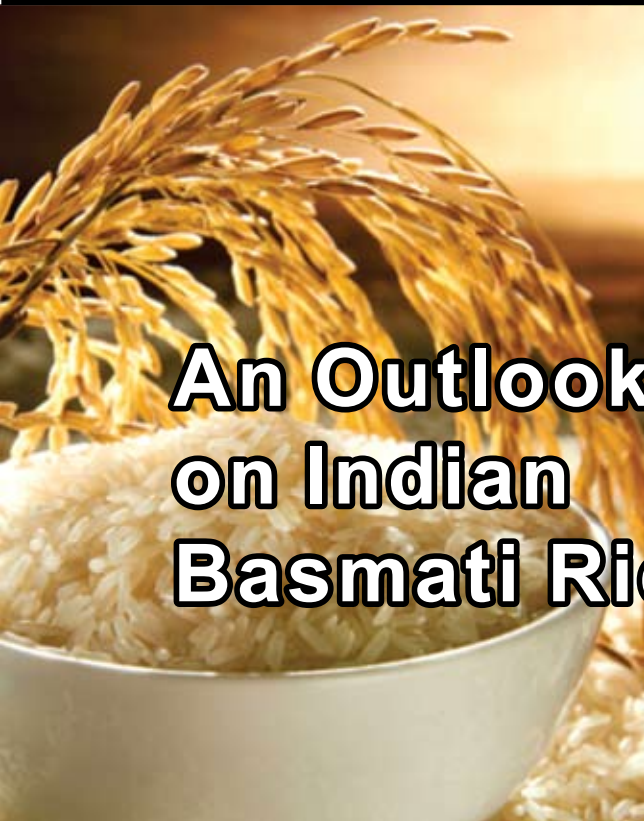


# e-APEX UPDATE

SHOWCASING INDIA FOOD PRODUCTS



July - September 2014



**An Outlook  
on Indian  
Basmati Rice**



**APEDA's Participation  
in National Events,  
Seminars & Workshops**

**State Profile –  
Madhya Pradesh**



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MESSAGE


I congratulate Agricultural and Processed Food Products Export Development Authority (APEDA) on the launch of its newsletter APEX UPDATE in electronic form.

The APEX UPDATE in its electronic version is an excellent initiative to reach out to a larger target audience in India as well as key export markets. This will ensure that various stakeholders get access to the information.

This newsletter would provide an opportunity to existing exporters and importers, research, academic and others for receiving information on APEDA's activities and developmental initiatives. I trust that the readers will find the information useful.

I wish APEDA all the very best for this initiative.

New Delhi  
November 20, 2014

  
( Rajeev Kher )  
Commerce Secretary

# FOREWARD FROM CHAIRMAN



I am pleased to present the first issue of e-APEX. APEDA's APEX update circulated earlier as paper magazine has been well received amongst the stakeholders. However, with a view to save paper and to take benefit of the ease of internet, we have decided to shift to e-APEX update from paper version as a digital magazine.

During 2013 out of global trade of 18300 billion US\$, share of agriculture was 1745 billion US\$ representing 9.5%. Major agri trade players during this period were US, Germany, The Netherlands, France and Brazil. From India's perspective, our total merchandise exports during 2013-14 stood at 314 billion US\$ out of which agri exports comprised 42.5 billion US\$ representing 13.55% of the total exports. There is a significant increase in the exports of food products from the country. Exports of food products monitored by APEDA during 2013-14 stood at 22.71 billion US\$ representing 53.43% of Agri exports from the country which were to the tune of 42.5 billion US\$ during this period. Iran, Vietnam, USA, Saudi Arabia, Bangladesh and UAE are the major destinations for export of food products from the country. Credit for the same needs to be given to the untiring efforts of our farmers, producers, exporters and friendly approach and policies of the Government.

I am sure our stakeholders will find this digital magazine useful and interesting.

Santosh Sarangi  
Chairman, APEDA

# APEDA

I N T H E



## MoU with Maharashtra State Warehousing Corp for cold storage infrastructure at Gultekdi

APEDA signed a Memorandum of Understanding with Maharashtra State Warehousing Corporation (MSWC) for setting up of infrastructure for cold storage at Gultekdi, the wholesale market yard in Pune. The proposed project involves facilities for cold storage, pre-cooling and blast freezing with two 400 tonne cold storage chamber for fruits and processed vegetables, a 1200 tonne cold store for dry fruit, spices and fruits. It also includes five 10-tonne pre-coolers, two 3-tonne blast freezers, one grading and packing hall and ancillary infrastructure (pallets, crates, etc). The proposed integrated pack house facility at Gultekdi is to be located on 1160 sq m opposite the APMC market which currently does not have any cold chain facility for storage. The identified products for the project are pomegranate, grapes, raisins, dairy products and frozen vegetables.



## Link organic farmer to market for remunerative prices- Shri Gokul Chandra Pati, Chief Secretary, Odisha

The National Conference on Organic Farming for Eastern Region, organized under APEDA, was inaugurated by Chief Secretary Of Odisha state Shri Gokul Chandra Pati. Inaugurating the conference, Shri Pati said that a large portion of area in Odisha is naturally organic and there is a vast scope for organic cultivation in the State. He emphasized on link between organic farmer and the market so that the farmer gets a remunerative price.



## Govt Mulls Exempting Organic Processed Food from Export Ban

The government may soon exempt organic processed foods from export ban. "With a view to provide an enabling policy environment, the Ministry of Commerce and Industry is trying to get that there would never be any ban on organic processed food exports even if the primary produce of that commodity is subjected to some restrictions," said Shri AK Tripathy, Joint Secretary, Department of Commerce and Industries at an event organised by ASSOCHAM. "There is another challenge that there is no credible domestic certification system in India and that is something the Ministry of Agriculture or whoever has to do. If domestic standards are made compulsory then the supply will become much larger and hence the supply available for exports will also be much larger," he said.

Commenting on the issue of lack of domestic standard, Shri Santosh Sarangi, Chairman, APEDA emphasized that it was imperative to implement a credible certification system as well as maintain the integrity of it.



## Indian food exporters complying with EU norms

Indian food processing exporters are adhering to the safety standards set up by European Union countries, was stated by Honourable Minister for Food Processing Industries Smt. Harsimrat Kaur Badal. "Food safety standards set up by EU countries are based on risk assessment and all exporters are mandatorily complying with these standards for export of products which are administered through APEDA. Testing of such products is done in APEDA approved laboratories",



she said. "During the last 5 years ending 2012-13, Food Processing sector has been growing at an Average Annual Growth Rate (AAGR) of around 8.6 per cent as compared to 3.8 per cent in Agriculture and 6.6 per cent in Manufacturing", she said. The food processing sector forms an important segment of the Indian economy in terms of its contribution to GDP, employment and investment, she added.

members' import of Alphonso and bitter melon, eggplant, taro and snake melon. This was after discovering that increasing number of consignment from India are intercepted with the harmful organism and not compliant with EU phytosanitary regulation.

