event, which featured some of the most prominent exporters showcasing a wide range of food products like wine, Basmati rice, biscuits, confectionary, snacks, instant fruit drinks, custard powder, cereal products and so on.

There was a special campaign through wet sampling of Indian wine, Basmati rice Biryani and snack food items which received tremendous response. Dr Tarun Bajaj, General Manager and Mr Man Prakash Vijay, Assistant General Manager, APEDA successfully managed the event. Some of the exporters who participated in this event were M/s Rasna Private Limited, M/s Aaksh Beverages Private Limited, M/s Priya Gold Biscuits Private Limited and M/s Karnal Milk Foods Limited. Overall, the Indian food products were immensely appreciated by all and the event was a huge success.

From the Indian point of view, Ethiopia is an upcoming market which is flooded with opportunities for investment, trade, development and technology transfer ■



Mango Promotion Campaign in UAE 2011

June 29-July 3, 2011, Dubai

APEDA organised the Indian Mango Promotion programme in Dubai and Abu Dhabi, UAE from June 29-July 3, 2011. The programme was organised considering that Middle East countries particularly UAE is a re-export hub for export of mangoes to the entire Gulf countries. It is also the largest importer of fresh Indian mangoes and the second largest Gulf country accounting for almost 50 per cent of the total value of Indian export. APEDA in association with Consul General of India (CGI) Dubai and Embassy of India, Abu Dhabi had organised this mango promotion campaign in a number of cities in UAE through Lullu Hyper Markets and Al Maya Supermarket of UAE. The mango promotion campaign was launched at

Lullu Hyper Market Al-Wahda Mall, Abu Dhabi; Lullu Hyper Market, Arabian Centre, Mirdif, Dubai and Lamcy Plaza of Al Maya Supermarket, Abu Dhabi. The launching of in-store promotion campaign in Lullu Hyper Market Al-Wahda Mall, Abu Dhabi and Al Maya Supermarket, Dubai was inaugurated by his Excellency, Mr Sanjay Verma, Consul General of India in Dubai. The in-store promotion event at Lullu Hyper Market, Al-Wahda Mall, Abu Dhabi was inaugurated by Mr Rajagopalan, Counsellor (Economic & Commerce), Embassy of India, Abu Dhabi.

The major objective of the event was to showcase the strength of Indian late season varieties their production accounts for almost 50 per cent of the total production of the country and the season starts from mid of the June and till September. Around 67 varieties of mangoes were displayed, mainly focusing on major late coming varieties such as Dussehari, Langra, Chausa, Neelum, Ratual, Himsagar, Malda, Ramkela, etc. apart from regular commercial varieties of Alphanso, Kesar, Banganpalli, Totapuri, Vanraj, etc.

During the promotion, a buyer-seller meet-cum-business dinner was also organised. There were more than 85 guests from various segments of mango trade including importers, exporters, dignitaries from the government and trade, senior officials from Consul General of India (CGI). The buyer-seller meet-cum-business dinner was inaugurated by Mr Sanjay Verma, Consul General of India. What followed was a presentation made by Mr A S Rawat, General Manager, APEDA. He gave insights about the strength and potential of Indian mangoes, and their availability for longer period for exports ■



APEDA Event List 2011-12

57th Summer Fancy Food & Confection Show, Washington
USA, July 10-12, 2011

12th Malaysia International Food & Beverages Trade Fair
Kuala Lumpur, July 14-16, 2011

10th International Processed Food & Packaging Exhibition
Sri Lanka, August 26-28, 2011

World Food Moscow
Russia, September 13-16, 2011

4th Indexpo Muscat 2011
Muscat, September 20-22, 2011

BioFach
Baltimore, USA, September 22-24, 2011

Anuga 2011
Germany, October 8-12, 2011

BioFach
Tokyo, Japan, November 1-3, 2011

FHC, China
Shanghai, November 9-11, 2011

7th Bangladesh-Dhaka International Food Processing Exhibition
Bangladesh, February 15-18, 2012

Gulfood 2012
UAE, February 2012

BioFach
Germany, February 2012



Event List 2011-12



For Your Information

Export Highlights

- India's maize exports in 2010-11 to touch 2.4 million tonne
- India: Grape exports decrease by 50 per cent
- Vegetable world confused after outbreak of EHEC bacteria
- India-Africa trade to reach USD 70 billion by 2015
- India's cocoa discovering new processing avenues, markets in Switzerland
- Australia and India commit millions to nutra-pharma-agra research
- Indian mango growers to seize Malaysian market
- India keen to enhance 'below-potential' bilateral trade with New Zealand



Agricultural and Processed Food Products Export Development Authority (APEDA)
(Ministry of Commerce & Industries, Govt. of India)

