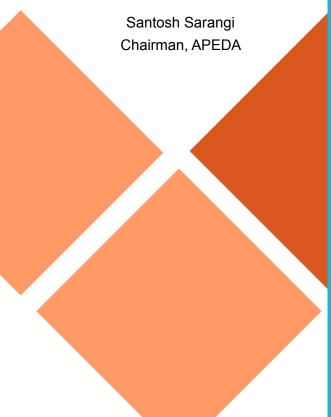


SHOWCASING INDIA FOOD PRODUCTS



FOREWARD FROM CHAIRMAN





While focusing on the need for better packaging, branding and focusing on the retail market, India has to explore new markets where we have ample opportunities to export our products. We should focus on the value added products, RTE Sector as there are more opportunities in this area. We should stress the need on the quality and better packaging aspects for the existing and the new markets as well.

The RTE sector is currently just 8% of the total agri export of about USD 43 billion per year. This segment has to be focused as there is a huge opportunity for the Indians settled abroad. The Government is ready to support the entrepreneurs. The entrepreneurs have to scale-up and seize the opportunity.

The lift in the ban for livestock products by Russia, would help the exporters to explore more markets, and would fetch more for the contribution to the export.

APEDA participated in the world's largest agri trade fair, SIAL in Paris, France from 19th – 23rd October 2014. It's a wide platform for the Indian exporters to showcase their products. Around 50 members used this platform as an opportunity to showcase their products.

The delegates from India and France participated in a conference on French India Agribusiness and Food Sector. Dr. Tarun Bajaj, General Manager, APEDA represented APEDA in plenary session to discuss the growth, partnership, and Investment opportunities of agro products in India. The event concluded with serious trade enquiries from different companies across the globe, which would facilitate for more trade business between France and India.



APEDA

INTHE NEWS

EU lifted ban on import of Indian Mango

The European Union decided to lift a ban on the import of mangoes from India after the country made improvements in plant health controls and certification system, clearing the way for them to return to the 28-member bloc.

A European Commission committee voted to lift the ban. The legislation now needs to be formally adopted and published by the European Commission.

This will take around a month, but the positive vote by the Committee gives certainty to Indian exporters and UK importers about the position for the forthcoming mango season.

Welcoming the decision, British High Commissioner in India His Excellency Sir James D. Bevan said: "This is great news for the UK-India and EU-India trade relationship and especially for Indian exporters and UK consumers. The British Government worked hard to have the ban lifted. This includes sending

an expert to provide technical training, prior to the EU inspection in September. This is great news for the UK-India and EU-India trade relationship and especially for Indian exporters and UK consumers".

The EU accounts for more than 50 per cent of total exports of fruits and vegetables from India. The UK is the main destination, followed by the Netherlands, Germany and Belgium.

India, Russia agree to develop e-certification systems to boost Food Trade

India's Agricultural and Processed Food Products Export Development Authority (APEDA) and Russia's phytosanitary watchdog Rosselkhoznadzor have agreed to increase cooperation to boost food exports from India to Russia though technical consultations and e-certification systems.

Rosselkhoznadzor said that top officials on both sides held telephonic consultations on export of buffalo meat (carabeef) from India to Russia. Mr. Vasily Lavrovsky, head of the Rosselkhoznadzor's Department for Veterinary Inspection Activities within International Cooperation and WTO, and Shri Santosh Sarangi, Chairman, APEDA, have agreed to exchange contact details of the technical specialists soon.

Earlier, Rosselkhoznadzor had agreed to depute its officials in India on a permanent basis to inspect meat exports from India to Russia. As a part of the ongoing consultations, Russia has asked APEDA to provide details of meat products so that it could finalise the role of Rosselkhoznadzor inspectors. APEDA has assured to provide all the details soon.

India is the producer and world's largest exporter of buffalo meat, which accounts for around 82% of total meat exports by India. Indian buffalo meat is popular in countries like Vietnam, Malaysia, Thailand, Saudi Arabia, Egypt and UAE, and exports had jumped 52% in value terms in FY 2013-14 over 2012-13.

Russia has also allowed carabeef (buffalo meat) imports from India, following talks between phytosanitary watchdog Rosselkhoznadzor and India's Agricultural and Processed Foods Export Development Authority (APEDA).

In addition to increasing buffalo meat supplies to Russia, India is also likely to increase exports of other food items to Russia soon, including seafood and eggs. In the last few months, Rosselkhoznadzor has approved buffalo meat imports from four Indian companies and imports from one of the poultry unit.

After Buffalo meat, Russia opens door to milk, dairy products from India

Russia has lifted restrictions on the import of milk, cheese and other dairy products from India less than a week after allowing buffalo meat from the country.

This move is a result of Western sanctions on Russia over its role in the Ukraine crisis, which led to Russia not buying food items from the EU, US, Australia, Norway and Canada.

Russian President Vladimir Putin and Indian Prime Minister Shri Narendra Modi are likely to announce a Joint Study Group for a feasibility study on a Free Trade Agreement between the two countries, which would boost trade further.

Exporters are excited about the opportunities that Russia holds as India's exports to the country during the last fiscal year were just \$2.15 billion, a small fraction of Russia's total imports of \$318 billion.

Amul is already exploring opportunities to enter the Russian market and is in talks with Russian company Galaktika for export of cheese and dried milk. Processing units inspected and certified by Russia's Ministry of Agriculture can export their products to the country.

Russia's annual dairy product import requirements are estimated at above 5,000 thousand tonnes. The country used to purchase around half of its dry milk and cheese requirements from the constituents of former Soviet Republic and Finland. Russia has imposed a one-year ban targeting all meat, fish, dairy, fruit and vegetables from the European Union, the United States, Canada, Norway and Australia, in retaliation at western economic sanctions over Moscow's role in the Ukraine crisis.

Data compiled by the European Commission show European Union dairy exports to Russia were

worth 2.3 billion Euros (\$3 billion) in 2013. Cheese accounted for almost half.

India now has indisputably the world's biggest dairy industry — at least in terms of milk production; last year India produced close to 100 million tonnes of milk, 15 per cent more than the US and three times as much as the much-heralded new growth champion, China.

The dairy sector in India has shown remarkable development in the past decade. India's export of dairy products stood at 159,228.52 tonnes to the world for Rs 3,318.53 crore during the year 2013-14. India's major dairy product export destinations include Bangladesh, Egypt, United Arab Emirates, Algeria, Yemen and Pakistan.

This will result in meat exports declining and it is showing from December.

Two factors have contributed to the rise in buffalo meat export during the year till November. One is high quality of Indian frozen meat, which has made Indian meat overall accepted in abroad.

Nearly 45 per cent of India's total buffalo meat export is now to China, routed through Vietnam, as China is yet to open its door for direct import of buffalo meat from India. In 2013, India and China signed a pact for direct export of buffalo meat but it is yet to be implemented. Buffalo meat export to Vietnam was Rs 7,152 crore (\$1,181 mn) in April-October, a nearly 37 per cent increase in value over the same period last year.

Buffalo meat now India's top agri export item

In the period between April and October 2014, India exported buffalo meat worth Rs 16,083 crore (\$2,660 million), a rise of nearly 16 per cent over the same period last year, according to data from the Agricultural and Processed Food Products Export Development Authority (APEDA). In the same period, Basmati rice export was worth Rs 15,789 crore (\$2,621 mn), a rise of close to two per cent over the year-ago period. Lower demand for Indian Basmati, particularly in Iran, has led to decline in rice exports.

In terms of quantity, the total buffalo meat export was 817,844 tonnes in April-October, a rise of 14 per cent over the same period last year. However, according to the experts in the last one month, the Brazilian currency has depreciated almost 20 per cent, while the Indian currency has not. Thus, India lost the price advantage in the Gulf and North Africa, where it is competing with Brazil's export.





APEDA's participation in SIAL, Paris, France 19-23 October, 2014



APEDA participated in the SIAL 2014 food fair organized from 19 to 23 October in Paris, France. APEDA pavilion was designed and constructed with MOPFI and India Trade Promotion Organization (ITPO) under the India Pavilion.

The APEDA India pavilion well designed in wooden structure and vibrant colour with the theme of Incredible India. Under the India pavilion more than 50 exporters from India have showcased their variety of food products. In SIAL 2014 around 1.50 lakh visitors and 6,300 exhibitors from 105 countries were estimated to be participated.

The Indian Pavilion was inaugurated by Minister for Food Processing Industries, Smt. Harsimrat Kaur Badal and His Excellency, Shri Arun K. Singh, Ambassador of India in France. Smt. Badal appreciated large scale participation of APEDA, MOFPI and ITPO in the show. Smt. Badal also discussed various issues with regard to market access and compliance by the Indian exporters.

Chief Minister of Meghalaya and Principal Secretary of Bihar represented their trade delegation in and promoted the potential products of their states like Fresh Fruits, Vegetables, Tea, Coffee, Ginger, Termeric, Rice, Pickles, Fruit Pulps and Juices and other processed food products.

Bringing out India's true flavor, arrangements were made for promoting India Basmati Rice through an exclusive wet sampling of Basmati Rice Biryani in vegetable and non-vegetable flavor were served for the visitors. Indian Wine and Beer were also promoted in the free sample and wine testing campaign in the APEDA India Pavilion.