The EU delegation inspected packhouses in Mumbai, Bangalore and Kochi and expressed satisfaction over the improvements made since the ban said Shri Santosh Sarangi, Chairman, APEDA. According to trade sources, our annual export of these banned commodities to the EU comprised around Rs 150 crore.

## **Review likely now on EU ban of Alphonso import**

There is some cheer on the possibility of an end ban on Alphonso mango export to Europe. A three-member European Union delegation inspected various packhouse facilities in a week-long tour and expressed satisfaction over the improvement in export units and phytosanitary inspection system. Effective May 1, the European Union (EU) had imposed a ban till December 2015 on their





## Russia seeks to import Indian fruits, vegetables

Faced with economic sanctions by the Western world and a retaliatory ban on import of agricultural commodities from there, Russia has evinced interest in buying a large quantity of fruits and vegetables from India.

In a letter to APEDA, one of Russia's largest chains, retail chain Monetka, has sought import of potato, cabbage, carrot, marrow, garlic, tomato, onion, capsicum, radish and mushroom, among others. It has also sought import of apples, oranges, banana, pomegranate, grapefruit and pears from India.

India currently exports agricultural commodities worth \$490 million yearly to Russia.





## MoU with Tamil Nadu Horticulture Development Agency to set up IQF Plant

APEDA has signed a Memorandum of Understanding with Tamil Nadu Horticulture Development Agency, (TANHODA), Chennai for setting up of IQF Plant at State Horticulture Farm in Jeenuur and Krishnagiri districts of Tamil Nadu. The total project cost is Rs.961.63 lakhs wherein APEDA's contribution will be Rs. 742.00 lakhs.

Shri Santosh Sarangi, Chairman, APEDA and Shri Sitherasenan, IAS, Managing Director, TANHODA inked the MoU documents on 20.08.2014.

The major infrastructure created under project is as under:

- Fruit Processing Line
- Deep Freeze store (500 MTX2)

- IQF line 1.5 MT/hr
- Blast freezing 1000 KG/hr
- Other ancillary infrastructure





APEDA has signed a Memorandum of Understanding with H. P. Horticulture Produce Marketing and Processing Corporation Ltd., (HPMC), Shimla for Upgradation of Apple Juice Concentration Plants at Parwanoo, Himachal Pradesh. The total project cost is Rs. 1240.35 lakhs wherein APEDA's contribution will be Rs. 800.00 lakhs.

Shri Santosh Sarangi, Chairman, APEDA and Shri Jagdish Sharma, IAS, Managing Director, HPMC inked the MoU documents in the presence of Senior Officers from both sides.

## MoU with Himachal Pradesh Horticulture Produce Marketing and Processing Corporation Ltd, Shimla

HPMC procures on an average 20000-25000 MTs culled apples under MIS to ensure proper remuneration to the farmers and prevent losses to them. Although, the total processing capacity at Parwanoo plant is around 12000 MT, however, plant equipments are obsolete which have affected the efficiency of the unit and as a result of which HPMC is able to process only 7000-8000 MTs apples/annum. This is only 30-40% of total procurement.







# National Events, Seminars & Workshops

## Participation in Aahar Chennai-14-16 August 2014

APEDA participated in Aahar Chennai organized by the India Trade Promotion Organization (ITPO) along with Tamil Nadu Trade Promotion Organization (TNTPO) from 14-16 August 2014 at Chennai. APEDA's stall was tastefully decorated and was appreciated by the dignitaries visited there. Exporters participated in the event along with APEDA had expressed their satisfaction over

the response received during the event. Around 60 exhibitors from within the country participated in the event. Visitors mainly comprised farmers, entrepreneur and traders from the states of Tamil Nadu, Karnataka, Andhra Pradesh, Kerala and all parts of India.



## Activities of BEDF demonstration and training Farm

During Kharif 2014, Basmati Export Development Foundation (BEDF) Demonstration and Training Farm undertook production of breeder seed for specific varieties of Basmati Rice as per the allocation from seed division, Dept. of Agriculture and Co-operation. For production of foundation and certified seed for sale to farmers, contract farming was undertaken on an area of about 50 acres. 15 workshops on “Quality Improvement in production of Basmati Rice for Export” were organized in Basmati growing states, viz. Punjab, Haryana, H.P., Jammu & Kashmir, Uttarakhand, Delhi and Western Uttar Pradesh, to educate the farmers regarding production of high quality Basmati Rice for export purpose.



## Interaction with Rice Exporters

An interaction of exporters of rice and other food products to USA with a Law firm from USA was organized on September 23, 2014. The representative of the firm made a presentation on Regulatory Systems in USA for import of food articles.

## Visit of USDA APHIS Experts

Two members team of Khapra Beetle experts from USDA APHIS visited India from August 25-28, 2014. Interaction with exporters of rice and peanuts to USA was organized in APEDA. The team also visited Spices Board and Spices units in Kochi.



## A meeting with APHIS for export of mangoes to USA

At the end of the irradiation processing programme for export of mangoes to USA, a closing meeting with APHIS official Mr Prem Balkaran was organized on 15th July 2014 in APEDA office Mumbai. The meeting was

chaired by Shri A S Rawat, General Manager, APEDA and was attended by the concerned exporters, MSAMB officials responsible for running the irradiation facility in Lasalgaon.

The processing at irradiation facility in Lasalgaon started from 30th April 2014 to 14th July 2014 in the presence of APHIS inspector.

Problems and issues faced by the exporters in processing of mangoes for exports to USA were discussed along with the observation of APHIS official. Shri A.S.Rawat, General Manager, APEDA requested MSAMB to look into the issues so that the operation of processing of mangoes for exports to USA can be strengthened for the next season and the exports can be further promoted.



## Visit of EU FVO Mission in Mumbai

APEDA Regional Office Mumbai organised the visit of EU FVO Mission from 3rd to 5th September 2014. An interaction meeting with Plant Quarantine Department was organised in their office at Sewri Mumbai.

The visit of the delegation to Center for Perishable Cargo Complex (CPC) at Sahar International Airport was organised in the second half. The delegation audited the operations of handling of fresh fruits and vegetables along with quarantine and certification process in the CPC.

