

July- September 2015

e-APEX UPDATE



एपीडा
APEDA

SHOWCASING INDIA FOOD PRODUCTS

**Export of
APEDA Products -
Analysis of
Performance 2014-15**



**Country Profile -
Tanzania**



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Workshop for the farmers in Basmati growing States



In order to increase awareness amongst the farmers for production of good quality Basmati Rice for export, during Kharif 2015, workshops are being organized through Basmati Export Development Foundation (BEDF). About 15 workshops are planned to be conducted in the Basmati growing states, viz. Jammu & Kashmir, Punjab, Haryana, Himachal Pradesh, Uttarakhand, Delhi and Western Uttar Pradesh.

During these workshops information is provided to farmers by technical experts on pre and post harvest good agriculture practices including judicious use of pesticides so that residues do not exceed the limits prescribed by importing countries.

Upto end of June, 10 workshops have already been held in association with respective State Agriculture Universities and Departments of Agriculture.



Setting Up of controlled atmosphere store at Bhatwari, Uttarkashi



Agricultural and Processed Food Products Export Development Authority (APEDA) has signed a Memorandum of Understanding with Department of Horticulture and Food Processing, Government of Uttarakhand on 29.05.2015 for setting up of Controlled Atmosphere Cold Store for apples at Bhatwari, Uttarkashi, Uttarakhand. The total project cost is Rs. 746.53 lakhs wherein APEDA's contribution will be Rs. 687.46 lakhs.

Mr. Krishan Kumar, IAS, Chairman, APEDA and Dr. B.S. Negi, Director, Department Horticulture and Food processing, Govt. of Uttarakhand inked the MoU document in the presence of Senior Officers from both sides.

The project will be beneficial for apple growers and exporters as good quality apples are produced in the region, but there are no controlled atmosphere storage facilities available in the area.

Proposed Infrastructure to be set up under the project:

- 10 Controlled Atmosphere Cold Stores of 100 MT each.
- 2 Normal Cold Stores of 100 MT each.
- 2 Reefer vans.
- Material handing equipments

Around 1000 MT apples will be used as through put in the facility on annual basis.

Projection of Exports through the Proposed Project:

Year 1	100 MT
Year 2	150 MT
Year 3	200 MT
Year 4	250 MT
Year 5	300 MT

Delegation from Federal Services for Veterinary and Phyto Sanitary Services (FSVPS)



A delegation from Federal Services for Veterinary and Phyto Sanitary Services (FSVPS) had visited India from 20-24 April 2015 for inspection and approval of 6 additional integrated abattoirs. Russia had already approved four integrated abattoirs for sourcing of buffalo meat from India. We have since received the report of the delegation. Certain observations/non compliances have been made by the delegation. FSVPS has also sought information on livestock health and implementation of programme for epizootic animal health diseases. A compliance report will be sent to FSVPS for approval of additional plants.

Workshop on enhancing export of Meat and Meat products from North East India



A one day workshop on 'Enhancing export of meat and meat products from NE India' was organized by Agricultural

and Processed Food Products Export Development Authority (APEDA), in association with ICAR–National Research Centre on Pig, Guwahati (ICAR - NRCP) on 25th June 2015 at Guwahati to create a platform for the stakeholders to interact with each other in order to tap the vast domestic and export market opportunities for meat and meat products, in particular pork and pork products from North East India. The workshop was attended by more than seventy participants, which included exporters of pork



and pork products, commercial pig farmers, entrepreneurs, equipment manufacturers, feed and vaccine suppliers from across the country. A six member delegation from Nepal also attended the workshop. Resource persons from Food Safety and Standards Authority of India, International Livestock Research Institute (ILRI), College of Veterinary Science, Khanapara and Federation of Indian Export Organizations (FIEO) participated in the workshop.



The main highlights of the workshop were:

- Status report of meat industry in India: Export market challenges and opportunities
- Financial Assistance Scheme of APEDA; its procedure for availing financial assistance
- Overview of Export Development Fund for

North Eastern Region and mode of availing it

- Initiatives taken to accelerate export of meat and meat products from North East India
- Pig diseases of export importance
- Export opportunities of pork to Nepal and neighboring countries
- Pig system in NE India: An untapped opportunities to entrepreneurs
- Status report on meat and meat products in NER
- Food Safety & Standards Act, 2006 and Regulations, 2011
- Piggery sector in North East India
- Global issues in Pork Industry

An interactive session between prospective meat exporters and experts/officials from APEDA was well appreciated where queries generated during the interactive session were responded. During the workshop, the idea of creation of a '**PORK PROMOTION CLUB**' for providing a common platform to the stakeholders for coordinated approach and interaction was floated which was well received.

1st Manipur National Horti Expo



Chief Minister of Manipur, Shri Okram Ibobi Singh inaugurating the event

APEDA participated in the 1st Manipur National Horti Expo from June 11 - 13, 2015 at Imphal, Manipur, jointly organized by the Department of Horticulture and Soil Conservation, Govt. of Manipur, ICAR, State Horticulture Mission, National Skills Foundation of India (NSFI) and Central Agriculture University, Manipur. There was a huge turnout of visitors in the APEDA's stall during the expo where queries related to export were responded. The Hon'ble Chief Minister of Manipur along with the Deputy Chief Minister and Industry Minister of Manipur visited the stall and were apprised in detail on the APEDA's role and activities.

The expo brought together multi disciplinary scientific team, policy makers, producers, marketing personnel's, development agencies, farmers, NGO's and other stakeholders to a common platform for sharing their findings /ideas/expertise on key issues and formulate strategies for strengthening horticulture sector by improving productivity, quality and sustainable livelihood in the region. The expo provided a platform to discuss on the prospects, constraints, strategies and recent scientific advances in the field of horticulture with special reference to North-Eastern India. The event was also enriched by a National Workshop on issues and strategies





for developing horticulture sector , production and protection technologies, INM,IPM,IDM, post harvest management and value addition, natural resource management, organic farming, integrated farming system, climate change, precision farming, farm mechanization, horticultural marketing, human resource development and transfer of technology.

Hon'ble Chief Minister, Deputy Chief Minister & Industry Minister of Manipur Visiting Apeda's Stall

North East Summit 2015

APEDA participated in the North East Summit 2015 from 26th- 27th May 2015 at Guwahati, Assam. The event was inaugurated by Hon'ble Chief Minister Shri Tarun Gogoi, Assam and the concluding session by Governor, Assam.

The entire exhibition was put up in panels constructed stalls. The exhibition highlighted the potential of the region in agriculture, horticulture, food processing, livestock, where large, medium and small companies of the region participated and exhibited their products. APEDA booked a stall for facilitating exports and information/queries related to exports were responded. Information literature/ APEDA published brochures were handed to visitors visiting APEDA stall. There were a number of queries related to export procedure and marketing of horticulture products which were duly attended and were given necessary guid-



Hon'ble Chief Minister, Assam at APEDA's stall

ance.