The Embassy of India in France extended their full support and co-operation right from identifying restaurant for Basmati Rice Biryani for free sampling,

e-APEX

organizing Minister's visit and meeting with the Ministers of agriculture in France, dignitaries and investors. There were concurrent meeting of Minister of Food Processing with the Ministers of France and Investors in the meeting room constructed in APEDA India Pavilion.

All the exporters participated in the event were very positive and found their participation fruitful in terms of business exposure. They received serious business enquiries from the buyers which are being followed up for generating business.



















APEDA's Participation in Conference on France India Agribusiness and Food Processing Industries

APEDA participated in France India Agribusiness and Food Processing Industries conference organized on 20th October 2014 by Chamber of Commerce and Industry France India (CCIFI).

Dr. Tarun Bajaj, General Manager, APEDA represented APEDA in plenary session and discussed about the growth, partnership, and Investment opportunities of agro products in India. Also, Mr. Gajendera Bhujabal, Economic advisor, MOFPI, addressed the conference with a presentation of the Indian Agriculture & Food Processing Industries Market.

His Excellency, Shri Arun K. Singh, Ambassador of India to France, gave a special address to the conference members. The conference concluded with a keynote address from Honorable Minister Smt. Harsimrat Kaur Badal, Minister of Food Processing Industries in India.



The list of the companies which enquired with APEDA at the event, is mentioned from the page no 26













Events and Workshop Attended by APEDA

Better Training for Safer Food Initiative

APEDA participated in a programme organized on "Better Training for Safer Food" by Directorate of Health and Consumer Affairs, European Union. Shree Prashant Waghmare, Assistant General Manager, APEDA has participated in this programme held at Milan, Italy from 13 to 16 October 2014. In this programme 27 members of various countries have participated. The training programme focused mainly on PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) and traditional specialities. This would help the exporters to follow the rules and which would further help in increasing the export trade.

Cluster Development of Banana & Banana Products for Exports

APEDA has participated in cluster development of banana & banana products for exports programme organized by Department of Agri Marketing and Agri Business at Trichy. The interaction was attended by Shree A S Rawat, General Manager and Shree Prashant Waghmare, Assistant General Manager, APEDA. Large participation from relevant government departments as well as trade organizations was witnessed in this meeting. The participants discussed on the integration and co-ordination of all stakeholders, need based research and development, integration of producers with exporters, market accessibility, testing facilities, capacity building, post harvest infrastructure etc.

Presentation on TAS Scheme

APEDA's regional office, Hyderabad had organized an interactive session on the TAS scheme of APEDA on 16 December 2014. This session was attended by exporters from Andhra Pradesh. Shree Prashant Waghmare, Assistant General Manager, APEDA explained about the TAS scheme and its benefits to the exporters.

Role of Eastern & North Eastern States in the Development of Food Processing Industries



APEDA participated in a seminar organised on Role of Eastern & North Eastern States in the Development of Food Processing Industries in Kolkata on 12th December. The event saw a participation of 150 members from different sectors including food processors/exporters, Food Technology Institutes in the Eastern Region. Dr. C.B. Singh, Assistant General Manager, APEDA Kolkata has given a presentation on the 12th Plan Scheme of APEDA for development of agri exports.

There are a lot of opportunities for eastern and north eastern states in the country. The event mainly focused on the potentiality and the opportunities for development of food processing industries in these untapped regions. Various issues like overcoming the roadblocks and the development of food processing sector in the East and North East were discussed.

The event saw participations of various govt officials and members of all India food processors association.

Seminar on Production, Processing, Storage and marketing of Scented Fine Rice of Bihar

Dr. C.B. Singh, Assistant General Manager, APEDA Kolkata attended a seminar organised by the Department of Agriculture, Government of Bihar on 18-19 November, 2014 at Patna.

The seminar was inaugurated by Shri Jiten Ram Manjhi, Hon'ble Chief Minister of Bihar. Farmers, millers, processors, market managers etc. participated the seminar to provide their feedback and suggestions to speed up the production and processing of scented rice in the state of Bihar.

Sugandha; B.R.-9; Kamini; Katarni, Basmati 370 are among the most popular varieties of scented fine rice in Bihar.

Training Programme on Economic Diplomacy

APEDA participated in The Training Programme on Economic Diplomacy for middle/entry level officials in Jaipur on 13th November. This programme was supported by the Department of Commerce, Ministry of Commerce and Industry, Government of India. Through the Centre for WTO Studies these programmes seek to fill the lack of an institutional base that exists in economic diplomacy.

Dr. C.B. Singh, Assistant General Manager, APEDA attended the training programme on Economic Diplomacy. The key objectives of the training programme was train middle/entry level government officials on economic diplomacy and it also covered areas related to economic diplomacy and the SPS Agreement.

The programme was attended by 14 officials from the Ministry of Food Processing Industries, Agricultural and Processed Food Products Export Development Authority (APEDA), the Indian Council of Medical Research, the Food and Safety Standards Authority of India, the Marine Products Export Development Authority, the Bureau of Indian Standards, Export Inspection Agency, the Export Inspection Council of India, and the Coconut Development Board and Quality Council of India.



Setting up of a common pack house

APEDA and MSWC (Maharashtra State Warehousing Corporation) signed a MOU on 27 December for setting up of a common pack house at Goregaon, Mumbai. APEDA has sanctioned the proposal of MSAMB for financial assistance for an amount of Rs 286.87 lakhs under the scheme for Common Infrastructure Development. The total project cost is Rs. 318.74 lakhs. There is an increasing demand from European countries to fulfilling the phyto sanitary requirements to the exporters of India. This project is conceptualized to provide facilities to address such export quality norms. This pack house would helpful for the exporters to make use of the facilities to maintain the quality norms

according to the European Standards. The proposed pack house will have facilities like hot water dip, pre cooling, cold storage and processing line for exportable mangoes.

Financial Aid to boost the export of Honey

APEDA has signed a MOU with MARKFED on 22 December for setting up of Honey processing Unit at Jalandhar, Punjab. The total project cost is Rs 1550 lakhs and APEDA will contribute Rs 800 lakhs under the scheme component for Common Infrastructure Development. There is a good demand for Indian Honey in the European countries, and setting up a processing centre would boost the export.

Workshop on Non-Basmati Rice Export from Southern States

India has emerged as the largest exporter of rice in the world in last three years. During the year 2014-15 also India is likely to retain this position. The current volume of annual export of rice is about 11 million MT, out of which the export of non-basmati rice accounts for 7-7.5 mt. Southern states are significant contributors to this export performance.

In order to review the export performance of non basmati rice, APEDA organized a workshop on 5th December in Hyderabad. Around 100 participants from Seemandhra, Telangana, Tamil Nadu and Karnataka participated in this workshop. The event also saw the participation of several rice exporters and millers.

The workshop focused on the following measures mentioned below

- Policy support from Central/State Government to sustain the export of non-Basmati rice.
- Issues related with export procedures.
- Quality related matters and market access requirements for specific markets.
- Measures that would lead to increase in unit value realization.

Country Profile Russia

Russia at a glance

Official Name: Russian Federation

Capital: Moscow

Government Type: Federation

Head of State: President Vladimir V Putin

Population: 142.5 million (2014)

GDP Per Capita: \$18,100 Currency: Russian rubles (RUB) Website: Government.ru

Russia is the largest country by land mass in the world. The total area is 17098242 sq km. Moscow is the capital city with a population of 11.62 million. The other important cities are St Petersburg, Novosibirsk, Yekaterinburg, Nizhniy Novgorod and Samara. The climate in Russia ranges from steppes in the south through humid continental in much of European Russia; subarctic in Siberia to tundra climate in the polar north; winters vary from cool along Black Sea coast to frigid in Siberia; summers vary from warm in the steppes to cool along Arctic coast. The country has a wide natural resource base which includes major deposits of oil, natural gas, coal, timber etc.

The total irrigated land in 2008 was 43460 sq km. The population is estimated at 142.5 million, of which 46% belongs to the age group of 25-54 years.

The Russian Government is a Federation type. The country comprises of 46 provinces, 21 republics, 4 autonomous okrugs, 9 krays and 1 autonomous oblast.

Russia has undergone significant changes since the collapse of the Soviet Union, moving from a globally-isolated, centrally-planned economy towards a more market-based and globally-integrated economy. Russia is one of the world's leading producers of oil and natural gas and is also a top exporter of metals such as steel and primary aluminum.

The important agriculture products are wheat, potato, barley, maize, cabbage, chicken meat etc. The GDP in agriculture is estimated at 4.2% (2013). The labour force in agriculture accounts for 9.7% of the total population. According to 2013 estimates, the expenditures of the country were \$450.3 billion and

revenues were \$439 billion. The public debt is 7.96% of GDP (2013 est). The inflation rate was 6.8% (2013 est). The country's current account balance \$74.8 billion (2012 est).

Russia mainly exports petroleum and petroleum products, natural gas, metals, wood and wood products, chemicals and a wide variety of civilian and military manufacturers. Durum wheat, barley, maize, chocolate, peas etc are the main products the country exports under the food sector. The export is worth \$515 billion (2013 est).

Russia imports machinery, vehicles, pharmaceutical products, plastic, semi-finished metal products, meat,

fruits and nuts, optical and medical instruments etc. The imports are worth of \$341 billion (2013 est). Guargum, grapes, cucumber and gherkins, non basmati rice, dairy products and ground nut are the important produce exported from India.