A meeting of the delegation with the concerned fruits and vegetable exporters was organised on 4th September 2014 in APEDA Regional Office, Mumbai. The delegation interacted with the exporters and clarified on various aspects on the exports carried out by them. They visited the pack house facilities of Ruchi Exports, Savla Foods and Cold Storage Pvt. Ltd. The delegation audited the activities carried out in the pack house related to processing of fresh fruits and vegetables for exports to EU countries.

## Capacity Building Programme organised for exports of fresh fruits and vegetables to EU countries

Considering the problems faced in export of fresh fruits and vegetables to EU countries APEDA took an initiative for capacity building of the concerned stakeholders. A training programme was organised from 19th to 21st August, 2014 in Navi Mumbai along with a hands on practical session at packhouse. APEDA requested the Food and Environment Research Agency (FERA), a Department of UK Government responsible for monitoring the imports in UK to depute one of their experts for the training.



Mr. William Surman, Heathrow Imports Manager, FERA imparted the training from 19th to 21st August 2014. The training programme was organised in three batches. First two batches were formed of concerned exporters and the training along with hands on practical session was organised. The training was imparted to third batch which comprised of Quarantine Officials, concerned officials from State Government of Maharashtra and APEDA officers. The training was imparted on important topics such as EU plant, health import controls, checks in import controls at point of entry, harmful organisms in India and detection of harmful organisms.

The capacity building programme was found useful by the participants as it enabled the exporters to understand the exact requirement to be complied with for export of fresh fruits and vegetables to EU countries. The training programme also enabled

the quarantine officials to understand the process followed by the FERA inspectors while carrying out the inspections for import clearance of fresh fruits and vegetables.

## Participation in Food & Beverage 2014



APEDA Regional Office Mumbai participated in Food & Beverage 2014 held at Goregaon, Mumbai. A range of APEDA scheduled products mainly processed food products, cereals, fresh fruits and vegetables and flowers were showcased at APEDA booth. A good number of visitors visited APEDA stall. Queries were responded and APEDA activities were explained to visitors. Participation of APEDA enabled in strengthening its branding in Indian agri and processed food sector.

## Participation in India Foodex 2014, Bangalore

APEDA Regional Office Bangalore participated in the 6th Edition of INDIA FOODEX 2014 organized by M/s. Media Today Pvt. Ltd., New Delhi, at Bangalore International exhibition Center, Bangalore from 22nd to 24th August 2014 an International Exhibition on







Food Products, Processing & Packaging, Machinery and Allied Industries. APEDA was one of the sponsors of the Exhibition.

The Exhibition covered various sectors like FOODTECH, DAIRYTECH, AGRITECH, POULTRYTECH, GRAINTECH, FLORATECH. APEDA's stall was decorated with posters and danglers. The Exhibition was inaugurated by Shri S K Pattanayak, Home Secretary, Govt. of Karnataka.

## Meet organized by Rajya Krishi Utpadan Mandi Parishad, U.P. in association with APEDA

For promoting the exports of mangoes from U.P., a buyer seller meet was organized on 4th July 2014 in Mumbai by Rajya Krishi Utpadan Mandi Parishad, U.P. in association with APEDA. The programme was organized in Navi Mumbai.

The state of Uttar Pradesh has been the front runner in terms of mango production with wide range of popular varieties such as Dussheri, Langra, Chausa and Mallika. Considering the potential of mango varieties and its production in the state, the state government of Uttar Pradesh has branded

it's mango with brand of 'NAWAB'. Rajya Krishi Utpadan Mandi Parishad is an organization under the state government of Uttar Pradesh and has been entrusted with the responsibility of promoting the mangoes from the state in the domestic market as well as exports.

Mandi Parishad has also been focusing on creation of infrastructure. Two mango pack houses have been set up with financial assistance of APEDA in the mango production hubs of Lucknow (Rahmankheda) and Saharanpur. The pack house at Saharanpur has been set up with the required infrastructure and additionally a vapour heat treatment plant (VHT) for processing of mangoes for exports to Japan, New Zealand, Australia and other countries.

APEDA has been providing its support to all the States for export promotion of its scheduled products including fresh fruits from the country. APEDA has assisted the State Government of U.P. in creation of infrastructure in terms of setting up of pack houses, Vapour Heat Treatment facility and support for quality enhancement through its financial assistance schemes.

On the occasion, Dr.Sudhanshu, Dy. General Manager and Regional Head Western Region, APEDA, Mumbai delivered lecture on the prospects of export of mangoes from U.P. Shri Anjani Kumar Srivastava, Dy. Director, Rajya Krishi Utpadan Mandi Parishad, Secretaries of various Mandi Samiti, Uttar Pradesh and the farmer representatives gave lecture on the potential of mango export from their region.



## One Day Seminar on “Cluster Development in the State of Jharkhand (Fresh Vegetables/IQF/ Organic)”

There is a huge potential for export of horticultural products mainly fresh vegetables and flowers from the state of Jharkhand. To explore these possibilities and to find out the solutions of the problems being faced by the growers and exporters, the Organic Farming Authority of Jharkhand, Jharkhand State Horticulture

Mission, Directorate of Horticulture, Govt. of Jharkhand and the APEDA, Ministry of Commerce & Industry, Govt. of India jointly organized one day Seminar on “Cluster Development in the State of Jharkhand (Fresh/IQF/Organic)” at Ranchi. This seminar was inaugurated by Shri Vishnu Kumar, IAS, Principal Secretary, Agriculture and Sugar Cane Development Department, Govt. of Jharkhand. The inaugural session was chaired by Shri Santosh Sarangi, Chairman, APEDA

During the seminar Smt. Himani Pandey, IAS, Secretary, Industry Dept., Govt. of Jharkhand expressed the necessity of the agricultural and processed food industries in the state of Jharkhand. She requested the bankers to dispose of the matters related to processing of loan for setting up of the industries by the entrepreneurs. She also requested the Agriculture



Secretary to consider write-off the warehouse tax on import of raw material from the other state for industrial purposes. She invited the entrepreneurs of the state to come forward to invest in this sector.

Shri Santosh Sarangi, Chairman APEDA told that the total exports of APEDA items from the country are approximately Rs. 1,30,000 Crores. The share of Jharkhand state is very less due to non-availability of basic infrastructure facilities. The state produces quality products like Litchi, Lady Finger, French Bean, Beans, Tomatoes and Cabbage (non-seasonal) which have huge potentiality for export to the EU countries. Three such districts have been identified by APEDA in the state wherein good production of these items is done. There is a need of setting up of linkage with the exporters in the state. There is a provision to consider financial assistance up to 90% by APEDA for setting up of the processing units by the state government agency. He advised to form a Project Management Agency for this purpose. He further indicated taking initiatives by the state government for setting up of common infrastructural facilities like Integrated Pack House and IQF in the state for export purposes.