There were also concurrent seminars at the meet covering subjects of immense importance like Horticulture sector in the North East, opportunities in poultry, dairy in North East, North East as organic zone of the world.



Hon'ble Governor, Assam at APEDA's stall

Africa Big Seven/Saitex-2015 Johannesburg, South Africa

APEDA participated in the “AFRICA’s Big Seven/SAITEX 2015” held from 21-23 June, 2015 at Johannesburg, Republic of South Africa. We received a very good response from the buyers of various countries in this event. The products of different brands from the countries like Turkey, China, Italy, German, U.K., Brazil, USA, RSA, India etc. could be seen during the event. Our registered exporters of different product groups have also participated in this show with their product samples. During our participation in SAITEX, 2015 we noticed that a large number of buyers from Southern African countries came under one roof which indicates the advantage of a larger market outreach in South Africa.

The office of the Consulate General of India (CGI) at Johannesburg has extended their cooperation and support as and when required during this event. The Hon’ble High Commissioner of India, Pretoria Mrs. Ruchi Ghanshyam, the Consul-General of India in Johannesburg, Shri Randhir Jaiswal and other diplomatic officers made a visit to the ‘APEDA Pavilion’ in SAITEX 2015. They expressed their pleasure after visiting the pavilion and appreciated APEDA’s preparedness for export promotion of Indian agro and processed food products in the international level.



High Commissioner of India, Pretoria Mrs. Ruchi Ghanshyam, the Consul-General of India in Johannesburg, Shri Randhir Jaiswal, Consul (Comm) & Head of Chancery, Mr. Naresh Kumar, CGI, Dr. C B Singh, AGM and Mr. Kamal Kant, SOE, APEDA.

The presence of the Indian companies in the South African markets is quite positive. Indian companies have their ongoing business in the South African food market selling basmati/non basmati rice, supplementary foods, spices, lentils, other grains, processed foods, cereal preparations, Pasta, Rice, Biscuits, Namkins, Jams, Jelly, Pickles, Corn based products, Fresh Fruits and Vegetables etc. A large number of buyers from Southern African countries are interested in Indian agro based products. In the present scenario, our products are touching basically the Asians/Indians. There are several Indian brands also showing their existence in the SA markets e.g Haldiram's, Everest, Dawat, Shakti Bhog, Mother's Recipe, Dabur, Shalimar, Rellure, Nur Jahan, Lal Quilla, Britannia, MTS etc.

APEDA exclusively organized the wet sampling of Indian Basmati Rice Biryani at its pavilion.

Taste of Indian Basmati Rice

An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. Everyone enjoyed the taste of Indian Basmati Rice Biryani. The visitors appreciated the aroma and taste of Indian Basmati Rice and demanded the Biryani recipe. During this session taste of Indian Potatoes Chips and ready to eat processed corn was also tasted during the campaign.

APEDA's participation in the event was organized by Dr. C. B. Singh, Assistant General Manager and Mr. Kamal Kant, Senior Office Executive. A total number of 8 exporters participated through APEDA and displayed their products.

Summer Fancy Food Show 2015 New York City, USA



APEDA has long associated itself with prominent exhibitions and programmes that showcase the strong export base possessed by India. In line with this tradition, APEDA took part in the 61st Summer Fancy Food Show 2015 held from 28th to 30th June 2015 at Javits Center, New York. The Summer Fancy Food Show is organized every year by the National Association for the Specialty Trade Association. An annual affair, it is amongst the biggest food trade shows in the United States with a focus on speciality and gourmet food. The event served to be a great platform to showcase food from India as products of international quality standards which are at par with local and similar products from other country. The broad objective was to showcase the strength of Indian products available for international buyers.

The aesthetically designed pavilion set up by APEDA was inaugurated by Hon'ble Mr. Dnyaneshwar M. Mulay, Consulate General of

India, New York. Hon'ble CGI met the participants and discussed various issues with participants to have a better market access in US market for Indian products. Consulate (Trade) Mr. Sreenivasa Rao Gudavalli and CGI officials also visited APEDA Pavilion. Mr. Eknath Khadse, Agriculture Minister, Government of Maharashtra and Mr. Arvind Kumar, MD, MIDC also visited APEDA pavilion and interacted with the participants.

APEDA exclusively organized the wet sampling of Indian Basmati Rice Biryani and Indian mangoes at its pavilion.

Wet Sampling of Indian Basmati Rice

Bringing out India's true flavour, arrangements were made for promoting Indian Basmati Rice through an exclusive wet sampling. An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. The Basmati preparation attracted lots of visitors



who made beeline for testing of unique cuisine. The visitors appreciated the aroma and taste of Indian Basmati Rice.

Wet sampling of Indian mangoes

Considering the mango season coinciding with the event, it was decided to utilize this opportunity to promote Indian mangoes during the event. While the promotion of the wet sampling of Kesar mangoes from Gujarat was done, lots of visitors tasted the mangoes and appreciated the aroma and taste of Indian mango.

The APEDA pavilion showcased Basmati rice, biscuits, mangoes, groundnut products non alcoholic beverages, dehydrated products, snacks along with other range of processed food products.

APEDA's participation in the event was joined by Shri Ajit B. Chavan, Director, Ministry of Commerce & Industry. The participation was coordinated by Mrs. Vinita Sudhanshu, Assistant General Manager, APEDA and Mrs. Shobana Kumar, Field Officer, APEDA. A total of 12 exporters participated through APEDA and displayed their products through their booths at APEDA pavilion.

A Buyer Seller meet (BSM) was also organized by APEDA in the Ballroom of CGI, New York on 30th June 2015 during the event. The BSM was joined by few importers and participant exporters. The BSM was joined by Mr. Dnyaneshwar M. Mulay, Consul General of India, Mr. Sreenivasa Rao Gudavalli, Consul (Trade) and Mr. Ajit B. Chavan, Director, MOC&I, APEDA officials along with senior officers of CGI. The participated exporters and importers appreciated the efforts of APEDA in organizing such BSM.



APEDA Authority meeting approved proposals for infrastructure and quality development

The 84th meeting of the APEDA Authority was held on 2nd June 2015 at Conference Room, APEDA, New Delhi. Shri Krishan Kumar, Chairman, APEDA presided the meeting. Chairman in his address briefed about exports of APEDA scheduled products. He mentioned that APEDA's share in total agricultural exports have gone up by 2%. Members were apprised that Canada has given market access to Indian grapes. He added that discussions concerning market access for grapes to US are at an advanced stage.

Further he said amendments to National Programme on Organic Production have been notified by DGFT, wherein two new product categories namely, livestock and aquaculture have been added w.e.f. 1st June, 2015 for export purposes.

Delegations from Philippines, Algeria and Russia visited India in connection with import of meat. Mauritius and South Korea delegations also visited India for import of mango from India. He informed the members that new initiatives are being taken by APEDA for cluster development for fresh fruits and vegetables. APEDA is also in the process of conducting outreach programmes in selected states with the objective of enhancing agro exports.