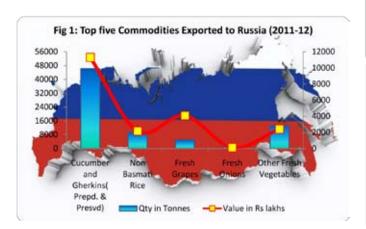
Investments in fixed capital within the agricultural sector were 10.1 billion USD in 2010, which is 3.3% of total investments in the national economy of Russia. Most investments occurred in corporate farming, where about 43.2% of the investments were allocated to production buildings and 36.4% in machinery and technological equipments. Financing of investments was shared by own financial means (49%) and by external means (51%).

India's export to Russia

Value in Rs. Lacs Qty In MT 2011-12 2012-13 2013-14 Value Value **Product** Qty Qty Value Qty 11,046.88 30,734.37 5,388.80 29,211.65 10,970.50 30,067.14 Guargum Fresh Grapes 4,936.60 4,092.24 16,789.15 13,134.59 24,503.00 22,663.55 Cucumber and Gherkins(46,289.29 11,307.52 45,959.41 14,272.35 57,828.40 21,204.60 Prepd. & Presvd) 9,490.01 62,250.60 53,757.00 13,501.42 Non Basmati Rice 2,173.82 14,122.81 **Dairy Products** 0.77 2.56 310.41 453.9 3,120.66 6,716.39 Groundnuts 10,164.53 6,907.69 3,569.00 2,979.73 9,438.25 6,238.21 Dried & Preserved Veg-5,243.53 4,306.49 5,933.35 4,659.50 5,150.89 4,506.53 etables Other Fresh Vegetables 13,279.65 2,419.87 2,007.10 851.04 19,407.59 3,483.72 Other Processed Fruits & 3,140.43 1,816.05 4,038.66 1,821.98 3,067.74 2,117.64 Vegetables Other Fresh Fruits 554.82 610.88 1,103.59 1,417.00 1,037.74 1,678.09 Basmati Rice 789.19 1,292.30 337.13 172.83 495.85 1,410.00 **Fresh Onions** 960.5 120.69 1,811.85 430.57 23,833.50 597.07 6.25 Fruits & Vegetables Seeds 143.18 10.13 532.64 134.96 4.54 Pulses 104.04 65.54 297.6 207.1 471 288.1 Walnuts 0 0 0 0 46 270.49 107.55 Miscellaneous Preparations 920.04 489.22 450.92 239.43 546.16 Alcoholic Beverages 20.01 12.87 30 19.25 172.61 216.18 168.25 503.84 202.33 234.62 130.2 Mango Pulp 72.24 Floriculture 56.78 84.75 54.55 108.65 63.5 97.35 Cereal Preparations 21.23 17.54 80.04 89.79 31.91 16.47 Jaggery & Confectionery 32.02 13.83 66.32 25.58 76.69 69.52 Other Cereals 460 275.77 48 31.71 24.28 16.32 Milled Products 46.97 7.95 6.29 0 0 28 1.38 Fresh Mangoes 1.43 1.21 1.19 2.93 4.91 **Cocoa Products** 0 0 0 0 0.2 1.1 Other Meat 0 0 0.21 0.77 0 0 1,07,244.82 66,189.86 **Total** 1,50,784.52 84,714.13 2,14,198.46 1,17,455.80

Source: DGCIS Annual Export

The top five imports of agriculture produce are Cucumber and Gherkins (Prepd. & Presvd), Non Basmati Rice, Fresh Grapes, Fresh Onions, Other Fresh Vegetables. The below graphs represents the quantity and value of export of top five produce to Russia from 2011-14



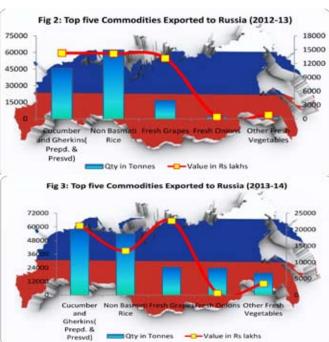


Table 1: India's export ratio of APEDA's Scheduled Products imported by Russia

		2010			2011		2012			2013		
Products	Qty	Value	%age share in value	Qty	Value	%age share in value	Qty	Value	%age share in value	Qty	Value	%age share in value
Cucumber and gherkins (prepd. & presvd)	38477	21.79	37.08	55121.04	30.55		51715.33	30.56	46.66	57995.68	34.69	46.5
Guargum	5345.42	10.29	36.12	4327.55	11.25	40.95	3764.22	20.64	43.9	3556.41	22	64.07
Dried & preserved vegetables	5873.19	6.23	14.4	6012.1	7.79	15.24	5881.88	9.26	19.44	4239.51	6.18	12.27
Rice	107.55	0.16	0.13	894.35	0.62	0.55	55206.93	28.54	23.15	22050.84	11.52	8.33
Fresh grapes	4292.69	6.53	0.98	3086.61	4.7	0.79	8847.62	15.51	2.55	17373	28.09	4.87
Groundnuts	226.84	0.39	0.32	6411.41	9.27	5.79	12306.39	18.67	11.76	438.5	0.55	0.4
Fresh onions	296.12	0.1	0.06	1083.35	0.51	0.24	997.2	0.57	0.53	2377.51	1.31	1.05
Fruits & vegetables seeds	576.43	1.48	0.7	544.17	2.05	0.82	608.84	2.1	0.91	12.77	1.97	1.1
Walnuts	70.5	0.57	0.49	0	0	0	0	0	0	23.5	0.16	0.27
Pulses	4	0	0	179.52	0.27	0.7	141.61	0.23	0.75	493.25	0.72	1.85
Qty in MT; Val	ue in USD	Mill										

Source: UNCOMTRADE, as reported by the Importing countries (updated as on 15-January-2015),(APEDA)

The total import of APEDA food products by Russia from world stood at 19040851 million tonnes and valued at 25825.01 USD million in 2013. There is a decrease in both the quantity and value of the agriculture commodities imported by Russia from 2010-2013. (Refer table 2)

Table 2: World total imported by Russia

Year	Qty in MT	Value in USD Mill
2010	20278601	32488.35
2011	19003461	30572.92
2012	20802748	30090.4
2013	19040851	25825.01

Source: UNCOMTRADE, as reported by the Importing countries (updated as on 15-January-2015),(APEDA)



Table 3: India total exported to Russia (2010-2013)

	<u> </u>	
Year	Qty in MT	Value in USD Mill
2010	61060.08	59.55
2011	117976.8	100.09
2012	168304.8	152.85
2013	116550.1	122.11

Source: UNCOMTRADE, as reported by the Importing countries (updated as on 15-January-2015),(APEDA

The total export of APEDA food products to Russia from India stood at 116550.1 million tonnes and valued at 122.11 USD million in 2013. There is an increase in the value of the agriculture commodities imported by Russia from 2010-2013. (Refer table 3)

Source: UNCOMTRADE, as reported by the Importing countries (updated as on 15-January-2015),(APEDA)

India's buffalo meat export is expected to rise 50 per cent over last year, with Russia opening its market after a decade.

Russian regulator Rossel khoznadzor announced that the country's veterinary and phytosanitary service, together with Kazakhstan's agriculture ministry, had included Indian buffalo meat producers on the register of bodies and individuals involved in the production, processing and/or storage of goods transported to the territory of the customs union of Russia, Belarus and Kazakhstan.

India replaced Vietnam to emerge the world's largest supplier of buffalo meat in global markets last year. For several years, buffalo meat exports from India have been rising by 25-40 per cent annually. This year it would surpass \$6 billion," said Ajai Sahai, director-general of the Federation of Indian Export Organizations. India's export of buffalo meat was \$4.35 bn in 2013-14, a rise of 36 per cent from \$3.2 bn in 2012-13.

Until recently, Russia was among a number of countries which had banned import of meat and poultry products from India, due to an earlier occurrence of foot and mouth

disease. The others had lifted the ban. Strict quality norms and lack of government initiatives restricted India's entry into the Russian meat and poultry market.

India exported only \$195 million of agri products to Russia in 2013-14. And, despite supplying 60 per cent of the world's buffalo meat, India was absent from the Russian market. Now, rising inflation due to supply shortage impelled the Russian government to seek alternatives, including India, due to the economic sanctions imposed by America and the European Union.

"The Russian market will further increase our exports and strengthen our presence in global markets," said Rashid Kazmi, president, All India Meat & Livestock Exporters Association.

India exports around \$4,500 mn worth of meat and poultry products annually, of which buffalo meat is 95 per cent. "India produces the best quality meat in the world. Quality is not an issue. The only thing lacking is the government's effort to start meat export to Russia," said a senior official of Delhi–based Mirha Exports, one of the largest shippers of buffalo meat.

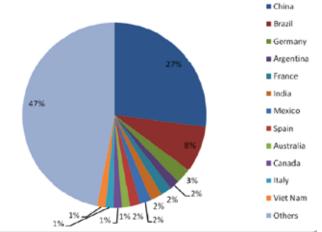
There is speculation that the coming visit of President Vladimir Putin to India would see the opening of more agri product imports from India, as a ban on import of such products from the West started last week.