Dr. C.B. Singh, AGM, APEDA delivered a presentation on 'APEDA 12th Plan Scheme' and also gave

detailed information about the export activities and development programmes of APEDA.

Later on major exporters/entrepreneurs from the state as well as other states shared their experiences with the participants. Amongst the participants were Vice Chancellor, Birsa Agriculture University, senior state/ Central Government Officers, and representatives from Chambers of Commerces, FIEO, NHB, NGOs, Investors, Entrepreneurs, Bankers, and Agriculture Research Institutes etc. The programme ended with a Vote of Thanks by Dr. C.B. Singh, AGM, APEDA.

## Stakeholder's Workshop on Export of Fresh Fruits and Vegetables

Due to increasingly stringent requirement of importing countries in import of fresh fruits and vegetables from India, a workshop was organised for sensitizing the stakeholders of the supply chain of fresh fruits and vegetables on 4th August 2014 in Pune. The workshop was attended by the concerned stakeholders such as exporters of fresh fruits and vegetables, State Horticulture Department, Government of Maharashtra,





and National Research Center for Grapes (NRCG), Plant Quarantine Department, Mumbai, AGMARK and the concerned laboratories.

On the occasion, the keynote address was delivered by Shri Santosh Sarangi, Chairman, APEDA. He mentioned about the current requirement of importing countries and requested all the stakeholders to gear-up for complying with the requirement for sustaining the exports of fresh fruits and vegetables. He also emphasized that there is a need for strict implementation of necessary guidelines of the

concerned departments to meet the emerging challenges.

On the occasion Dr S D Sawant, Director, NRCG addressed the participants. He shared the experience of NRCG in strengthening the supply chain of exports of grapes to EU countries. He assured the required support of NRCG in further strengthening the export procedure for fruits and vegetables.

# International Events



## Pushing export of agri products to CIS countries

APEDA along with Embassy of Latvia organized a meeting with the exporters for promoting export of agri products to CIS countries on 11th July 2014 in APEDA office. Embassy of Latvia introduced one of the companies, M/s.Varti International, that has set up infrastructure in Riga port in Latvia, which is an import port for shipment and transshipment of cargo to the whole of CIS countries and other parts of Europe. The Company M/s.Varti International made a presentation for familiarizing about the supply chain set up for utilization by exporters and also use in Riga port to avoid the problems which exporters faced at other ports.

Ms.Juidete from Embassy of Latvia joined the meeting. The meeting was also joined by Shri V K Kaul, Dy. General Manager, APEDA, New Delhi, Dr Sudhanshu,



Dy. General Manager, Smt Vinita Sudhanshu, APEDA, Mumbai. The presentation by M/s.Varti International and the discussion held enabled the exporters to understand the possibility of exporting to CIS countries through Riga port.

## Study Tour on Sampling under the EU-Capacity Building Initiative Development in India (CITD)

Plant Health Authority of regional government of Valencia under the Ministry of Agriculture was also visited. The authority is mandated with Plant Health service, inspection, residue studies to establish MRL for pesticides and officially designated as the National Referral Laboratory for Pesticides in Valencia, Spain.



Mrs Sunita Rai participated in a study tour on Sampling from 30th June to 5th July 2014 at Valencia, Spain under the EU-Capacity Building Initiative Development in India (CITD). The objective of the study tour was to enhance the knowledge of Indian officers and practitioners in charge of sampling and testing in relation with the certification of food products exported to EU as per the requirements of the EU Food and Feed legislation. During the training, Institute of Agronomic Research of Valencia (IVIA) the Reference Lab of plant pathogens (bacteria & virus) was visited for briefing quarantine activities. A visit was organized for supermarket of Valencia for handling and sale of fresh fruits and vegetables, processed food products, meat and fishery products.

Sampling and analysis of Aflatoxins by Dr. Amelia Moreno, Head of Physio & Chemistry laboratory, AINIA Laboratory as per the Regulation 401/2006 (amended regulation 178/2010) was also demonstrated. The participants were divided into two batches and demonstrated the homogenization process of Almond (for the 1st batch) and peanuts (for the second batch). They were also shown the lab facilities available at AINIA Laboratory.

The same day, a video conference presentation was given by Mr John McEvery, Head of Health Protection, DG (SANCO), Ireland on the Organization of Official Controls, Codex Alimentarius Directives, Regulations etc were highlighted in the presentation.

## Study Tour to EU on Food Safety Policies



A study tour of Indian delegation to Europe on food export, safety policies and requirements was held from 29th September to 3rd October 2014.

The delegation comprised officials from Ministry of Commerce and Ministry of Agriculture. APEDA was represented by Ms. Reeba Abraham, Assistant General Manager.

The visit covered dialogue with officials of DG SANCO Brussels, Belgium on the role of monitoring and control of food safety in the EU, its implementation and enforcement. The general food law of EU, its principles and requirements, risk management system and amended version of the proposed regulation on monitoring system of food safety were also discussed in detail. Interactive sessions were held with DG Trade on EU-India trade relations and food safety control system in India. To understand the role of Member States on food safety measures and application of EU Food Legislation, the EU Community Reference Laboratory for E.coli and National Reference Laboratory for Mycotoxins located at Rome were visited followed by a dairy unit, Centrale del Latte di Roma to understand the compliance to the food law by private operators.

The procedure on the inspections at Border Inspection Posts and the control measures followed by the Member States were briefed by the officials of the Ministry of Health, Rome. The session also covered

the Rapid Alert System for Food and Feed (RASFF) followed by EU on notifying of a direct or indirect risk from food or feed. The study tour ended with the visit at European Food Safety Authority (EFSA), Parma, Italy which acts as the risk assessment body for the EU.

### Scheduled products responsible for export promotion

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.
- Floriculture and Floriculture Products
- Herbal and Medicinal Plants
- Basmati Rice

In addition to this, APEDA has been entrusted with the responsibility to monitor import of sugar.





## 50 companies showcased in Saudi Agro Food Fair 2014

APEDA participated in 33rd Edition of Saudi Agro Food Fair 2014, the International Trade Show for Food Products, Ingredients and Technologies held at Riyadh International Convention and Exhibition Center (RICEC) in Riyadh, Saudi Arabia from September 7-10, 2014.

This year there was even greater foreign participation in the show where more than 350 companies from over 40 countries like Argentina, Australia, Brazil, China, Cyprus, Denmark, Egypt, France, Germany, Greece, Hungary, Indonesia, Kuwait, Morocco, Netherlands, Pakistan, Poland, Portugal, Saudi, Arabia, Spain, Tunisia, Turkey & UAE participated in the exhibition. The four day show recorded more than 25,000 visitors.