He said, "An exercise is being carried out to simplify the procedures for Transport Assistance Scheme (TAS) and reduce documentation under various schemes of APEDA. APEDA also plans to outsource the disbursement of funds under these schemes particularly TAS through a bank. This will further smoothen the process of disbursement of funds under the Scheme."

APEDA Authority deliberated and approved projects for State Govt and Private enterprises under the infrastructure development scheme.

Under the common infrastructure projects, Authority approved proposal for setting up of

processing unit for frozen fruits and vegetables with IQF at Dehradun, Uttarakhand, proposal of setting up of potato flakes unit at Deesa, Gujarat and proposal of setting up of vegetable processing unit with IQF facility and pack house at Jhansi.

For private entrepreneurs, Authority approved setting up of integrated post harvest handling system (pack house) for raisins-grape dried at Nasik Maharashtra; setting up of integrated post harvest handling system (pack house) for fresh grapes at Nasik Maharashtra; setting up of integrated post harvest handling system (pack house) for other fresh fruits & vegetables (mango, grapes, okra, bitter guard, pomegranate) at Mumbai, Maharashtra; setting up of integrated post harvest handling system (pack house) for other fresh fruit & vegetables (mango, apple, cucumber, carrot) at New Delhi and setting up of mechanized handling facilities and intermediate storage for fresh fruits & vegetables at Ambala Cantt. Haryana.

Under the scheme for quality development, Authority approved financial assistance for purchase of equipments of high precision to determine residues of pesticides in fresh fruits & vegetables, cereals and other agro products and the equipments that improve turnaround time for speedy analysis such as purchase and installation of Triplequad LC-MS-MS UPLC & Triple Quadrupole GC-MS-MS; purchase of GC-MS-MS, UV Visible Spectrophotometer & supporting equipments and purchase of T.Q. LCMS-MS & Amino Acid Analyser.

Strategy developed for implementation of food safety management programme for manufacturer exporters and for implementation of cluster development project for fresh fruits and vegetable was discussed at length in the Authority meeting. Other important matters were also discussed in the meeting such as formation of product committees of the APEDA Authority.

Canadian Food Inspection Authority (CFIA) delegation visited India



CFIA delegation had visited India during 24-28 April 2015. They confirmed that PRA is not required for export of tropical fruits and vegetables to Canada like Mangoes, Banana, Walnut, Brinjal and Okra. In case of Market access for Grapes, CFIA agreed in principle with certain conditions which were accepted by the Indian side. CFIA delegation were explained about GrapeNet, an online software web based system which they appreciated.

South Korean Quarantine Expert appreciated Export Certification system put in place by India

Quarantine Expert from Animal and Plant Quarantine Authority of South Korea had visited India from 11th - 15th May 2015. He expressed his satisfaction over the system put in place for



export of pest free mangoes. Subsequently, a bilateral meeting was also held in Ministry of

Agriculture, Krishi Bhawan under the Chairmanship of Joint Secretary (Plant Protection). South Korean Animal and Plant Quarantine Authority has now requested to provide the list of approved pack houses and other information with the view to initiate export of mangoes to South Korea.

Delegation from Mauritius visited to see Export Certification system put in place by India before issuance of Import permit for Indian Mangoes.

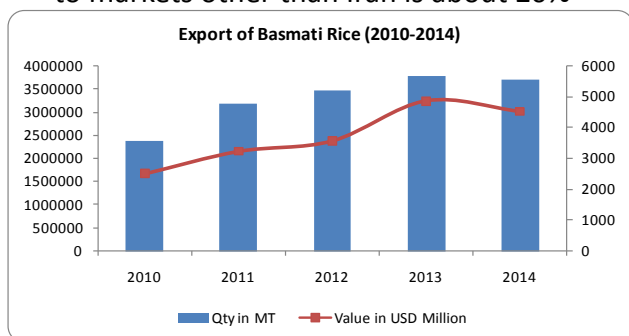
A two member delegation from Mauritius visited India to see the system put in place for export certification and to evaluate the package of practices to be followed in Mango orchards. The delegation expressed their satisfaction after evaluating the system put in place by India and practices followed in Mango orchards. Mauritius immediately started issuing import permits for Indian Mangoes.



Visit of Mauritian Delegation to RQPS, Sewari (E) Mumbai during 13-15 May

Export of APEDA Products Analysis of performance 2014-15

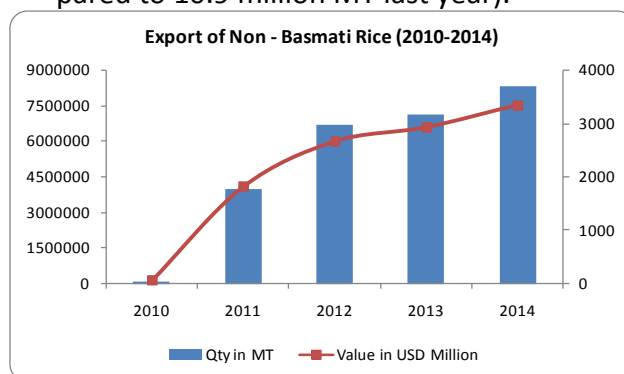
- As per data received from DGCIS, export value of APEDA products during April- March 2014-15 is USD 21.345 billion (Rs.1,30,458 crore). There is a negative growth of 5.5% in dollar terms (- 4. 3% in rupee terms) as compared to the performance during 2013-14.
- Basmati Rice** – Export value of Basmati Rice is USD 4.518 billion (Rs.27599 crore) showing negative growth of 7.1% (- 5.8% in rupee terms). Unit value realization is USD 1220 per MT as compared to USD 1295 per MT in last year. Drop in quantity terms is 0.52 lakh MT (37.02 compared to 37.54 last year). The drop in export to Iran which was the largest importer of Basmati Rice during 2013-14 is about 5.05 lakh MT. Export during current year is 9.35 lakh MT as against 14.40 during last year. Saudi Arabia has emerged as the largest importer with import of 9.67 lakh MT as compared to 8.26 lakh MT in the previous year. Growth in export to markets other than Iran is about 20%



Source : DGCIS

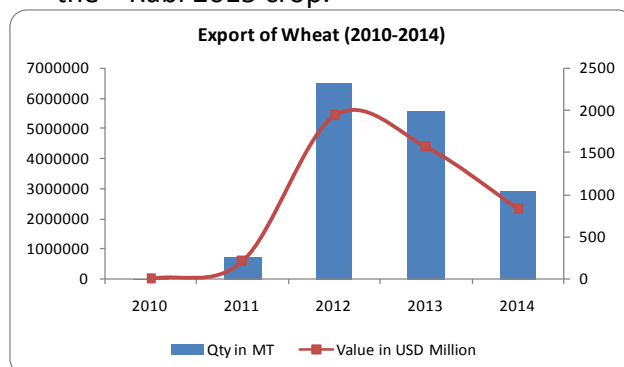
- Non-Basmati Rice** – Export value of non Basmati rice is USD 3320 million (Rs. 20336 crore) showing growth of 13.5% in dollar terms (14.3% in rupee terms). The quantity of export has gone up from 71.48lakh MT to 82.26 lakh MT showing growth of 15%. The average unit value realization is USD 403 per MT as compared to USD 409 per MT last year. Bangladesh, Senegal, Benin, Nepal and Sri Lanka have been five top destinations for

non Basmati rice from India. The combined export of rice is higher by 9.4% as compared to last year (total 11.9 million MT as compared to 10.9 million MT last year).



