



JULY-DECEMBER 2022

Apex UPDATE



2023

**The International
Year of Millets**

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Chairman's Message



Dr. M. Angamuthu, IAS
Chairman, APEDA

Greetings and best wishes for a Very Happy New Year!

It gives me immense pleasure to bring you the last issue of e-APEX Update for this calendar year. It has been quite eventful with a considerable increase in the export of agricultural and processed food products. According to DGCI&S data, the country's agricultural and processed food exports rose by 16% to USD 17435 million during April-November 2022 corresponding to previous year for the same periods. As we bid 2022 an adieu, we are hopeful of an eventful 2023.

Our cover story features the Millets-Smart Nutritive Food Conclave – a precursor to the International Year of Millets 2023. The exclusive conclave was held in New Delhi with the objective of promoting the export of millets and its value-added products. APEDA has set a target to raise the export of millets and their value-added products to USD 100 million by 2023-24 from USD 64.28 million in 2021-22. In this respect we will be organising 17-18 international events in 2023.

Our special story focuses on the 'King of Fruits' – Indian Mangoes. India is one of the leading exporters of fresh mangoes to the world and contributes about 45% of the total mango production.

Around 27,872.78 MT of fresh mangoes were exported from India in 2021-22.

In this issue, we are covering the countries of United Kingdom of Great Britain and Northern Ireland for our country profile. This story highlights the healthy export-import relations that both the nations have. India's trade in goods and services with the UK increased to USD 31.34 billion in 2022. Trade between India and UK is expected to double by 2030.

Our state profile showcases the potential of the state of Karnataka. The state stands fifth in the production of vegetable crops and third when it comes to production of fruits. It is also the largest producer of spices, herbs and tropical fruits. This, and so much more to know about from the story! So, keep reading.

Besides these, the issue also talks about the several initiatives that kept us busy – from organising international buyer-seller meets to capacity building programmes for students to exporting Ladakh apricots to sending consignments of plant-based meat products.

I hope that our esteemed readers will support us in the betterment of trade. Please share your valuable inputs to make it a grand success.

According to DGCI&S data, the country's agricultural and processed food exports rose by 16% to USD 17435 million during April-November 2022 corresponding to previous year for the same periods.

MILLETS-SMART NUTRITIVE FOOD CONCLAVE

A Curtain Raiser to the International Year of Millets 2023

India is one of the leading producers of millets in the world garnering a share of around 19% of the global produce. The country recorded 27% growth in millet production in 2021-22 compared to millet production of 15.92 MMT in the previous year.

However, it is estimated that the millets market is set to grow from USD 9 billion+ to over USD 12 billion by 2025. In order to harness the potential of the product and promote India as the global capital of millets, the country had sent a proposal to the United Nations General Assembly to declare 2023 as the International Year of Millets (IYoM), which was duly approved and endorsed by 72 countries. In this respect, the government is currently doing active promotions of IYoM-2023 at the domestic and international level to popularize Indian millets and its value-added products across the world.

APEDA's Millets-Smart Nutritive Food Conclave marked the beginning of

the celebrations. This day-long conclave was held at Hotel Ashok, New Delhi on December 5, 2022 with the support of the Ministry of Commerce & Industry and Ministry of Agriculture & Farmers Welfare. Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution, and Textiles, Government of India, was the chief guest, and the event was graced by Shri Sunil Barthwal, IAS, Secretary Commerce, Ministry of Commerce & Industry, GOI, Shri Manoj Ahuja, IAS, Secretary Agriculture, Ministry of Agriculture & Farmers Welfare, GOI, Dr. M. Balaji, IAS, Joint Secretary – EP, Dr. M. Angamuthu IAS, Chairman, APEDA, Senior Government officials and other dignitaries were present on the occasion.



At the event, Shri Goyal said that India should work together to make millets globally acceptable to solve problems of malnutrition and starvation that many parts of the world continue to face.

Shri Sunil Barthwal, Secretary, Department of Commerce, was also present at the event and spoke about how this initiative





has broadened the horizon for startups into millets and millet products, and how buyer-seller meets on millets would help in increase market linkages.

Shri Manoj Ahuja, Secretary, Agriculture, Ministry of Agriculture & Farmers Welfare, said that this would benefit both farmers and startups. I am sure the culture of growing and consume millets will increase over the next few years, he observed.