**H.E. Ambassador of India to Saudi Arabia Mr. Hamid Rao inaugurating the Indian pavilion at the Saudi Agro Food Exhibition in Riyadh.**

The Exhibition was inaugurated by Agriculture Minister of Kingdom of Saudi Arabia, Mr. Fahd Balghunaim.

The number of Indian companies participating in the exhibition is growing over the years. Around 50 Indian

companies participated in the exhibition under APEDA and ITPO banner and showcased a wide range of agro and food products, bakery & kitchen equipment, hotel equipment, packaging equipment & machinery, ready-to-eat snack foods, pulps, fruit juices, health foods, curry paste and chocolates, organic spices etc. and highlighted India's export potential in these sectors. The exhibition provided an ideal opportunity for the food processing & packaging companies from India to partner with Saudi Arabian companies to work together. The food processing industry holds immense potential for small-scale entrepreneurs.

India pavilion was inaugurated by H.E. Mr. Hamid Ali Rao, Ambassador of India and spent a decent time in APEDA pavilion. The efforts put in by APEDA and Exhibitors were greatly appreciated by him.

The Embassy of India organized an event focusing on "Agro & Food Processing Industries" in India and a B2B interactive session on September 8, 2014 at the Embassy premises. Mr. Hemant Kotalwar, Deputy Chief of Mission opened the session. The Saudi co-chair of Saudi India Business Council (SIBC) H.E. Mr. Kamel S. Al Munajjed addressed the gathering and encouraged Indian businessmen to seriously look at the opportunities in Saudi Arabia. HRH Prince Turki bin Mohammed bin Nasser [son of Governor of Jazan], Director of International Trade, Ministry of Commerce and Industry and supervisor of the SR75 billion (USD20 billion) Jazan Industrial City graced the event. HRH met Indian Ambassador to Saudi Arabia HE Mr. Hamid Ali Rao, welcoming prominent Indian companies to come forward and invest in the city, being developed by Gammon Group. HRH asserts that the government will pay 75 percent of the project cost in soft loans for 20 years, provided major companies are ready to invest and transfer their technology.

An aesthetically designed and attractive India Pavilion was set up at this space for the different food items from India, which was greatly appreciated by the exporters and the visitors and was a real attraction for everyone. The India Pavilion was premiere with colourful and vibrant ambience accompanied by pleasant exotic aromas of Indian Food.

APEDA also carried Biryani tasting campaign of Indian Basmati Rice, aroma of which attracted great number of footfall of visitors to APEDA pavilion.

Indian exporters had meetings in Riyadh Chamber of Commerce and with the management of Lulu Hypermarket which according to them was great experience, especially, for those exporters visiting there for the first time.

Saudi Arabia being the fast emerging market for the export of agriculture products, the traders from India found it to be a good opportunity to showcase the products and having fruitful business.

Exports of APEDA scheduled products to Saudi Arabia have also constantly been increasing over the past few years. The value of trade between India and Saudi Arabia in FY(Financial Year) 2013-14 reached USD 48.75 billion from USD 43.78 billion. From Indian point of view Saudi Arabia is a market having full of opportunities for trade, development and technology transfer.





## Participation in World Food Moscow 2014

APEDA participated in World Food Moscow 2014, Russia during September 15-18, 2014. Shri Sunil Kumar, General Manager coordinated APEDA's participation in the fair. Shri Santosh Sarangi, Chairman, APEDA led a five member trade delegation to explore the potential for improving higher trade, especially exports from India in agricultural, processed products, meat, marine and dairy products. They had a very fruitful discussion and as a result of this Russia is expected to open market access for various food products.

APEDA displayed a range of food products like basmati rice, fresh vegetables, processed foods,

Dairy products, Ready to eat products, pickles and chutney, snack foods, sweets, etc. APEDA organized promotion of Indian Basmati Rice, Indian snacks.

The following samples and products were displayed in the APEDA booth

- Fresh vegetables
- Processed food products
- Dairy products
- Dry fruits
- Basmati rice
- Biscuits
- Indian sweets
- Namkeen
- Ready to eat

### **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.

**Involvement or support of Embassy:** APEDA was in regular touch with Indian Embassy and have been taking their help and guidance for the participation in the event. The Senior officials from Indian Embassy visited APEDA pavilion and discussed various issues with Indian participants to have a better market access in Russia market for Indian products.



## Events

**APEDA would participate in the following events during the rest of 2014-2015**

Sl no	Event	Venue	Date of event
1	Fruit Logistica	Berlin, Germany	04 - 06 February 2015
2	BIOFACH 2015	Nuremberg, Germany	11 - 14 February 2015
3	Gulfood 2015	Dubai, UAE	8 - 12 February 2015
4	Foodex Japan 2014	Tokyo Japan	3 - 6 March 2015
5	IFE London	London, United Kingdom	22 - 25 March 2015



Berlin, Germany



Nuremberg, Germany



Dubai, UAE



Tokyo Japan



London, United Kingdom

# An Outlook on Indian Basmati Rice

## Introduction

“Basmati” is long grain aromatic rice grown for many centuries in the specific geographical area in the Himalayan foot hills of Indian sub-continent. Blessed with characteristics extra- long slender grains that expand three times of their original size. With a characteristic soft and fluffy texture upon cooking, delicious taste, superior aroma and distinct flavor, Basmati rice is unique among other aromatic long grain rice varieties.

Agro- climatic conditions of the specific geographical area as well as method of cultivation, harvesting, processing and aging attribute these characteristic features to Basmati rice. Owing to its unique characteristics the “scented Pearl” lends a touch of class that can transform even the most ordinary meal into a gourmet’s delight.



### Areas of Cultivation:

The areas of Basmati Rice production in India are in the states of J & K, Himanchal Pradesh, Punjab, Haryana, Delhi, Uttarakhand and western Uttar Pradesh.