Source : DGCIS

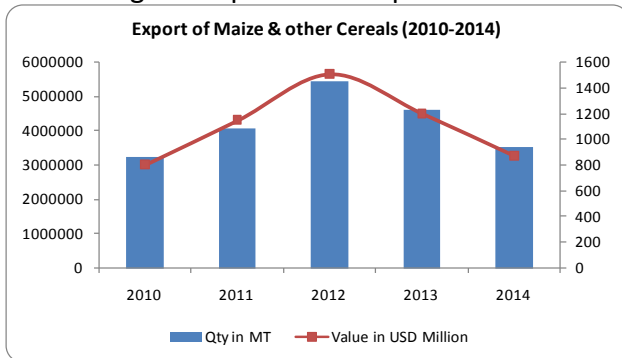
- Wheat** –Export value of wheat is about USD 826 million (Rs. 4975 crore) showing negative growth of about 47% (-46% in rupee terms). The current price as per International Grain Council for US HRW (FOB Gulf) is USD 230 per MT. The quotations from India are at about USD 275 per MT. Therefore, no exports from public stocks of wheat are feasible at present. Wheat exports are not expected to pick up in coming months also due to untimely rains causing loss to the Rabi 2015 crop.



Source : DGCIS

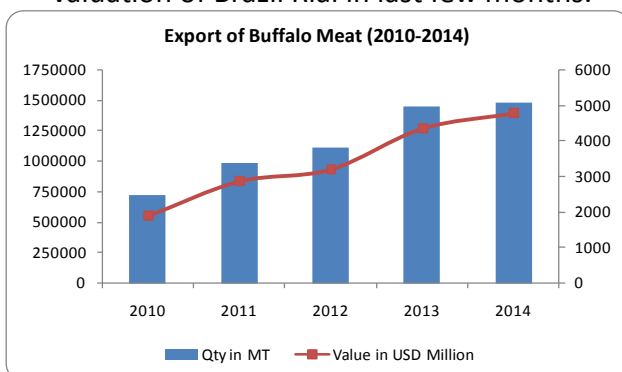
- Maize & other cereals** - Exports value of maize and other cereals is USD 868.5 million (Rs. 5258crore) showing negative growth of 28% (-26.7% in rupee terms). Quantity of

export has gone down from 46.37 lakh MT to 35.11 lakh MT. Currently, price for US 3YC is USD 171 per MT fob Gulf. Prices of Maize in India are worked out on MSP plus basis. With MSP of Rs. 1310 per Quintal, quotations from India are currently at USD 220 per MT making the exports uncompetitive.



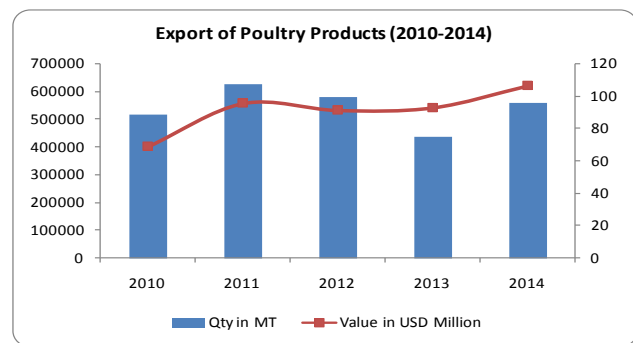
Source : DGCIS

6. **Buffalo Meat** – Export value of buffalo meat is USD 4.781 billion (Rs.29282crore) showing growth of 9.9% (10.7% in rupee terms). Export to Russian Federation has started in April 2015. Export to Iran is expected to resume shortly. Price advantage for Indian buffalo meat is eroded due to reduction in prices for supply from Brazil in view of devaluation of Brazil Rial in last few months.



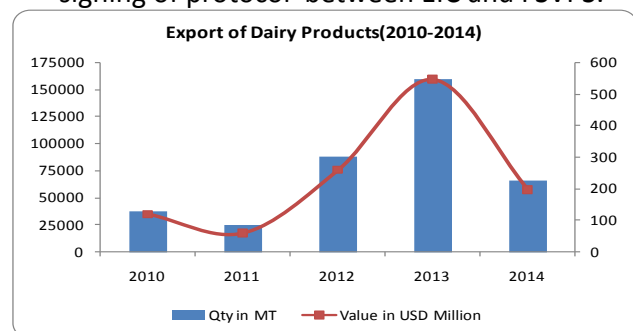
Source : DGCIS

7. **Poultry products** – Export value of poultry products is USD 106.38 million (Rs.651 crore) showing a growth of 14.4% (14.9% in rupee terms). Under the compartmentalization concept, approval of one poultry unit is awaited from Kuwait. Export of layer eggs and day-old- chicks is expected to start soon.



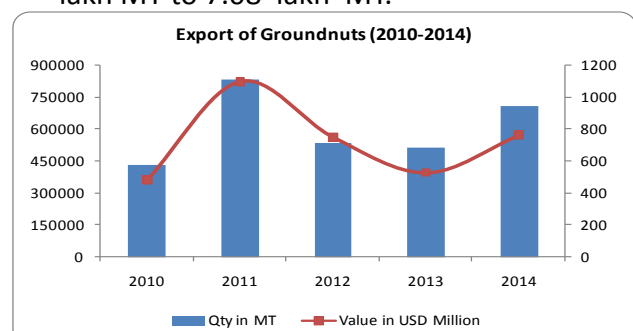
Source : DGCIS

8. **Dairy products** – The value of export is USD 354.65 million (Rs.2162 crore) showing a negative growth of 51.3% (- 50.9 % in rupee terms). The shortfall in export is mainly due to high domestic prices of milk and milk products. Prices of Skimmed Milk Powder (SMP) from India are currently at USD 3300 per MT as against USD 2400 per MT from EU & New Zealand. Two dairy units have been approved for import by the Russian Federation. Export of cheese is expected to start soon after the signing of protocol between EIC and FSVPS.