An overview of Meat Industry in India

World produces around 299 million tonnes of meat. China, Brazil, Germany, Argentina and France are the major meat producing countries. China contributes around 27 % of World's meat production, followed by Brazil with the share of 8 %.(Refer fig: 1a). In 2013, world's meat production reached to an all time high of 310 million tonnes. (Refer Fig: 1). The meat comprises of cattle, buffalo, sheep, goat, pig, chicken, duck, goose and guinea fowl, turkey, camel, rabbit, other rodents etc.

Fig 1 : World Meat Production 315 305 295 285 275 2009 2010 2011 2012 2013

Fig 1a: Major Meat Producing Countries



Source: FAOStat

Scenario of Indian Meat Production and Export

India is one of the major producer and exporter of Buffalo meat and meat products. It contributes 2% to the Bovine meat production in the world. In India, Uttar Pradesh, Andhra Pradesh, West Bengal, Maharashtra and Tamil Nadu are the main states contributing for the country's production. (Refer Table 1)

India's Meat production has grown at a Compound Annual Growth Rate (CAGR) of 11.7% in last decade. In 2013-14 India produced around 6 million tonnes of meat.

Fig 2: India Meat Production

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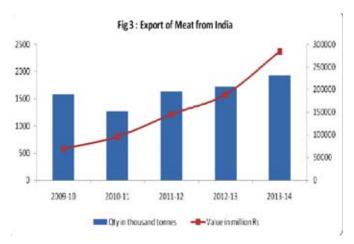
6000

4000

2000

2009-10 2010-11 2011-12 2012-13 2013-14

• Oty in thousand tonnes



Source: Department of Animal husbandry and DGCIS

Meat production comprises of cattle, buffalo, sheep, goat, pig, chicken, duck etc. Buffalo meat is one of the largest meats exported from India followed by poultry products. In 2013-14 India exported 1.92 million tonnes of meat worth 284 billion Rs (Refer Fig 3). Vietnam, Saudi Arabia, UAE and Thailand are the main contributors to the increased growth in the export of meat.

	Tab	ole 1 : State	wise Meat Pro	oduction an	d Share in Inc	dia (2008-09	to 2012-13)			
	2008	3-09	2009	2009-10 2010-11		2011-12		2012-13		
State	Production	Share(%)	Production	Share(%)	Production	Share(%)	Production	Share(%)	Production	Share(%)
Uttar Pradesh	767	18	800	17.52	845	17.35	956	17	1136.85	19
Andhra Pradesh	604	14	679	14.87	747	15.34	824	15	906.23	15
West Bengal	516	12	544	11.92	577	11.85	611	11	648.36	11
Maharashtra	536	13	545	11.94	563	11.56	585	11	590.68	10
Tamil Nadu	457	11	502	11	466	9.57	460	8	462.34	8
Kerala	124	3	241	5.28	319	6.55	426	8	400.99	7
Haryana	230	5	218	4.78	223	4.58	337	6	347.61	6
Bihar	209	5	147	3.22	175	3.59	228	4	228.28	4
Punjab	108	3	128	2.8	138	2.83	181	3	212.14	4
Karnataka	115	3	119	2.61	124	2.55	140	3	166.06	3
Total (including others)	4279.1		4564		4868		5515.1		5948.17	
Production in '000 tonnes										

Source: Department of Animal husbandry

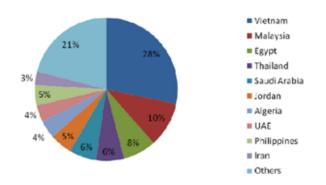
Buffalo Meat

Buffalo meat is the major contributor in the production of the meat. Uttar Pradesh is the largest producer of buffalo meat followed by Andhra Pradesh, Maharashtra, Punjab and Kerala. In the year 2010-11, the production of buffalo meat stood at 803 thousand tonnes from 671 thousand tonnes in 2009-10. (Refer Fig 4).

Fig 4: Buffalo Meat Production in India

900
800
700
600
400
2007-08
2008-09
2009-10
2010-11

Fig 5 : Major Export Destination of Buffalo Meat



Source: Department of Animal husbandry and DGCIS

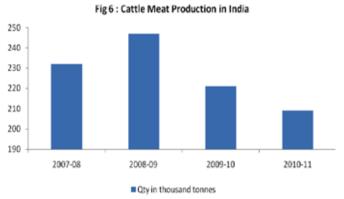
In 2013-14 Indian Buffalo meat exports increased to 1449 tonnes worth of 264.57 Billion Rs. The main reason for the increase in export of meat is because; India's buffalo meat is cheaper when compared with meat from Brazil and other countries. Vietnam, Malaysia, Thailand, Saudi Arabia, UAE and Philippines are the major export destinations for

Indian buffalo meat. An export to Vietnam contributes 28% of total exports followed by Malaysia and Egypt of 10 and 8% respectively (Refer Fig: 5)

Buffalo meat is the leading exporting meat from India. There is an increase in the demand for buffalo meat in the international market, due to the cost competitiveness, and less fat content. The exporters have been able to meet the international standards and quality norms. The exporters are using the latest technology in integrated abattoirs and processing facilities to improve the quality of the produce. Registration of abattoirs and meat processing plants is done by APEDA.

Cattle meat

Cattle meat is mainly produced in Kerala, Maharashtra, Meghalaya, Bihar and Nagaland. The production of cattle meat in India is decreased to 209 thousand tonnes in 2010-11 when compared to 221 thousand tonnes in 2009-10.



Source : Department of Animal husbandry

Sheep and Goat Meat

Andhra Pradesh is the largest producer of sheep meat in India, followed by Karnataka, Maharashtra, West Bengal and Jammu and Kashmir. In 2010-11, the production of sheep meat increased to 370 thousand tonnes from 341 thousand tonnes in 2009-10.

Goat meat is mainly produced in West Bengal, Uttar Pradesh, Andhra Pradesh, Maharashtra and Bihar. In 2010-11, goat meat production increased by 4% to 844 thousand tonnes when compared to 811 thousand tonnes produced during 2009-10.

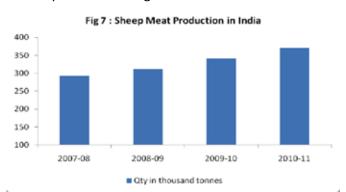


Fig 8 : Goat Meat Production in India

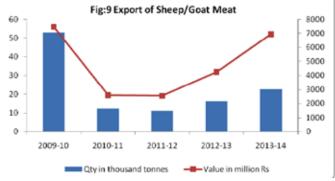
860
840
820
800
780
760
740
720

2007-98
2008-99
2009-10
2010-11

Source: Department of Animal husbandry

Export of Sheep and Goat Meat

The export of Sheep and Goat meat was highest in the year 2009-10 with the export of 52 thousand tonnes. But in the next two years the export decreased to 12

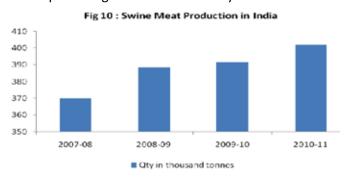


Source: DGCIS

thousand and 11 thousand tonnes respectively. In 2013-14 exports increased to 22 thousand tonnes worth of 6941 million Rs.The main export destinations for these meats are UAE, Saudi Arabia, Qatar, Kuwait and Oman.

Swine Meat

There has been an increase in the production of the swine meat over the years. In 2009-10, the production stood at 390 thousand tonnes and in 2010-11, the production increased to 402 thousand tonnes. Uttar Pradesh, Bihar, Nagaland, west Bengal and Assam are the important Swine producing states in the country.



Source: Department of Animal husbandry

Poultry Meat

Andhra Pradesh is the leading producer of poultry meat followed by Tamil Nadu, Maharashtra, Haryana and West Bengal. The production of poultry meat was 2089 thousand tonnes in 2009-10 and in 2010-11 the production increased to 2192 thousand tonnes.

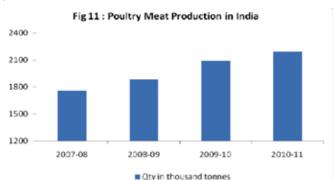


Fig 12: Export of Poultry Meat from India 1100 6500 5500 900 4500 700 3500 500 2500 300 1500 2009-10 2013-14 2010-11 2011-12 2012-13 Qty in thousand tonnes ──Value in million Rs

Source: Department of Animal husbandry and DGCIS

The Allana Group

Mr. Afzal Latif

You have been a winner of APEDA Export Awards since its inception. What does APEDA recognition mean to you?

The Allana Group is the proud recipient of several awards nationally and internationally but the APEDA recognition stands out since it is recognised amongst peers and for path breaking contribution in exports. It is important for leading Companies in national and international scenario like Allanasons to be conscious of not harbouring complacency.

It needs to be appreciated that Allana Group is amongst the leading food processing Companies in the world and hence its development, which is fostered by studying and benchmarking the best practices worldwide.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where

APEDA's efforts positively influenced your position in the market, please elaborate it.

APEDA's foremost contribution is consistent efforts along with the Industry, Ministry of Commerce, Department of Animal Husbandry and the Indian Missions to promote and gain market access to different countries like Egypt, Algeria, Russia, Saudi Arabia etc. to name a few.

In fact, APEDA's efforts along with efforts of All India Meat & Livestock Exporters Association (AIMLEA) and the Meat for Export Industry in making rapid strides in the international scene and helping India being recognised



as the world's largest bovine meat exporter since 2012, overtaking Brazil and Australia.