**Table 1: Major Basmati Rice Producing states in India (Paddy Production in million tonnes )**

States	2013	2012	2011	2010
Punjab	2.29	2.72	2.83	2.83
Haryana	2.89	2.43	2.68	2.75
Uttar Pradesh	1.27	1.75	2.07	1.44
Uttarakhand	0.05	0.06	0.08	0.10
Jammu & Kashmir	0.09	0.14	0.10	0.08
Himachal Pradesh	0.01	0.01	0.04	0.01
Delhi		0.01	0.01	0.01
TOTAL	6.609	7.110	7.799	7.219

**Source: Basmati rice Area, Production Survey, BEDF**

### Varieties:

There are 20 varieties of Basmati rice notified under the seeds Act, 1966. They are Basmati 217, Basmati 370, Type 3 (Dehraduni Basmati), Punjab Basmati 1 (Bauni Basmati), Pusa Basmati 1, Kasturi, Haryana Basmati 1, Mahi Sugandha, Taraori Basmati (HBC 19 / Karnal Local), Ranbir Basmati, Basmati 386, Improved Pusa Basmati 1 (Pusa 1460), Pusa Basmati 1121 (After amendment), Vallabh Basmati 22, Pusa Basmati 6 (Pusa 1401), Punjab Basmati 2, Basmati CSR 30 (After amendment), Malaviya Basmati Dhan 10-9 (HUBR 10-9)(IET 21669), Vallabh Basmati-21 (IET 19493) (MAUB)-21, Pusa Basmati -1509 (IET 21960) (Pusa 1509-03-9-5)

### Exports



India is the leading exporter of the Basmati Rice to the global market. The country has exported 3.75 Million MT of Basmati Rice to the world for the worth of 4,865 US\$ million during the year 2013-14. In the current year 2014-2015 (April-Sep), India has exported 1.64 Million MT of Basmati rice worth of 2,305 US\$ million. Major destination countries for the India's Basmati rice are Iran, Saudi Arab, Iraq, Kuwait, United Arab Emirates, EU and USA.

**Source: DGCI, Kolkata.**

To develop the export of Basmati rice from India APEDA founded Basmati Export Development Foundation aiming at improvement in productivity, quality, promotional aspects, development of forward/backward linkages and infra-structure development in



respect to basmati rice. The following are the activities undertaken:

1. Demonstration and Training Farm
2. Awareness workshop for Basmati growers( Every year around 15 workshops being organized during Kharif season in the Basmati GI areas to enhance the export quality)
3. State of art laboratory establishment for testing of quality and authenticity based on DNA fingerprinting.