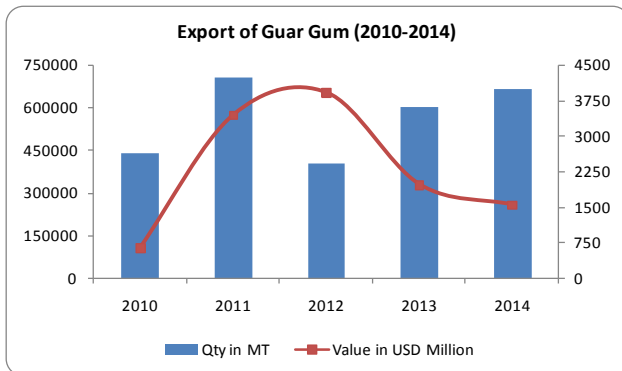
Source : DGCIS

9. **Groundnuts** –The value of exports is USD 760 million (Rs. 4675 crore) showing a growth of 45% (47% in rupee terms). The quantity of export has gone up from 5.10 lakh MT to 7.08 lakh MT.



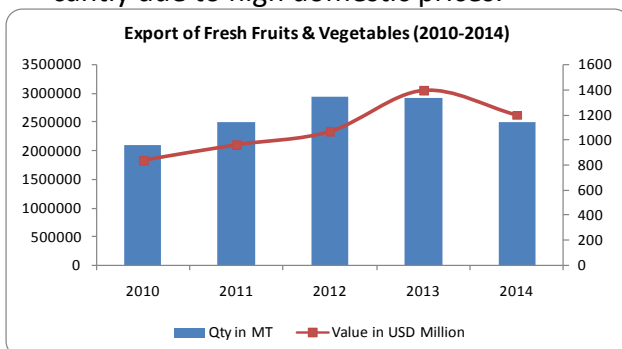
Source : DGCIS

10. **Guar Gum** – The value of exports is USD 1552 million (Rs.9480 crore) showing a negative growth of 22% (-19% in rupee terms). Quantity of export has gone up from 6.02 lakh MT to 6.65 lakh MT. In last couple of years prices of guar gum shot-up due to sudden rise in demand from USA. The prices have registered a constant decline in last one and a half year. Prices are likely to stabilize at current level for some time.



Source : DGCIS

11. **Fresh Fruits & Vegetables** – The value of export is USD 1269 million (Rs.7760 crore) showing a negative growth of 15% (-14% in rupee terms). Main vegetable of export is onion. Its export has come down significantly due to high domestic prices.



Source : DGCIS

12. **Processed Fruits and Vegetables** – The value of export is USD 1074 million (Rs.6569crore) showing a growth of about 2.3% (3.1% in rupee terms).

13. **Spirit and Beverages** – The value of export of is USD 369 million (Rs.2262crore) showing a negative growth of 8% (-7 % in rupee terns). In the recent past, supply of Ethanol

has increased globally for use in alcoholic beverages since its use for mixing with petroleum products as fuel has come down with decrease in crude oil prices. The price of ethanol from India has accordingly become uncompetitive.

14. **Misc. processed items** – The value of export of Misc. processed items is USD 1259 million (Rs.7697 crore) showing growth of 9.5% (10.4% in rupee terms).

Country Profile - Tanzania



Tanzania has been described as one of the most diverse countries in Africa and this is reflected in the fact that there are more than 120 local languages spoken in the country. Swahili is the national language that is widely spoken while English is the official language of education; administration and business.



Tanzania at a glance

Official Name : United Republic of Tanzania
 Capital : Dodoma
 Largest City : Dar es Salaam
 Government : Republic
 Population : 50.76 million (2014 est)
 Languages : Swahili, English
 Currency : Tanzanian Shilling
 GDP (Purchasing Power Parity) : \$92.53 billion (2014 est)
 Website : <http://www.tanzania.go.tz/>

Tanzania is a developing country and its economy depends heavily on agriculture. The sector accounts for more than 40% of GDP, provides 85% of the country's exports and employs 80% of the total workforce. Apart from the agricultural sector, tourism, mining and small scale industries are increasingly contributing to the national economic growth. The land used for agriculture is 43.7%, out of which arable land is 14.3%, the permanent crops land area is 2.3% and permanent pasture area is 27.1%.

The United Republic of Tanzania is located in Eastern Africa. It is bordered by Kenya and Uganda to the North, Rwanda, Burundi and the Democratic Republic of Congo to the West and Zambia, Malawi and Mozambique to the South. The country's eastern border lies in the Indian Ocean which has a coastline of 1,424 km.

The official capital of Tanzania is Dodoma, which is located 309 km west of Dar es Salaam. Dar es Salaam is the country's commercial capital and is also the major seaport for the county's serving its landlocked neighbors. Other big urban centres include Arusha, Moshi, Tanga, Mwanza, Morogoro, Mbeya, Iringa, Tabora, Kigoma, Shinyanga and Zanzibar.

Agriculture

In Tanzania, agriculture accounts for about half of the national income, three quarters of merchandise exports and is source of food in addition to provision of employment opportunities to about 75% of Tanzanians. Agriculture has linkages with the non-farm sector through forward linkages to agro processing, consumption and export; provides raw materials to industries and a market for manufactured goods. Tanzania produces approximately 97% of its food requirement. Production of food crops varies from year to year depending on the amount of rainfall received.



The majority of the population (about 70%) lives in rural areas where their livelihood depends on agriculture either directly or indirectly. It contributes about 25% of GDP and accounts for half of employed labour force.

Major food crops grown include maize, sorghum, millet, rice, wheat, pulses (mainly beans), cassava, potatoes, bananas and plantains. A variety of cash crops which are produced include coffee, cotton, cashew, tobacco, sisal, pyrethrum, tea and sugarcane. Oilseeds include groundnuts, sunflowers and sesame. Horticultural crops grown include vegetables, fruits, cut flowers and spices. The major crop exported is cashew nuts, coffee, tobacco, tea, cotton and sisal.

Source

CIA, Factbook

<http://www.tanzania.go.tz>



Exports from India

India mainly exports Cereal preparations, basmati rice, jaggery & confectionary, alcoholic beverages, non basmati rice. Apart from these, India also exports other processed fruits and vegetables, mango pulp, fruits & vegetable seeds etc.