More than 147 years of leadership, the Allana Group has for years consolidated its position as India's

largest exporter of Branded processed food products and agro commodities, including frozen/chilled meat, processed/frozen fruit and vegetable products, coffee, spices and cereals to over 80 countries worldwide.

With investments in world class integrated food processing infrastructure, R&D and market development, Allanasons has achieved consistent growth in its exports. The company's export stood at Rs 4870.08 crore and Rs 6621.05 crore during 2011-12 and 2012-13 respectively.

The company is being awarded the "Diamond Trophy" for both the years for its outstanding export performance and contribution and overall contribution in food sector especially meat sector.

APEDA's different Schemes of Financial Support particularly Development and Quality has not only helped the Industry to keep current but has been a major factor of support to the Industry.

If you were to give a suggestion or two to APEDA, what would those be?

There are outdated regulations which are hurting the growth of the Industry, which includes a mind boggling 60% export duty on export of raw hides and this export duty needs to be definitely reduced.

APEDA needs to forcefully take up on behalf of industries whose development and exports it oversees. As an example, due to an outdated regulation of 60% export duty on raw hides, the meat export industry is paid an unreasonably low price for raw hides (50% of international price) by leather industry, taking shelter

of the regulation. This subsidizing of the leather industry by meat export industry is in fact causing it to lose its USP i.e. competitive price advantage viz-a-viz Brazil and Australia its international competitors, who are able to trade their raw hides internationally at market prices, without any restriction and export duty.

At times exporters feel all aspects may not have been considered in formulating a policy, which could lead to practical problems and affects business; with careful planning and due lead time for implementation, this could be avoided.

Agrocrops

Mr. Samsu and Mr. Vasu, Managers, Agrocrops



How do you feel receiving the award from APEDA? What does the award from APEDA mean to your business?

The award is surely a GOLDEN pass to acquiring new clienteles as it adds more value to our brand. It helps penetration and marketing for sure. In this highly competitive world, such events and recognition gives us reason to reach new levels of business.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where APEDA's efforts positively influenced your position in the market, please elaborate it.

Regulation formed by APEDA during the year 2013 on peanut export was understandably abrupt and forceful. However, days gone by, it is now stabilizing and in fact helping exporters like us to maintain quality and at the

same time comply to port regulations on aflatoxin. The costs involved to comply with such regulation are putting us out of gear and we expect that APEDA will take some necessary action to reprieve.

If you were to give a suggestion or two to APEDA, what would those be?

The award segments should have more categories to recognize the budding exporters. A top level processor should also be recognized and promoted to become a thriving exporter. We are the top level player in the industry while the key support structure exist in the mid and bottom levels. So, recognizing those in the lower or previous level of value chains will not only help to promote business and but to enhance engagement between APEDA and the industry also.

Ramesh Flowers

Ms. Manju Singhwi, Director, Ramesh Flowers Pvt. Ltd.

How do you feel receiving the award from APEDA? What does the award from APEDA mean to your business?

It is indeed a great pleasure receiving the "Golden Trophy" from APEDA since 2007. The Ramesh Flowers team feels proud and motivated. We started with the Bronze, got on to Silver now it is the Gold. It's a great feeling of contentment. Despite all odds we work hard each year to sustain & retain this honour. This award from APEDA is a star symbol of recognition well earned by our excellent export performance. It helps us in marketing and building customer confidence and Company image.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where APEDA's efforts positively influenced your position in the market, please elaborate it.

The activities and programmes of APEDA are vital in the progress of India's agro-exports over the years. APEDA is doing a great job. The "Freight Subsidy" & "Environment Subsidy" of APEDA have helped us greatly in our business.

If you were to give a suggestion or two to APEDA, what would those be?

APEDA should look into the unexplored areas e.g. the dried flower segment. A quarterly seminar could be a good platform to meet, discuss and develop this category further. Unexplored and untapped areas can be looked into in detail and in priority. Lots of agro by-products and

even forest by-products if looked into can be converted into Foreign Exchange, by Export & Value addition.

Ramesh Flowers Pvt Ltd is a 100% EOU and a Govt recognized Star Export house. The company is engaged in collection of Agro

based products and by-products from all around the country. These are then processed and packed to give the product a distinct value added look. The company provides employment to thousands of people from the rural farming community and also imparts skill, training and employment to thousands of women workers.

The company's export stood at Rs 73.13 crore and Rs 71.86 crore during 2011-12 and 2012-13 respectively.

The company is being awarded the "Golden Trophy" for both the years for the outstanding export performance and contribution in the "Floriculture & Seeds" sector.

Many regions in India like the West and the North-East, people are not aware of such a product category. Thus, the natural resources of Agro by-products stay unused. For the past couple of years some attempts have been made in the N.E Region but tangible results are yet to be seen.

Another recommendation to APEDA is, the agro export industry is apparently labour oriented so it would be of great benefit to such industries in the country if APEDA could come up with some intensive skill development programme for the unskilled workers like, providing wage subsidy for new and inexperienced workers for a minimum period of six months. This would encourage industries to take inexperienced workers and train them, at the same

time the rate of unemployment in the country will also reduce.

Adding to this, when APEDA provides such subsidies or incentives the amount of paper work required in the claiming process should be reduced and the entire process to be made online. At present, the documentation needs to be done in both online and offline. The intention of our Government is to help trade activities and make exporters more competitive in the world market, this paper works consumes a lot of our productive time.

Kejriwal Honey

Mr. N M Kejriwal, Chairman, Kejriwal Group of Companies

How do you feel receiving the award from APEDA? What does the award from APEDA mean to your business? It was our pleasure to receive the award from APEDA though this was not our first award from APEDA; we are regularly getting awards from APEDA for exporting honey. But every award has good value for us to grow our business more & more and do better.

APEDA Award influences our business as we are mostly exporting our honey and we send award certificate to all our buyers abroad which give good publicity and goodwill of the company which influence our business.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where APEDA's efforts positively influenced your position in the market, please elaborate it.

Activities and programmes of APEDA helping India's processed food export in a big way so that the agro export is increasing day-by-day. APEDA is participating in almost all the national and international Trade Food Fairs and exhibiting the product of Indian companies and also invite representative to have one-to-one meeting at the APEDA stand. There are many incidents where APEDA has helped to increase our market share and export by giving our names to importers. Though we



There are many incidents where
APEDA has helped to increase our
market share and export by giving our
names to importers. Though we are not
participating in APEDA stand in Anuga and
Gulf Food Fair but still if they get customer
for honey, they send to our stand with very
strong recommendation that our company
is the best exporter of honey from India.
At all the business forum meetings
they give huge importance to our
company for honey.

are not participating in APEDA stand in Anuga and Gulf Food Fair but still if they get customer for honey, they send to our stand with very strong recommendation that our company is the best exporter of honey from India. At all the business forum meetings they give huge importance to our company for honey. I remember few years back, the Chairman of APEDA was visiting

there were customers from many countries including Germany who were reluctant to place order as they were not very sure about the delivery and quality of honey of Indian origin. APEDA Chairman influenced the clients that as export body from Govt. of India they vouch for the timely delivery and quality of honey and finally the order was placed by the German customer.

our stand at ANUGA Fair and

If you were to give a suggestion or two to APEDA, what would those be?

APEDA should study product requirement in various countries and markets of the world. This study can be done by their own or with the help of Indian Embassies. Outcome of the report, the opportunity areas and products demand, should be shared with the relevant suppliers and exporters in India so that we can get access to new markets.



How do you feel receiving the award from APEDA? What does the award from APEDA mean to your business?

I feel much honoured to have received this award from APEDA. Global Green has won the APEDA export award on a number of occasions, and each time we feel honoured to represent the Processed Fruits & Vegetable category in a leadership position. Global Green has been processing fruits and vegetables in India for well over 20 years, and we were the forerunner of the processed gherkin business. India is the world's leading exporter of processed gherkins today, and we are very proud to play our part in this Indian success story. We take special pride that our success also represents the hard work and success of the thousands of our farmer partners in the four southern Indian states of Karnataka, Tamil Nadu, Andhra Pradesh and Telangana. We are now looking at how to translate our processed gherkin export success in to new success stories for other vegetables with value addition.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where APEDA's efforts

Global Green Group

Mr Vijai Gill, MD & CEO, Global Green Group

positively influenced your position in the market, please elaborate it.

APEDA has been at the forefront of promoting agricultural commodities (such as rice, sugar, wheat, etc) and value-added processed foods exports. Exports of APEDA designated products have crossed USD 20 billion in 2013-14.

Some of the instances I can recall when APEDA has really helped Indian exports are:

- APEDA was effective in establishing traceability for fresh grapes exports when pesticide issues cropped up in EU.
- APEDA supported Basmati Rice exporters when problems happened with the US FDA.
- APEDA has provided financial assistance for the establishment of processing units across the country through subsidies.
- The pesticide residue monitoring labs for fresh exports are a good initiative.
- APEDA has really helped small companies in their marketing activities in international trade shows.
- The Transport Assistance Scheme (TAS) was helpful to exporters to overcome distance-from-market issues.