Email: agmpr@apeda.gov.in Website: <http://www.apeda.gov.in>

DELHI 3rd Floor, NCUI Building, 3 - Siri Institutional Area, August Kranti Marg, New Delhi - 110 016. Tel: +91 11 26534186, 26514572 Fax: +91 11 26534870 E-mail: headq@apeda.gov.in	MUMBAI 4th Floor, Banking Complex Bldg., Unit No. 3&4, Sector- 19A, Vashi, New Mumbai - 400 705 Tel: +91 22 27840949, 27845442 Fax: +91 22 27842273 E-mail: apedamum@apeda.gov.in	BENGALURU 12/1/1, Palace Cross Road Bengaluru - 560 020 Tel: +91 80 23343425 Fax: +91 80 23364560 E-mail: apedabl@apeda.gov.in	KOLKATA Mayukh Bhawan Bidhan Nagar, Salt Lake City Kolkata - 700 091 Tel: +91 33 23378363 Fax: +91 33 23378680 E-mail: apedakol@apeda.gov.in	HYDERABAD 8th Floor, Chandra Vihar Building Mukkaramjahi Road Hyderabad - 500 001 Tel: +91 40 24745940 Fax: +91 40 24745947 E-mail: apedahyd@apeda.gov.in	GUWAHATI Jain Complex, 3rd Floor, Opp. Dispur, Old Post Office, G. S. Road, Dispur, Guwahati - 781 005 Tel: +91 361 2599010 Fax: +91 361 2340485 E-mail: apedagwh@apeda.gov.in
---	---	--	--	---	---

VIRTUAL OFFICES OF APEDA

KERALA Kerala State Ind. Enterprises Ltd., (A Government of Kerala Undertaking) St. Joseph's Press Buildings, Cotton Hill, Thiruvananthapuram - 605 014 Tel: +91 471 2326913/2326947 Fax: +91 471 2334590 E-mail: info@ksie.net	ORISSA A.P.I.C.O.L., 326, Baramunda, Bhubaneswar - 751 003 Tel: +91 674 2561203, 2561874 Fax: +91 674 2563306 E-mail: apicol@dte.vsnl.net.in	JAMMU & KASHMIR Sher-I-Kashmir Bhawan, Vir Marg, Jammu - 180001 Tel: +91 194 2434402 Fax: +91 194 2430036	PUNJAB Punjab Agro Industries Corp. Ltd., 2-A, Sec-28-A, Madhya Marg, Chandigarh - 160 002 Tel: +91 172 2651622/6241 Fax: +91 172 2656270 E-mail: pbagro@chl.vsnl.net.in	TRIPURA Dept. of Industries & Commerce, Pandit Jawaharlal Nehru Complex, Agartala Tel: +91 381 2306423 Fax: +91 381 2324432 E-mail: pratapaditya_07@rediffmail.com	MANIPUR Directorate of Commerce & Industries, Imphal, Lamphalpat - 795 004 Tel: +91 385 2410481 Telefax: +91 385 2410550
CHHATTISGARH Chattisgarh State Industrial Development Corp. Ltd., LIC Campus, Pandri, Raipur-492004 Tel: +91 771 2583789/90 Fax: +91 771 2583794 E-mail: csidc@nic.in	GUJARAT Gujarat Agro Ind. Corp. Ltd. (A Government enterprise) Khet - Udyog Bhavan, Nr Old High court, Navrangpura Ahmedabad - Gujarat -India Tel: +91 79 27544921/27544741 Fax: +91 79 27541176	NAGALAND Directorate of Horticulture Govt. of Nagaland Kohima - 797 001 Tel: +91 370 2221311 Fax: +91 370 2221311	TAMILNADU Agricultural Marketing & Agri Business, Govt. of Tamil Nadu, Commissionerate of Agricultural, Marketing and Agri Business, Cipet Road, Industrial Estate, Guindy, Chennai - 600 032 Tel: +91 44 22347484 Fax: +91 44 24464959 E-mail: agrimarkbusiness@rediffmail.com	UTTAR PRADESH U. P. State Horticulture Co-op. Mktg. Federation, 18-B, Ashok Marg, Lucknow Tel: +91 522 2391235 Fax: +91 522 2391858 E-mail: apedaup@wl.vsnl.net.in	MADHYA PRADESH The Madhya Pradesh State Agro Ind. Development Corp. Ltd. 3rd Floor, "Panchanan", Malviya Nagar, Bhopal Tel: +91 755 2555074 /1967 Fax: +91 755 2557305 E-mail: mpsaidc@sancharnet.in

Chairman **Asit Tripathy** Director **S Dave**
General Manager **R K Boyal, A S Rawat, Tarun Bajaj** Secretary **Sunil Kumar**
Editor **Vinita Sudhanshu**