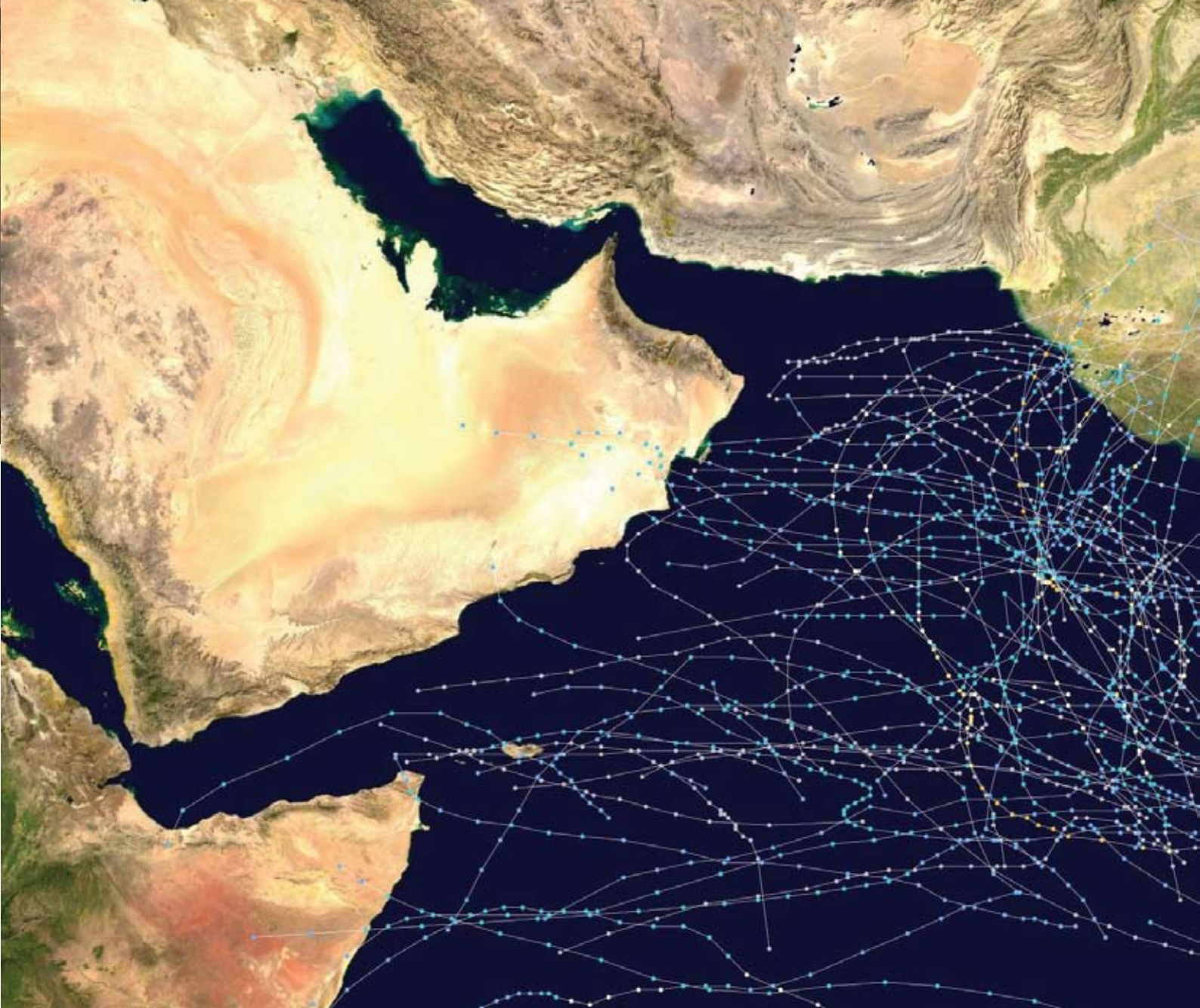


### Top-25 Importing countries of India's Basmati Rice

Country	Qty In MT; Value in Rs. Lakhs & US\$ Mill					
	2013-14 (April - August)			2014-15 (April - August)		
	Qty	Rs. Lakhs	US\$ Mill	Qty	Rs. Lakhs	US\$ Mill
Saudi Arabia	314647.50	229186.10	395.37	377107.69	327453.79	545.83
Iran	786038.11	568101.16	982.67	377704.16	315207.99	526.13
United Arab Emirates	62161.84	47172.68	81.45	80257.34	63217.01	105.18
Kuwait	57446.74	42763.55	73.00	63879.83	61786.14	102.98
Iraq	135147.00	91775.29	161.37	74555.00	58807.31	98.09
Qatar	6934.23	5937.74	10.43	62904.62	58053.30	96.75
Yemen Republic	61195.58	43493.01	75.42	59596.70	47037.75	78.46
United Kingdom	50909.09	30309.76	52.91	59904.07	45008.80	75.03
United States	51407.20	39218.22	67.00	43604.15	40901.87	68.25
Jordan	21425.30	15083.81	26.07	30780.24	25923.55	43.25
Netherland	17128.10	11034.50	19.01	21770.08	17838.46	29.76
Italy	14641.00	8732.26	15.21	17344.02	13950.75	23.30
Oman	17278.00	13521.47	23.20	17100.05	13895.28	23.14
Australia	10203.56	8554.63	14.63	13309.69	12812.65	21.32
Belgium	13699.48	8432.79	14.73	11082.00	10064.32	16.74
Mauritius	9926.86	7615.74	13.00	10866.34	9437.95	15.71
Canada	10775.18	7843.66	13.34	9726.74	9275.85	15.42
Turkey	3165.00	2352.83	3.94	9254.00	6753.45	11.24
Bahrain	9265.63	7439.61	12.73	7333.67	6643.96	11.06
Israel	6231.50	4677.88	8.06	7394.39	6238.28	10.39
Germany	4222.00	3706.46	6.36	6111.54	5819.72	9.69
Syria	1429.70	1050.39	1.80	6037.88	4879.16	8.12
South Africa	4890.00	3759.91	6.47	5022.72	4642.38	7.74
France	8696.63	5471.50	9.47	5040.20	4038.07	6.73
Malaysia	2785.05	2377.21	3.96	4417.05	3595.39	5.98
Other Countries	45084.36	33248.69	57.16	55308.18	45555.10	75.89
<b>Total</b>	<b>1726734.64</b>	<b>1242860.85</b>	<b>2148.76</b>	<b>1437412.35</b>	<b>1218838.28</b>	<b>2032.18</b>

Source: DGCIS





**Registration Under Geographical Indication Act, India:**

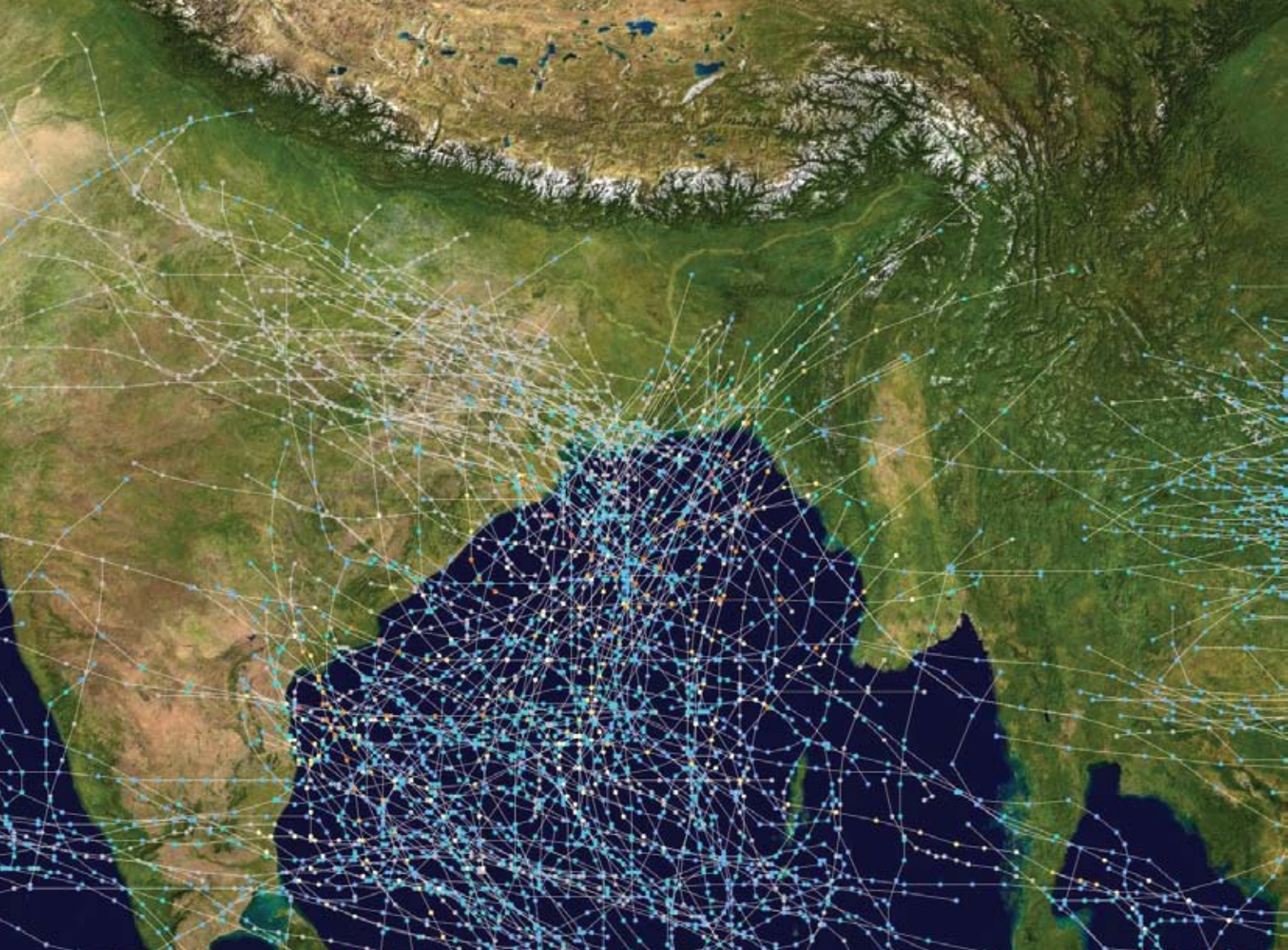
In India, the Geographical Indications of Goods (Registration and Protection) Act was enacted in 1999 and has come into force in September 2003 (here after called GI act). Before this act there was no separate legislation for GI specifically. Products like Darjeeling tea, Agra Petha, Bikaner Bujia have already been registered under the act.

Geographical Indication is registered for the period of ten years and the registration may be renewed from

time to time for a periods of 10 years at a time. The registration of Basmati rice as a GI under this act is in progress.

**The major ports from where shipping of basmati rice takes place to the foreign countries from India are:**

Mundra, Kakinada, Loni ICD, Patli ICD, Kandla, Ludhiana ICD, JNPT, Noida-Dadri-ICD.