Speaking for the gherkin industry, APEDA has helped us all by:

- Including gherkins processed in jars under VKGUY for 5% export value as subsidy.
- Enabling exporters to claim 25% of basic freight as a subsidy (TAS).
- Supporting the R&D work with the University of Agricultural Sciences Bangalore under agronomy improvement of gherkins.
- Establishing Gherkin AEZs and standards for EOUs to avail excise duty benefits.

These initiatives have enabled us to remain somewhat competitive in our key export markets of North America,

Europe and Australia, compensating for some of the large inflationary pressures that the Indian vegetable producing sector has had to cope with in the last decade.

If you were to give a suggestion or two to APEDA, what would those be?

Whilst beneficial it would be for India's agro exports, APEDA's primary mandate is to focus on support at the front end of exports (marketing, promotions, etc), the further back in the value chain APEDA can go to help and support the more. Making our agro exports competitive through support at the farm level, for example, would produce massive scale benefits to the Indian processed food industry. In the case of gherkin exporters, the establishment of a "Gherkin R&D Centre" to improve farmer yields, mechanization, quality, income would help to make the Indian export industry much more competitive than what currently it is. Additionally, APEDA should not restrict a number of its benefits to small enterprises; the country will benefit if medium to large enterprises are also encouraged to grow. Finally, a suggestion on a more direct issue: APEDA should simplify the TAS to enable the speedy disbursement of the subsidy. Currently the complex procedure and documentation is reducing the effectiveness of the TAS.

Hind Agro Industries

Mr. Sirajuddin Qureshi, Managing Director,
Hind Agro Industries Ltd

How do you feel receiving the award from APEDA? What does the award from APEDA means to you?

It has always been a very encouraging occasion to receive APEDA awards. Ever since APEDA instituted awards to encourage meat exporters who have excelled in the exports, it has encouraged us to do more marketing by offering new markets.

We had started very humbly 25 years ago with only a processing plant at Sahibabad but in 1998, our state of art abattoir cum meat processing plant was established at Aligarh which became a milestone in the Indian meat industry since all other plants came afterwards.

How are the activities and programmes of APEDA helping India's processed food and agro exports? If you could recall any instances where APEDA's efforts positively influenced your position in the market. Please elaborate it.

APEDA is an apex body registering the meat export units. APEDA monitors the quality and safety of meat being produced in their approved units, APEDA has taken many positive steps in improving the quality and safety of meat specially sourcing of carcasses to the processing plants from APEDA approved abattoir, permitting company veterinarians registered with veterinary council of India to conduct ante mortem and post mortem inspection of the animals under Government deputed veterinarians to the plants and recognition of in-house quality control laboratories.

APEDA has also been helpful in access to new export markets, the latest being Russia. Although at present only four plants have been approved but in due course of time other plants will also start export.

If you were to give a suggestion or two to APEDA, what would those be?

APEDA is an apex body which should look to Indian export industry without any bias to a specific company.



List of the Companies which received enquiries in SIAL, Paris

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
1.	LuLu Group International Narayanan Raman (Director)	4048, Abu Dhabi, U.A.E. Tel: - 97124949111, 4949100. Direct No: 97124949140 Mobile No: 971506120401 Fax No: 97125506096 Email: narayan@ae.lulumeo.com	FMCG Distribution
2.	IFP Lebanon Bernard Missi, (DGM)	Tel: - 9615959111 Fax No : 9615959888 Mobile No : 9613741845 Email: berbard.missi@ifpexpo.com	Food Products
3.	Global Business Development Solutions Mahdi Bouguedoura (Ingenieur Consultant)	EL Mohammadia D31 N711, 16211, Alger, ALGERIE. Mobile No: 213554160304 Email: maxonBS@outlook.com Bouguedoura.mohdi@hotmail.fr	Basmati Rice
4.	Zagaria Stara Zagora Gergana Georgieva (Marketing Manager)	Zagaria Manufacture Industrialen quarter Stara Zagora 6000, Bulgaria Mobile No: 359885110202 Phone/Fax No: 35942635222 E mail No: zagaria@abv.bg	Spaghetti and Pasta Products
5.	Jodhpur Palace	42 Allee Vivaldi 45012 Paris Tel : 0143407246/0173742181 Email :jodhpurpalace@gmail.com	Food Products
6.	Dujardin Group Sandra Selwyn (Senior Purchasing Manger)	Progress Way Mid Suffolk Business Park Eye Tel: 44(0)1379872739 Fax No: 44(0)1379871005 Mobile No: 44(0)7825511186 Email:Sandra.selwyn@rosemaryandthyme.co.uk Website: www.rosemaryandthyme.co.uk	Rosemary & Thyme
7.	Shaqab Amjad Hamatto (Purchasing Manager)	P.O. Box: 14156, Doba-Qatar Tel: (974) 44062111 Fax: (974) 44341230 Email: amjad@shaqab.com	Rice
8.	Media India Group Marc Seviran (Journaliste)	Mobile: 00-33-646383782 Email: marc@mediaindia.eu : marcseviran@rediffmail.com Website: www.mediaindia.eu	Food Products
9.	International Stands Matias Perrief (International Account Manager)	1294-Floor -3 Office 311 (005980) 26262614 CP 11300, Uruguay Email: mperrier@internationalstands.com Website: www.internationalstands.com	Food Products
10.	SPICES OF THE WORLD D.O.O. Zeljko Meter (Director)	Jurija Gagerina 227/35 11070 Novi Beogard, Srbija Tel/Fax: 381(0) 11 718 47 81 Mobile: 351 (0) 64 27 00 999 Email: zelijkometer@spices.rs Website: www.spices.rs	Spices

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
11.	Novo box	23, Rue de la Madeteino 69007 Lyon, FRANCE Tel : 33 (0) 437 70 84 69 Tel : 33 (0) 437 70 69 02 Cell : 33 (0) 614 97 34 46 Cell: 33 (0) 695 47 86 39 Email : marinanovoboxworld.com Customerservice3@novoboxwprld.com maja@novoboxworld.com	Food Products
12.	G. L.A. International Trade Gabriel Arnaud (Director)	Av. Luis C. Carballo 194-Piso 3-Office Edificio Dock Plaza Business Center Ciudad Rubera –Purto Norte Rosario - Argentina Tel: (54341) 525 2573 Mobile: (54 9341) 153 708 666 Email: Gabriel.arnaud@glatrade.com.ar	Food Products
13.	LES ALIMENTS BRECON FOODS INC. Adam Sampson (Trader)	189 Boulevard Hymus, Pointe-Claire, Québec H9R 1E9, Canada Phone: 1 514-426-8140 Fax : 1 514 426 5929 Mobile : 1 514 975 4609	Frozen and Puree
16.	SMALL TOO Sultanbek Jaibergenov (Import Manager)	33 "A" Tauelsizdik street, Alatau sovkhoz, Karasay distr, Almaty region, 040907 post code Republic of Kazakhstan Tel: 7(727) 2986470 (BH. 10111) Mobile: 7(702) 702 42 98 Email: torg07@skiftrade.kz : import@skiftrade.kz	Food Products
17.	Eqerem-934 Rr. Teodor Keko (Unaza Re. Tirane)	Cel No: (355) 6820-37-578 Tel: 355042251501 Email: bujar.mehmeti a hotmail.it info a eqerem-934.com b.mehmeti a eqerem-934.com Website: www.eqerem-934.com	Foodstaff
18.	Timol Fruits	Nabil Timol TIMOL Fruits, 25 Road Alexis de Villeneuve, Saint - Denis, Reunion Island Tel: 0262213256 Fax: 0262216666 Email: corefruits@hotmail.com	Export Products in Island Country Reunion
19.	Fran Pol Invest Jurek Prokuratorski (Business Consultant)	Email: jprokuratorski@franpolinvest.eu FR: 33632161968 PL: 48797597396	Mango Pulp
20.	Frisco Foods Pvt. Ltd. Muniraj Singh Pundir (VP Operations)	B-4, Shankar Garden Vikaspuri New Delhi-110018, India Tel: 911145299900/01/02/03/04 Fax No: 911145299905 Email: muniraj@frisci.co.in Website: www.friscofoods.com	Mother's Farm
21.	Super Hi Foods Ltd. Salim Nobeebux (Business Development Officer)	Village Council Rd-Terre Rouge-Mauritius Tel: (230) 2481 1561. Fax: 2491545 Mobile: (230) 57118568 Email: salim@superhifoods.com Website: www.superhifoods.com	Rice- Appalam