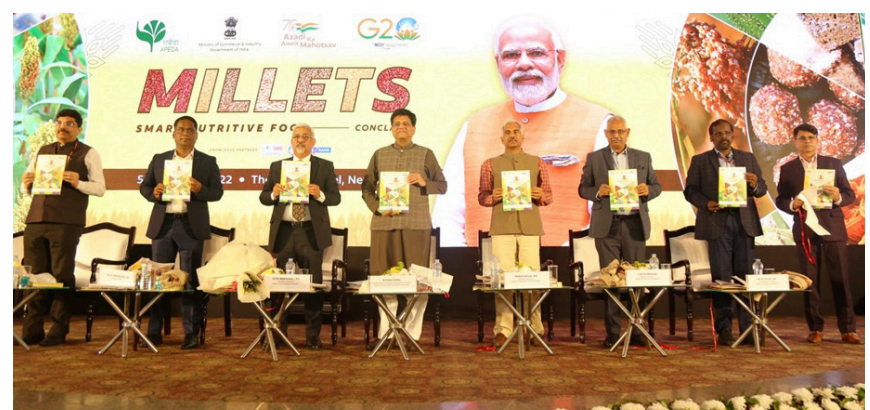
Dr. M. Angamuthu, Chairman, APEDA addressed the conclave and said that this event is a good opportunity to boost millets exports as India has very distinctive traditional varieties of millets, which are loved by health-conscious people. He also said that a lot of promotion is required for increasing shipments of value-added millet products and in this respect APEDA will be organising 17-18 international events in 2023. “The millet conclave being held in New Delhi is the first such meeting. APEDA has set a target to raise the export of millets and their value-added products

to USD 100 million by 2023-24 from USD 64.28 million in 2021-22. With the promotion of millets in the international events, more demand and awareness will be generated for Indian millets.”

The first international buyer-seller meet on millets was held at the conclave and was attended by 50 mission heads from different countries, 35 importers from 18 countries, 75 Indian Embassy representatives virtually. The event also witnessed a huge participation from different stakeholders like exporters, importers, FPOs, startups, farmers, etc.

At the event, APEDA provided a platform for Indian millet producers to display a wide

range of millets & its value-added products and released a knowledge report titled “Super Food Millets: A USD 2 Billion Export Opportunity for India”. Besides this, APEDA with support of the Ministry of Commerce & Industry will be organising more such millet promotions in 16 countries across the globe to promote Indian millets. APEDA has identified 21 millet producing states for procurement of the product for exports. The organisation also plans to showcase this valued Indian product at various international events like Gulfood 2023, Foodex, Seoul Food & Hotel Show, Saudi Agro Food, Fine Food Show in Sydney (Australia), Belgium’s Food & Beverages Show, Germany’s BioFach and Anuga Food Fair, San Francisco’s Winter Fancy Food Show, etc.



INDIAN MANGO

The King of All Fruits

Mango is one of the most popular fruits which has its distinct flavour, taste and fragrance. It is enriched with a lot of nutrients like potassium, magnesium, Vitamin B, Vitamin C, Vitamin E and Vitamin K. The tropical fruit is rich in antioxidants, which can help in preventing heart diseases, cancer, premature aging and several other diseases. The digestive enzymes present in mangoes aids digestion. The tropical fruit also acts as a natural skin cleanser and helps in protecting skin from UV rays damage.

Did you know?

India contributes about 45% of the total mango production in the world.

Mango Consumption and Production in India

Considered as the most important fruit by Indians, mangoes are cultivated in an area of 1.2 million hectares of land. Around 21 million metric tonnes of mangoes have been estimated to be produced in the fiscal year 2022. The major mango-producing states are Uttar Pradesh (23.64%), Andhra Pradesh (232.99%), Karnataka (8.58%), Bihar (7.62%) and Telangana (5.69%).

Demand for Mango Products in International Markets

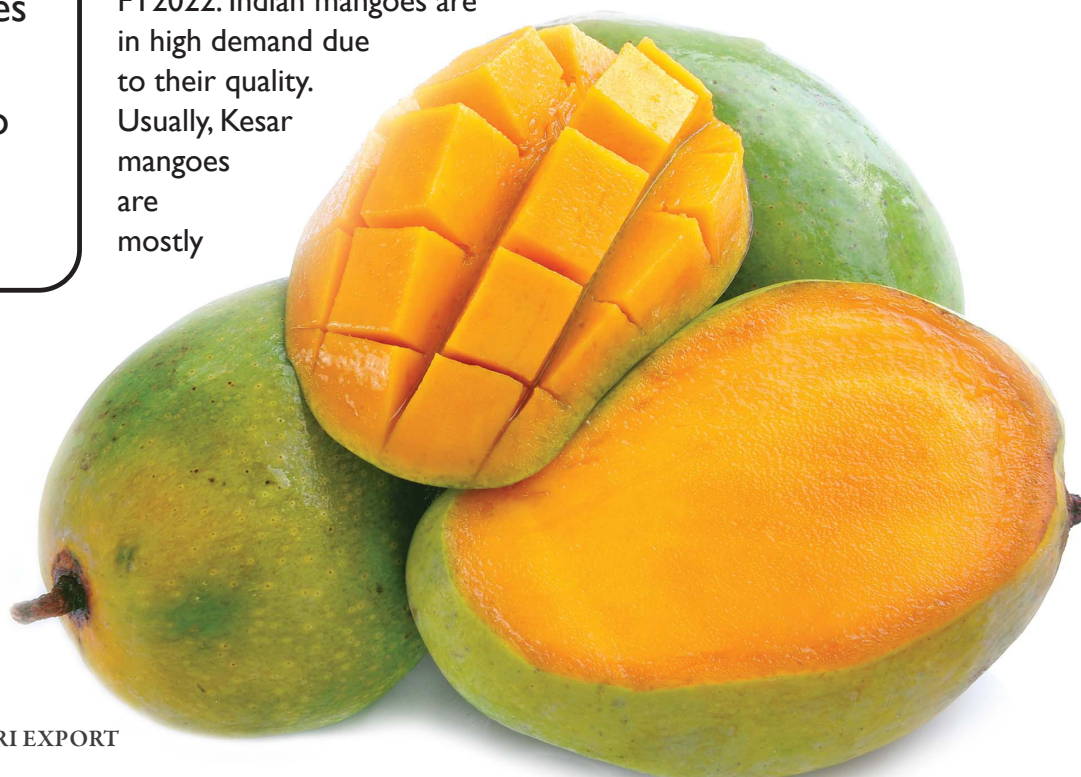
India exported fresh mangoes worth USD 44.07 million in FY2022. Indian mangoes are in high demand due to their quality. Usually, Kesar mangoes are mostly