India's Export to Tanzania										
Qty in MT, Value in Rs Lakhs										
Products	2010-11		2011-12		2012-13		2013-14		2014-15	
	Qty	Value	Qty	Value	Qty	Value	Qty	Value	Qty	Value
Cereal Preparations	4,142.40	1,768.28	4,274.28	1,996.96	5,746.05	2,815.73	6,692.66	3,905.71	8,421.30	5,017.28
Basmati Rice	585.09	265.94	3,036.37	1,414.99	3,383.20	1,857.29	3,706.18	2,984.09	5,249.02	3,762.11
Jaggery & Confectionery	3,855.08	1,562.38	71,643.28	21,948.30	6,035.21	2,313.71	14,332.58	5,081.68	5,614.25	2,485.98
Alcoholic Beverages	4,105.87	1,460.31	7,714.73	3,363.53	4,862.34	2,642.10	2,962.67	2,082.26	2,445.33	1,587.57
Non Basmati Rice	0.41	0.11	14,459.33	3,116.18	28,451.58	6,485.47	6,918.78	1,792.56	5,488.48	1,493.18
Miscellaneous Preparations	1,620.77	588.48	1,224.11	440.72	1,705.86	638.15	2,143.60	814.72	2,500.65	864.46
Other Processed Fruits & Vegetables	286.64	177.21	624.92	248.31	3,024.51	1,403.16	1,673.53	1,167.24	1,042.85	657.92
Mango Pulp	257.98	152.31	265.1	129.04	2,020.52	565.75	564.67	352.52	413.19	203.16
Fruits & Vegetables Seeds	8.44	4.65	23.1	86.94	2.41	45.8	2.87	34.65	5.96	129.28
Other Fresh Fruits	166.39	33.73	120.27	36.66	230.72	60.15	4.51	3.56	377.04	123.68
Other Cereals	0.9	0.17	3.84	0.81	10,006.03	1,585.84	45.96	8.99	458.79	88.5
Milled Products	199.32	30.22	205.01	40.45	578.98	99.03	528.49	131.42	372.88	87.15
Guargum	121.1	118.9	166.67	207.98	7.1	16.88	13.7	33.75	36.1	77.8
Dairy Products	44.13	67.77	13.86	19.81	44.41	73.71	716.48	2,097.69	26.47	65.83
Cocoa Products	1.22	2.06	1.55	4.78	1	2.5	9.34	18.5	28.59	30.15
Floriculture	0.09	1.59	2.71	2.05	0.02	0.05	2.08	5.41	0.18	28.17
Fresh Onions	0	0	57	3.6	288	38.23	289	39.03	173	22.54
Pulses	1.8	0.79	43.68	12.5	11.23	7.25	45.69	24.58	19.74	9.97
Wheat	0.12	0.06	1	0.18	1,97,691.40	31,565.90	25.5	4.97	17.28	5.39
Maize	0	0	0.03	0.01	0.26	0.37	2.12	3.01	22.1	4.53
Other Fresh Vegetables	6.21	1.67	17.1	2.09	22.9	6.86	6.22	2.96	3.65	3.39
Fresh Mangoes	0	0	0	0	0	0	2	1.99	2.9	2.52

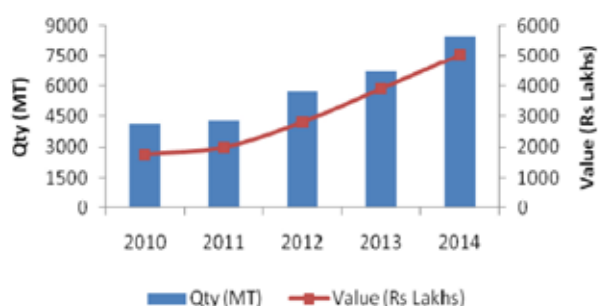
Casein	0.06	0.05	0.66	0.92	1.48	2.04	26.57	40.62	0.75	2.35
Natural Honey	0.06	0.05	0.66	0.92	1.48	2.04	26.57	40.62	0.75	2.35
Dried & Preserved Vegetables	18.54	15.57	2.26	1.79	102.93	1.06	0.57	0.46	2.18	1.94
Albumin(Eggs & Milk)	0	0	0.3	0.61	0	0	0	0	0	0
Buffalo Meat	208	232.27	266	331.69	28	42.37	0	0	0	0
Cucumber and Gherkins(Prepd. & Presvd)	0	0	42.51	9.48	0	0	21	6.12	0	0
Fresh Grapes	0	0	0.04	0.13	2.09	2.53	2.13	1.84	0	0
Groundnuts	0	0	0.03	0.03	0.1	0.07	0.12	0.07	0	0
Poultry Products	472.07	11.61	0	0	0	0	0	0	0	0
Processed Meat	0	0	0.2	0.35	0	0	0	0	0	0
Walnuts	0	0	0.02	0.08	14.76	49.32	0.04	0.26	0	0
Total	16,102.69	6,496.18	1,04,210.62	33,421.89	2,64,264.57	52,323.36	40,765.63	20,681.28	32,723.43	16,757.20

Source : DGCIS Annual Export

Top five commodities exported to Tanzania from India are Cereal preparations, basmati rice, jaggery & confectionery, alcoholic beverages and non basmati rice.

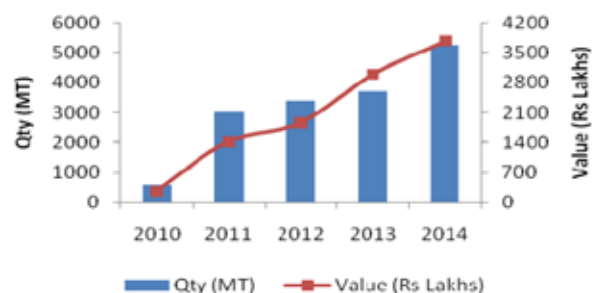
Cereal Preparation

Chart 1 : Cereal Preparation exported (2010-2014)



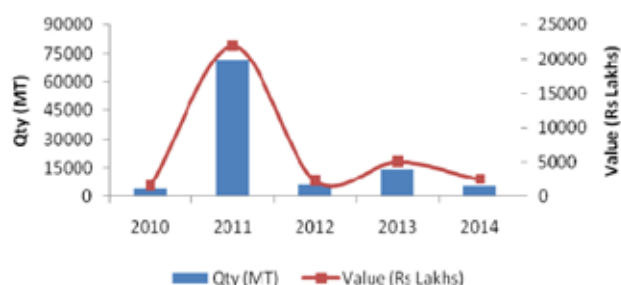
Basmati Rice

Chart 2 : Basmati Rice exported (2010-2014)



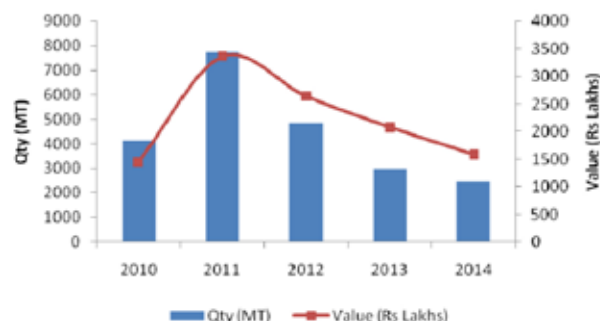
Jaggery & Confectionery

Chart 3 : Jaggery & Confectionery exported (2010-2014)



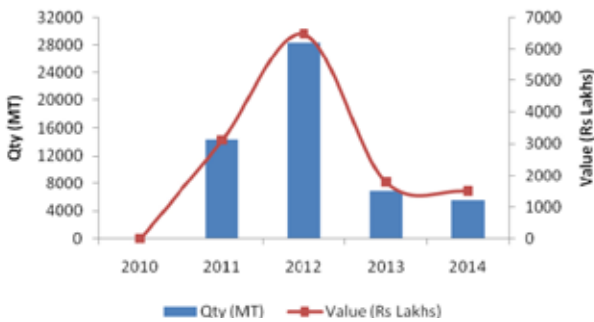
Alcoholic Beverages

Chart 4 : Alcoholic Beverages exported (2010-2014)



Non Basmati Rice

Chart 5 : Non Basmati Rice exported (2010-2014)



Source : DGCIS Annual Export

Global import of APEDA Products by Tanzania

Year	Qty in MT	Value in USD Mill
2010	26,47,361	1023.33
2011	13,60,359	678.43
2012	10,80,507	523.09
2013	12,02,627	582.94

Tanzania imported 2,647,361 MT of APEDA products in 2010 valued at 1023.33 USD Mill. In the year 2011, the imports decreased to 1,360,359 MT valued at 678.43 USD Mill. Further there was a decrease in the year 2012 with imports of 1,080,507 MT valued at 523.09 USD Mill. But in 2013, the imports were increased to 1,202,627 MT valued at 582.94 USD Mill. The below graph illustrates the same.