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
22.	R.R &Co. Trade (International Trade & Agents) Ryan Rosenthal (General Manager)	1 B Havazelet St., New-Ziona, 74069 Israel Tel: 972542496000 Fax: 97289400408 Email: rrandcoltd@gmail.com Website: www.rrfoodtrade.com	Tamarind Juice Concentrate
23.	M2A Export Veronique Le PLENIER (Responsible Products Manager)	53, avenue Victor Hugo-75116 Pairs-France Tel: 33(O)145020304 Fax: 33(O) 45020326 Email: vleplenier@m2export.com Website: www.m2a-export.com	Biscuit for African Market
24.	L'EXTIM Mohsen Rashidi (Managing Director)	Tel: 33147490454 Fax: 33147495788 Mobile: 33661530261 Email: contact@lextim.com : Info.simacosarl@yahoo.fr Website: www.lextim.com	Rise-Honey Oil Spices Tea
25.	RED (OAK FoodS, LLC) Christophe Hervieu (Chief Executive Officer)	35 Trautwein Cres Closter, NJ07624USA Direct: 1(201) 885-3209 Office: 1(201) 885-3270 Fax No: 1(201) 301-9168 Mobile: 1(201) 803-4977 Email: chistophe.herview@redokfoods.net	Waffles
26.	STC (State Trading Corporation) Megh Pillay, C.S.K (Chief Executive Officer)	3F Fon Sing Bldg., 12 Eidth Cavell St, Port Louis, Mauritius Tel: (230)2088359 Email: megh-pillay@stcmu.com	Rice
27.	Fresh Connect Arvind K. Kulshrestha (MD)	24, Gamiet Dewl St. Mohandessien Cairo-Egypt Mobile: 201222456796 Tel: 20233047450 Email: azuzhyder@gmail.com : infi@freshconnect.co Website: www.freshconnect.co	Food products
28.	Huerta De Tajo	Ctra. Talavera-Calera Km 8.5 45695 Allberche de Caudillo Toledo, Espana Tel : 925489300 Email : production@comagra.es	Frozen Fruits
29.	STARRIN & SONS COMPANY LTD. (K M Isidore New Business Consultant)	Post Box 2202 15 Hillsborough Street Roseau Commonwealth of Dominica Tel: 7674408433 Mobile: 7672771717 Fax: 7674406620 Email: administration@starrinandsons.com starrinands@gmail.com	cheese for refrigerated
30.	Daregal LE+Taste Martial Aubin (Acheteur Purchaser)	6 boulevard Joffre 91490 Milly-la-Foret- FRABNCE Tel: 33164982528 Mobile: 33601461895 Fax: 33164982957 Email: martial.aubin@dargal.fr	Aromatic Herbs Frozen

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
31.	AL BAHADLY TRADING Salim Albadhadly (Director)	Mobile : 009647713640868 009647702512095 Email : albahadlytrading@yahoo.com	Food Products
32.	S.C. GOLDEN S.R.L. Marton Sandor (Manager)	535 500 Gheogheni Cart. Bucin nr.19 parter Tel : 004-0266-364 397 Mobile : 004-0744698897 Email : goldensrlof@yahoo.com	Rice
33.	SDA (SOL DES ANGES) Dr. Maurizio BEDEI (Assistant Technique)	B.P. 173 ALLADA Tel : 21 32 20 03 Cel I: (229) 96 29 30 31 Email : soldesanges2000@yahoo.fr Website : www.soldesanges.com	Rice
33.	SDA (SOL DES ANGES) Solange Mehou Houedanou (Directrice General)	LOT 657-E, Jericho, 01BP 519 Cotonou BENIN Tel: 229.21322003 Cell: 22997013274 Email: soldesanges2000@yahoo.fr Website: www.soldesanges.com	Rice
34.	Dare (The Best Nuts Ever) Hidur SAYIR (Retail Export Sales Director)	Tiryaki Agro Gida San.ve Tic. A.S. Beykerbeyu Mah. Semsi Efendi Sok. Yagcilar Kosku No. 16 Uskudar 34676. Istanbul. TURKEY Pbx: 902163332000 Fax: 90216333 20 20 Gsm: 905306565920 Email: hidir.sayir@tiryaki.com.tr Website: www.darenuts.com	Cookies
35.	ZENA EXOTICFRUITS SENEGAL Mr. Zouheir FILFILI (Directeur d' Exploitation)	Tel: 00221 33 821 69 96 Cell: 00221 77 520 13 14 Email: contact@zenaexoticfruits.com Website www.zenaexoticfruits.com	Mango Pulp
36.	Dot Foods, Inc. Brent Danielson (Import Trade Manager)	974 Mount Water Lane Lawrenceville, GA 30043 800. 366.6482 ext. 23078 Office: 636.449.3678 Fax: 217.773.2910 Email: bent.denielson@dotfoods.com	Food Products
37.	GOLDEN GRAINS Arvind Vijaysinh Toprani (Managing Director)	P.O. Box: 872, Muscat P.C: 100 Sultanate of Oman Tel: 24711225/24711256 Fax: (968) 24712614 Email: ggrains@omantel.net.com : ggrains@gmail.com Website: www.goldengrains.biz	Rice
38.	VACQ PACK Marcel Mulder (Sales Manager)	VacQPack B.V.\ Bio Treatment & Packaging Services P.O. Box 22\4254 ZG Sleeuwik\The Netherlands EI: 31 183 700137 Fax: 31 183 310958 Mobile: 31 6 10992293 Email: m.mulder@vacqpack.com\S MMulder_VQP Website: www.vacpack.com	Food Products

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
39.	S.K SWEETS Khair Mohammad (Assistant Director)	2 Lupus Street London SWIV 3 DY England Tel: 0044-20-7233 6060 Fax: 0044-20-7821 5224 Mobile: 0044-7939 180 840 Email: kmsafa786@yahoo.com	Dairy Products
40.	VITAEFOODS Jose Simon (Chief Manager)	Tel: 34-618-840-488 Email: vitaefoods@hotmail.com Website : www.vitaefoods.com	Wine
41.	ROGER DESCOURS GROUP Roch Spitz (Quality Manager- Global Fruits Sourcing)	SAS Descours 07160 Saint-Barthelme-le-Meil France Tel: 33(0) 637 83 18 28 Fax: 33(04) 475 29 39 91 Email: r.spitz@descours.fr	Frozen Fruits
42.	BON PRIX Sidi Mohamed DAH	Tel : 222 22 34 60 76 : 222 27 28 21 21 Email : direction@bonprix.mr	Basmati Rice
43.	Nature's First India Private Limited Harjit Singh (Manging Director)	S.No. 10-14, Batavarapalli Village, Krishnagiri District, tamil Nadu- 635 124. Tel: 91-4344-254118/119 Fax: 91-4344-254120 Mobile: 91-99711 40422 Email: hsingh@naturesfirst.com Website: www.naturesfirst.com	Food Products
43.	ACME FOOD SALES , INC Robert S. Maung (General Manager)	P.O. Box 80525,5940 1st Ave.S. Seattle,WA98108 Phone: (206)7625150 Direct Line: (206)357-2646 Cell: (206)334-7080 Toll Free: 1-80-777-2263 Fax: (206)762-8629 E-mail: rmaung@acmeood.com E-mail: rmaung@tmoblackberry.net http://www.acmcfood.com	Coconut water Powder
44.	Miguel Angel Moyano Mosqueda (Financial Director)	M: 34618043287 mamoyano@tb-itc.com Avd. Almanzora 6, Edif, Almansur , Local 204860 Oluala del Rio (Almeria-Spain) F: 34950443148 info@ tb-itc.com/www. tb-itc.com	Peanuts
45.	SARA Food Romeo Dakdouk (General Manager)	Khalde –Old Saida Road Chams Bldg1st Floor Phone: 009615810517 Fax: 009615810514 Mobile: 009613745380 Email: rd@sara_food .Com www.sara -food.com France Representative Office: 23 Avenue de la Resistance, 93340 Le Raicy Phone: 0033143011802 Fax: 0033143011132 Mobile: 0033680233555	Food Products

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
46.	Abk 1991 Confectionery Company	Nataliya Durmanenko Procurement and Purchasing 82-a, Mezhygirska Str, Kyiv,0408, Ukraine Mobile: 380503268368, skype: Nataliya Durmanenko E-mail: Nataliya.Durmanenko@avk.ua www.avk.ua	Peanuts
47.	Kadac Roger Pitt (Director)	M: 61407546099 E: rpitt@kada.com.au S: roger.kadac PO.Box. 139 Moorabbin VIC 3189 Australia www.kadac .com.au	Psyllium Husk
48.	URC (Thiland)Co., Ltd. Rungnapa Aungsananuwut (Export Manager)	44,46 rajpattana Road khwang Sapansung. Khet Sapansunc, Bangkok 10240 Thailand Tel: (662) 5174800#1310 Fax: (662)5174800#1355 Mobile: (6687) 5991247 E-mail: runganpa.aung@urcthailand.com Website: www. Jacknjiil.co.th	Confectionary and Biscuit
49.	MINI ELLA Oskar Samberg (Purchasing Business developing)	Se-11743 Stockholm, Sweden Phone: 4687441040 Fax 4687441045 Mobile 46735815261 Mail: info@minella.se	Gherkins
50.	Overseas Exhibition Services Ltd Martyn Cox (Sale& Project Manage)	12th Floor Westminster Tower 3 Albert Embankment, londan SE1 7SP, UK Direct Line: 44(0)2078402132 Fax: 44(0)2078402111 E-mail: mcox@oesallworld.com www.allworldexhibtions.com	Food Products
51.	ARIAN Mehrdad Sat vat (Managing Director)	Unit1#, No.13, 13 th St., Bucharest Ave., Teharn 15138116411 Iran Tel: 98218870180-1 Tel/ Fax 982188703687 E-mail: info@arianta.net Msatavt@ariantn.net	Basmati Rice
52.	Agarimpes	Agraimpex Sp.z.o.o 01815 Warsaw Poland NIP: 526005244 Tel.: (4822) 5693156 Mobile: (48)604440284 E-mail: l.komosinski@agarimpes.pl www. agarimpes.pl	Mangoes
53.	Jaleel	Jaleel Wholesale Point PO BOX 3262 Dubai, UAE Ph: +971 4 3339191, Fax: +971 4 3331415 Email: info@jaleelwp.com www.jaleelwp.com	Rice
54.	Huercasa Carlos Olmos Marinro Subdirector General (Diretor Comercial)	Las Lagunas De Sanchonuno.S.A. C/ Lavanderos.S/N 40297 Sanchonuno Segovia (Espana) carlosolmos@huercasa.com www.huercasa.com Tel: (34) 92160006, Fax: (34)921160012 Mobile: (34664296643	Sweat Corn