## News


“The value of India’s basmati export increased by 50% from US\$3 billion to \$ 4.5 billion this year,” said Sam Mohanty, senior economist at the International Rice Research Institute (IRRI). Thanks to the country’s two major basmati varieties: Pusa 1121, a variety released in 2003 and Pusa Basmati 1509, which released in 2013. Pusa 1121 is a popular variety grown in 60% of India’s 2.6 million hectares of basmati rice production.

This was what Dr. Mohanty reported during the Global Rice Market and Trade Summit, held in Bangkok, Thailand, today (28 October 2014). The summit is a part of the 2014 International Rice Congress, the world’s largest gathering of rice science and industry held every four years.

Pusa Basmati 1509 is an early-maturing variety of 120 days while the older basmati version matures in 145 days. “Harvesting a crop 25 days earlier means a lot to the farmers because it allows them to plant another crop such as wheat, a higher-value cash crop,” added Dr. Mohanty. Also, Pusa Basmati 1509 yields higher at an average of 6.5 tons per hectare while Pusa 1121 yields around 4.5 tons—a 40%-yield increase from Pusa 1121.

Iran is India’s biggest export market for basmati rice. The country imported more than 1.4 million tons in 2013-14. Other basmati importers include Saudi Arabia, Iraq, Kuwait, United Arab Emirates, Yemen, USA, and the United Kingdom. In the same year, these countries imported around 200,000 tons, on average.

**Source: IRRI**



# State Profile – Madhya Pradesh

Madhya Pradesh, with an area of 3, 08, 000 sq.km. is the second largest state in India after Rajasthan. It is a part of peninsular plateau of India lying in north central part, whose boundary can be classified in the north by the plains of Ganga-Yamuna, in the west by the Aravali, east by the Chhattisgarh plain and in the south by the Tapti valley and the plateau of Maharashtra.

The population of Madhya Pradesh is over 7 crore. More than 75% of the population resides in villages whose main occupation is agriculture.

Madhya Pradesh's gross state domestic product (nominal GDP) has improved from INR 3,72,171 crores in 2012-13 to INR 4,50,900 crores in 2013-14. There is a significant rise of 19.41% during 2012-13 and 21.15% during 2013-14.

**Source : Directorate of Economics and Statistics, Madhya Pradesh**

The state has an agrarian economy. The major crops of Madhya Pradesh are wheat, soybean, gram, sugarcane, rice, maize, cotton, rapeseed, mustard and arhar. Minor Forest Produce (MFP), such as tendu

commercial center of the state. Because of the state's central location, a number of consumer goods companies have established manufacturing bases in MP. The state has the largest reserves of diamond and copper in India.

### Horticulture

The total production of fruits in 2012-13 (estimated) stood at 35.61 lakh metric tonnes. Banana is the most important fruit and is mainly cultivated in the districts of Khandwa, Khargone, Dhar and Raigarh.



Production of top fruit crops over the last four years is given in the following table

Crop/year	2010-2011	2011-12	2012-13	2013-14*
Banana	1719.6	1379.2	1701	1735
Citrus	798.5	795	1188	1241
Papaya	227	274.9	413	433.7
Guava	280.8	255.3	801	841.1
<i>Quantity in '000 MTs,</i>				
<i>*Second Advance Estimate</i>				

Source : National Horticulture Board

leaves used to roll beedi; sal seed, teak seed, and lak also contribute to state's rural economy.

Madhya Pradesh has 5 Special Economic Zones (SEZs): 3 IT/ITeS (Indore, Gwalior), 1 mineral-based (Jabalpur) and 1 agro-based (Jabalpur). In October 2011, approval was given to 14 proposed SEZs, out of which 10 were IT/ITeS-based. Indore is the major

Production of top five vegetable crops over the last four years is given in the following table

Crop/year	2010-2011	2011-12	2012-13	2013-14 *
Potato	743	1816.7	2299	2322
Onion	1021.5	1957	2691	2825
Tomato	346.9	1349.6	1845	1937
Cauliflower	195.9	576.7	690	703.8
Brinjal	281	532.5	1016	1067
<i>Quantity in '000 MTs,</i>				
<i>* Second Advance Estimate</i>				

Source : National Horticulture Board



### Status of Madhya Pradesh's Food Processing Industry

**Food Processing Units:** There are about 754 registered food processing factories in 2011-12. Out of which 712 are registered under food products providing an employment to 38,451 persons and 42 under beverages sector, providing an employment to 4,509 persons

**Source:** Annual Survey of Industries, 2011-12

**Agro Food Parks :** Several Agro Food parks are being developed in the state to promote small and medium scale units in the state. At present, there are 7 approved Food Park in the state as per the table given below

Sl no	Location	Area (ha)
1	Nimrani , District Khargone	27.12
2	Jaggakhedi, District Mandsaur	20.46
3	Industrial Area Maneri, Tah-Niwas, Dist. Mandla	30.35
4	Industrial Area Borgaon, Tah-Sausar, Dist. Chhindwara	21.46
5	Malanpur, Gwalior	62.0
6	Babai, District Hoshangabad	18.0
7	Pipariya, District Hoshangabad	32.0

**Source :** Department of Commerce, Industry and Employment, Government of Madhya Pradesh



#### **Mega Food Parks (under Mega Food Parks Scheme):**

A Mega Food Park (MFP) has been approved by Ministry of Food Processing Industries (MoFPI), Government of India in Khargone District which is under implementation

#### **Recent Developments**

Recently with an aim to provide advanced agricultural machines and implements to farmers, the Madhya Pradesh Government has inked three MoUs with three reputed companies. The MOUs were entered into with leading agriculture companies of the world, in tune with Chief Minister Shivraj Singh Chouhan's vision to turn agriculture into a profitable venture.

The Global Investors' Summit (GIS) 2014 focused on "Make in Madhya Pradesh". This was inaugurated by Prime Minister Narendra Modi. Several companies like

Future Group, ITC, John Deere, ADAG, Godrej Group etc are looking forward to invest in the state.

- ADAG to invest INR 30,000 crore by 2020 in Madhya Pradesh across verticals
- Adani Group to invest INR 20,000 crore within the next five years
- RIL pledges INR 20,000 crore in the energy, retail business in MP
- Essar Group to invest INR 4,000 crore in Madhya Pradesh
- Welspun Group to invest INR 5,000 crore in renewable energy in MP
- Symbiosis to invest INR 200 crore in educational infrastructure in MP



## AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)

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

Email: [headq@apeda.gov.in](mailto:headq@apeda.gov.in) Website: [www.apeda.gov.in](http://www.apeda.gov.in)

### LIST OF APEDA CONTACT NUMBERS : REGIONAL OFFICES

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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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