Chart 6 : World total APEDA products imported by Tanzania



India Total APEDA products exported to Tanzania

India exported a total of 15,233.32 MT in 2010 and in 2011, the exports decreased to 8,263.52. But in 2012, the exports increased to 58,510.89 worth of 27.78 USD Mill. In 2013, the exports have again decreased to 14302.51 MT.

Year	Qty in MT	Value in USD Mill
2010	15,233.32	10.46
2011	8,263.52	6.02
2012	58,510.89	27.78
2013	14,302.51	9.01

Chart 7 : India total APEDA products exported to Tanzania



Source : UNCOMTRADE, as reported by the importing countries (updated as on 15 Jan 2015)

GDP of Tanzania (2003-2015)

The Gross Domestic Product (GDP) in Tanzania was worth 49.18 billion US dollars in 2014. The GDP value of Tanzania represents 0.08 percent of the world economy. GDP in Tanzania averaged 13.75 USD Billion from 1988 until 2014, reaching an all time high of 49.18 USD Billion in 2014 and a record low of 4.26 USD Billion in 1990.



Source : World bank, trading economics

Employment in Tanzania

Percentage of the Total Employment by Sector

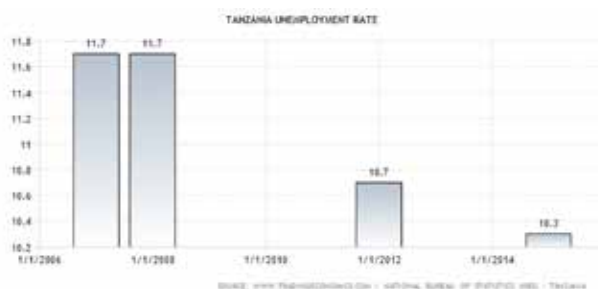
Employment in agriculture is decreased to 60.7% in 2014 from 75.1% in 2006. Private informal sector and household duties sector has seen an increase in the employment. In the private informal sector, there is an increase of 8.5% and an increase of 4.5 % in the household duties sector.

Sector	2006			2014		
	Male	Female	Total	Male	Female	Total
Central and local Government	1.8	0.9	2.7	1.8	1.3	3.1
Parastatal Organization	0.3	0.1	0.4	0.3	0.1	0.4
Agriculture	34.3	40.8	75.1	30	30.7	60.7
Private informal sector	5.6	4.5	10.1	9.7	8.9	18.6
Private other sector	6.1	2.5	8.6	6.3	3.3	9.6
Household duties	0.5	2.6	3.1	2.5	5.1	7.6

Source : National Bureau of Statistics, Tanzania

Unemployment Rate in Tanzania

Unemployment Rate in Tanzania decreased to 10.30 percent in 2014 from 10.70 percent in 2011. Unemployment Rate in Tanzania averaged 11.46 percent from 2001 until 2014, reaching an all time high of 12.90 percent in 2001 and a record low of 10.30 percent in 2014.



Source : National Bureau of Statistics, Tanzania, trading economics

List of APEDA's Participation in the International Trade Fair Year 2015-16

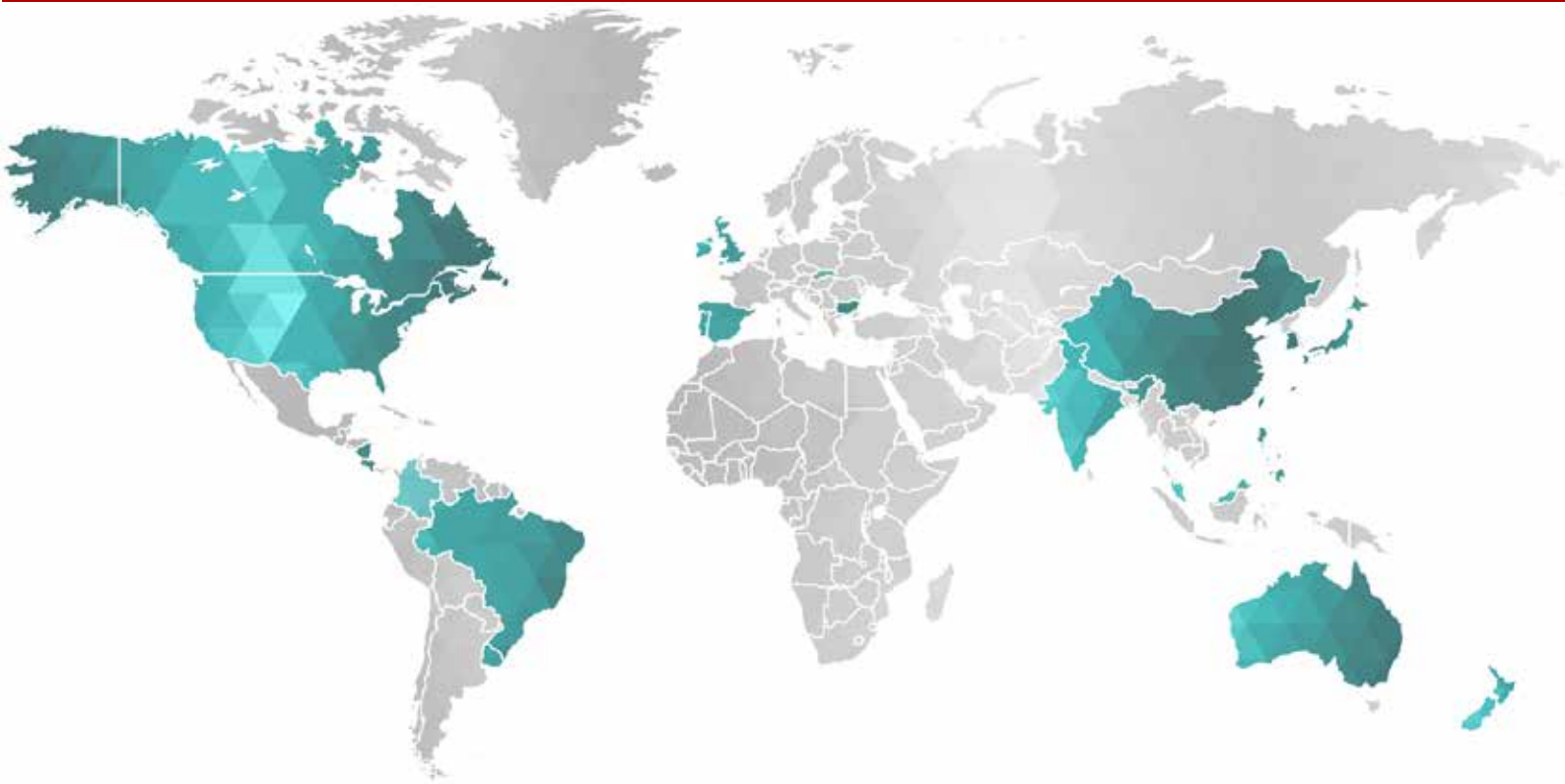
S.No.	Event	Place	Date	Officer Nominated
1.	Africa Big Seven / SAITEX	Johannesburg, South Africa	21-23 Jun 2015	Mr. C. B. Singh, AGM Mr. Kamal Kant, SOE
2.	Summer Fancy Food & Conf. Show	New York, USA	28-30 Jun 2015	Mrs. Vinita, AGM Mrs. Shobana, FO
3.	International Processed Food & Packaging Exhibition	Columbo, Sri Lanka	7-9 August 2015	Mr. Lohakare, AGM Mr. Saurav Aggarwal, Accounts Manager
4.	World Food Moscow	Moscow, Russia	14-17 September 2015	Mr. R.K. Mondal, DGM Mrs Roseleen, SOE
5.	Anuga	Cologne, Germany	10-14 October 2015	Dr. Sudhanshu, DGM Mr. Sandeep Saha, Accountant
6.	Foodex Saudi	Jeddah, Saudi Arabia	17-20 Nov. 2015	Mr. Umesh Kumar, AGM Mr. Gautam, Accountant
7.	Fruit Logistica	Berlin, Germany	3-5 February 2016	Mrs. Samidha Gupta, AGM Mrs Rekha, EO(EDP)
8.	Gulf Food 2015	Dubai, UAE	21-25 February 2016	Mr. Navneesh Sharma, DGM Mr. Man Prakash, AGM
9.	BIOFACH 2016	Germany	10-13 February 2016	Dr. Saswati Bose, DGM Mrs. Thangam, AGM
10.	Foodex Japan 2016	Tokyo, Japan	8-11 March 2016	Mrs. Sunita Rai, AGM Mr. S.S.Rawat, Librarian
11.	Natural Products Expo West	Anaheim, CA USA	5-7 March, 2016	Mrs Reeba, AGM Mr. Bidyut Barua, AGM