SI. No	Name Of The Company And Contact Person	Address & Contact Details	Product Details
55.	HAGIMEX	P.311, Nha B, Bso, 352 Giai Phong Phuong let, Thanh Xuan Ha Noi DT0436649972 May le: 11 Fax: 04366649975 Nha may Cum Cn_ TTcn Bien hon ngoc son, kim bang, ha nam DT: 03513513366 Fax 03513388 NGUYEN XUAN BIEN Pho giam dac Mobile: 0982728716 E-mail: sales@hagimex.con	Food Products
56.	New Venture Z. Stitou (Head Of Sales & Trading Global Markets)	Soumaya Residence Shehrazade 3, 5emc Etage N22 Palmiers , Maarif 20100 Cassbianca, Moroco Tel(UK): 44(0)2080881066 Tel(NL): 31(0)619023744 E-mail : Z.stitou@newventureep.com	Dry Fruits Sesame
57.	VILANDRA Andrius Samaitis (Chairman of the Board)	Minsko pl. 55, Kuprijoniškių km., LT-13279 Vilniaus raj., Lietuva Tel : 37052601830 Fax : 37052601828 Mob: 37069982132 E-mail : andrius.samaitis@vilandra.lt www.vilandra.lt	Basmati Rice
58.	AATCO Geert Buijsman (CEO)	Ali & Abdul Karim Group LLC WAY NO. 5007, BLDG. 687, OPP. SAVOY HOTEL APARTMENTS, GHALA, OMAN Tel: 96822004131 Fax: 96800224101 Mobile: 96897774333 Email: geert@aakgc.com	Food Products
59.	Sark spice products pvt. Ltd Abraham Kuruvilla (Founder& Chairman)	TAK Industrial Complex Eara North Post Neelamperoor - 686534 Kerala, India Tel:91-477-2710015 Fax:91-477-2710215 e-mail: info@SarkSpice.com US Marketing Division: 1763 Spur Drive Noth, Central Islip, New York-11722 Tel: 6316509781, Fax: 6316509782 E-mail: sarkusa@comcast.net www. sarkspiceindia.com	Accent spice
60.	adc Amya H. Halari	cel: (258) 843372662 Email: amyn.halari@adc.co.mz www.adc.co.mz AV.do Trabalho n 1107 Maputo - Mocambique Tel: (258)21401850 Fax: 258)21408348	Food Products



COMPARATIVE STATEMENT FOR EXPORT OF AGRI AND PROCESSED FOOD PRODUCTS April-February (2014-15) VIS-A-VIS PREVIOUS YEAR (Based on Provisional Data)

PRODUCTS	April-Februa	ry (2013-14)		Unit value		April-Februa	ry (2014-15)	Unit value	% Ch	ange
	QTY In MTs	VALUE Rs. Lakhs	USD Million	(In Rs. Lakhs Per Tonnes)	QTY In MTs	VALUE Rs. Lakhs	USD Million	(In Rs. Lakhs Per Tonnes)	Rs.	USD
SCHEDULE PRODUCTS										
A. FLORICULTURE	0.00	41677.49	68.90		0.00	42147.62	69.10		1.13	0.29
B. FRUIT & VEGETABLE SEEDS	15592.20	38006.46	62.82	2.44	9249.77	38277.52	62.87	4.14	0.71	0.08
FLORICULTURE & SEEDS		79683.95	131.72			80425.14	131.97		0.93	0.19
A. FRESH FRUITS	434195.00	281683.40	473.16	0.65	421572.00	266673.91	437.24	0.63	-5.33	-7.59
B. FRESH VEGETABLES	2011586.00	492873.17	811.45	0.25	1846592.00	418737.16	686.43	0.23	-15.04	-15.41
FRUITS & VEGETABLES		774556.57	1284.61			685411.07	1123.67		-11.51	-12.53
A. PULSES	326348.00	164267.32	272.88	0.50	202390.00	110582.71	181.85	0.55	-32.68	-33.36
B. PROCESSED VEGETABLES	0.00	110245.39	182.50		0.00	152294.14	249.92		38.14	36.94
C. PROCESSED FRUITS & JUICES	0.00	299041.91	491.15		0.00	325415.46	532.58		8.82	8.44
PROCESSED FRUITS &VEGETABLE		573554.62	946.53			588292.31	964.35		2.57	1.88
A BUFFALO MEAT	1227135.00	2382811.56	3919.38	1.94	1356794.00	2696522.90	4410.10	1.99	13.17	12.52
B SHEEP/GOAT MEAT	20761.00	63786.33	106.15	3.07	21807.00	76700.26	125.92	3.52	20.25	18.63
C ANIMAL CASINGS	322.56	2563.57	4.27	7.95	244.35	1840.20	3.03	7.53	-28.22	-29.04
D PROCESSED MEAT	481.00	682.24	1.15	1.42	220.00	592.49	0.97	2.69	-13.16	-16.03
E OTHER MEAT	253.00	316.50	0.51	1.25	248.00	247.75	0.41	1.00	-21.72	-20.21
F. POULTRY PRODUCT	0.00	50662.54	83.16		0.00	59045.98	96.65		16.55	16.22
G. DAIRY PRODUCTS	0.00	398592.14	658.40		0.00	193895.79	318.99		-51.35	-51.55
LIVESTOCK PRODUCTS		2899414.88	4773.02			3028845.37	4956.07		4.46	3.84
A. GROUNDNUTS	455062.00	288942.26	476.80	0.63	646682.00	422562.12	688.35	0.65	46.24	44.37
B. GUARGUM	545533.00	1097896.44	1855.72	2.01	662709.00	956099.66	1565.52	1.44	-12.92	-15.64
D. CEREAL PREPARATIONS	292292.00	258436.21	426.76	0.88	279691.00	275889.16	451.94	0.99	6.75	5.90
E. COCOA PRODUCTS	14295.54	49732.43	81.53	3.48	18413.62	76557.87	125.57	4.16	53.94	54.01
F. MILLED PRODUCTS	388883.53	92995.34	153.36	0.24	387555.59	94824.92	155.53	0.24	1.97	1.41
G. SPIRIT AND BEVERAGES	0.00	219328.69	362.78		0.00	206206.20	337.11		-5.98	-7.08
H. MISC. PROCESSED ITEMS	0.00	229439.38	379.19		0.00	252186.45	413.58		9.91	9.07
OTHER PROCESSED FOODS		2236770.75	3736.14			2284326.38	3737.60		2.13	0.04
A BASMATI RICE	3436816.00	2651499.82	4409.78	0.77	3301233.00	2508705.29	4116.06	0.76	-5.39	-6.66
B. NON-BASMATI RICE	6518818.00	1621752.97	2666.58	0.25	7509494.00	1863476.95	3047.20	0.25	14.91	4.27
C. WHEAT	5208752.00	866473.45	1468.62	0.17	2880648.00	491343.43	816.17	0.17	-43.29	-44.43
D. OTHER CEREALS	4200613.00	650693.60	1094.15	0.15	3382150.00	505711.64	836.24	0.15	-22.28	-23.57
CEREALS		5790419.84	9639.13			5369237.31	8815.67		-7.27	-8.54
TOTAL		12354400.61	20511.15			12036537.58	19729.33		-2.57	-3.81

Source: DGCIS Principal commodities data April-February (2014-15) (Provisional data)



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

MUMBAI

Agricultural and Processed Fe Products Export Developmen Authority 4th Floor, Unit No. 3 & 4 , Banking Complex Bldg. No.II, Sector 19/A, Vashi New Mumbai-400 705 Ph.No. +91- 022-27840949 2784542 /27840350 Fax - +91- 022-27842273 Mobile No- 9920437633

HYDERABAD

Authority 8th Floor, Chandra Vihar Buil M.J.Road, Hyderabad-500001 Ph.No - +91- 040-24745940 Fax - +91- 040-24745947

KOLKATA

Agricultural and Processed Food Products Export Development Authority Mayukh Bhavan, Bidhan Nagar, Kolkata-700 091 Ph.No ++91-033-23378363 Fax ++91-11-40669291 Mobile No-8334905777

BANGALORE

Agricultural and Processed Food Products Export Development Authority 12/1/1 , Palace Cross Road, Bangalore-560 020 Ph.No - +91- 080-23343425 /23368272 Fax - +91- 080-23364560 Mobile No- 9538133387

GUWAHATI

Agricultural and Processed Food Products Export Development Authority 3rd Floor G.S. Road, Opp. Old Pos Office Jain Complex, Guwahati-781005 Ph.No - +91-0361-2633390

Chairman: Santosh Sarangi, IAS

General Manager: A S Rawat; Sunil Kumar; Tarun Bajaj; S S Nayyar

Co-ordinators: Samidha Gupta (AGM); Kamal Kant (EO)

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e-mail us at apexapeda@apeda.gov.in

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