Promotional activities to be carried out during 2015-16

S.No.	Event	Place	Date	Officer Nominated
1.	Brand Promotion of Indian Food products i.e. dehydrated products, Ethnic products, ground nuts, guar-gum, confectionary, cereal preparations, mango pulp, dried and preserved vegetables etc.	Dar es Salaam, Tanzania	3 Days	Mr. S S Nayyar, GM Mr. Harpreet Singh, EO
2.	Brand Promotion of Indian Food products i.e. dehydrated products, Ethnic products, pulps and cereal preparations	Mexico City, Mexico	3 Days	Dr. Tarun Bajaj, GM Mr. Surender Pal, AGM
3.	Brand promotion of Indian Wine in UK.	London, UK	3 Days	Mr. Sunil Kumar, GM Mr. Chander Dudeja, Accountant
4.	Brand Promotion of Indian Food products i.e. Ethnic products, biscuits and cereal preparations	Nairobi, Kenya	3 Days	Mr. S S Nayyar, GM Mr. Harpreet Singh, EO
5.	Promotional activities to be carried out alongwith Summer Fancy Food fair	New York, USA	3 Days	Mrs. Vinita, AGM Mrs. Shobana, FO
6.	Promotional activities to be carried out alongwith Saitex/ Big Seven	Johannesburg, South Africa	3 Days	Mr. C. B. Singh, AGM Mr. Kamal Kant, SOE

Outreach Programmes

Sl No.	Programme Location	States Covered	Nodal APEDA Officer	APEDA office to be Associated	Date
1	Chandigarh	Punjab	Mr. Sunil Kumar, GM	HO	01/07/2015
2	Shimla	HP	Mr. Sunil Kumar, GM	HO	24/08/2015
3	Jammu	J&K	Mr. Sunil Kumar, GM	HO	16/09/2015
4	Dehradun	Uttarakhand	Mr. Sunil Kumar, GM	HO	12/10/2015
5	Bhopal	Madhya Pradesh	Mr. Sunil Kumar, GM	RO Mumbai	07/12/2015
6	Ludhiana	Punjab	Mr. Sunil Kumar, GM	HO	16/02/2015
7	Mahuva	Gujarat	Dr. Tarun Bajaj, GM	RO Mumbai	05/08/2015
8	Solapur	Maharashtra	Dr. Tarun Bajaj, GM	RO Mumbai	18/08/2015
9	Kohlapur	Maharashtra	Dr. Tarun Bajaj, GM	RO Mumbai	23/09/2015
10	Mumbai	Maharashtra	Dr. Tarun Bajaj, GM	RO Mumbai	27/11/2015
11	Nashik	Maharashtra	Dr. Tarun Bajaj, GM	RO Mumbai	21/01/2015
12	Ratnagiri	Maharashtra	Dr. Tarun Bajaj, GM	RO Mumbai	15/03/2016
13	Patna	Bihar	Mr. S S Nayyar, GM	RO Kolkata	18/08/2015
14	Guwahati	NE Region	Mr. S S Nayyar, GM	RO Guwahati	11/08/2015
15	Jaipur	Rajasthan	Mr. S S Nayyar, GM	HO	15/07/2015
16	Kolkata	West Bengal	Dr. Navneesh Sharma, GM	RO Kolkata	02/11/2015
17	Raipur	Chhattisgarh	Dr. Navneesh Sharma, GM	RO Mumbai	09/11/2015
18	Ranchi	Jharkhand	Dr. Navneesh Sharma, GM	RO, Kolkata	16/11/2015
19	Bhubaneswar	Odisha	Dr. Navneesh Sharma, GM	RO, Kolkata	30/11/2015
20	Chandigarh	Punjab	Mr. U K Vats, DGM	HO	02/09/2015
21	Chandigarh	Haryana	Mr. U K Vats, DGM	HO	09/10/2015
22	Lucknow	UP	Mr. U K Vats, DGM	HO	17/09/2015



AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

(Ministry of Commerce & Industry, Govt. of India)

Email: headq@apeda.gov.in Website: www.apeda.gov.in

LIST OF APEDA CONTACT NUMBERS : REGIONAL OFFICES

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Chairman: Krishan Kumar, IAS

General Manager: Sunil Kumar; Tarun Bajaj; S S Nayyar; Navneesh Sharma

Co-ordinators: Rajni Arora (Exec.Secy); Kamal Kant (EO)

For your valuable Suggestions, Feedback or Comment please

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