Did you know?

India is one of the primary exporters of fresh mangoes to the world. Around 27,872.78 MT of fresh mangoes were exported to the world in 2021-22.

preferred by the importing countries due to its longer shelf life and sturdy nature.

Also, resumption of orders from US & Japan and emergence of new markets like Argentina has helped in reviving India's mango exports.



Did you know?

More than 1,500 varieties of mangoes are grown in India, which accounts for around 55% of global production. Mangoes are exported to over 45 countries worldwide.



A 10-15% rise in mango exports was recorded in the year 2022 as countries like South Korea and Malaysia have also started importing mangoes.

Concentrated Pockets of Mangoes in India

Major mango-producing states are Andhra Pradesh, Uttar Pradesh, Tamil Nadu, Bihar, Gujarat, Maharashtra, Odisha, Kerala, Telangana and Karnataka. Uttar Pradesh is the largest producer among all the states and recorded the highest productivity in FY2021-22.

Major States and Varieties of Mangoes Produced in These States

Andhra Pradesh	Banganapalli, Suvarnarekha, Neelum and Totapuri
Bihar	Bombay Green, Chausa, Dashehari, Fazli, Gulabkhas, Kishen Bhog, Himsagar, Zardalu and Langra
Gujarat	Kesar, Alphonso, Rajapuri, Jamadar, Totapuri, Neelum, Dashehari and Langra
Haryana	Chausa, Dashehari, Langra and Fazli
Himachal Pradesh	Chausa, Dashehari and Langra
Karnataka	Alphonso, Totapuri, Banganapalli, Pairi, Neelum and Mulgoa
Madhya Pradesh	Alphonso, Bombay Green, Dashehari, Fazli, Langra and Neelum
Maharashtra	Alphonso, Kesar and Pairi
Punjab	Chausa, Dashehari and Malda
Rajasthan	Bombay Green, Chausa, Dashehari and Langra
Tamil Nadu	Alphonso, Totapuri, Banganapalli and Neelum
Uttar Pradesh	Bombay Green, Chausa, Dashehari and Langra
West Bengal	Fazli, Gulabkhas, Himsagar, Kishen Bhog, Langra and Bombay Green

Major Export Destinations for Indian Mangoes



Australia



Bahrain



United Arab Emirates



Canada



Germany



Japan



Korean Republic



Kuwait



Malaysia



Nepal



Qatar



Saudi Arabia



Singapore



Switzerland



United Kingdom



Hong Kong



Italy



New Zealand



Oman



USA

Role of APEDA in Promoting Export of Mangoes

APEDA helps in managing the complete supply chain. It majorly focuses on identifying farmers, ensuring availability of inputs, extending technological support for pre-harvesting, post-harvesting and harvesting, strengthening infrastructure and promoting products in the markets.

APEDA also helps in developing market linkages

among exporters, producers, packing houses and irradiation processing facilities for maintaining safety and hygiene standards at various stages.

The organisation has strengthened the mango sector via purchasing refrigerated transport vehicles, packaging and grading lines, integrated pack houses, pre-cooling units,

high humidity cold storages, etc. It has also facilitated specialised cargo handling facilities at major airports like Delhi, Bengaluru, Chennai, Mumbai, Hyderabad and Thiruvananthapuram.

In every mango pack house recognised by APEDA, there is a hot water dip facility for treating fresh mangoes. This process helps in controlling

fungal nematode and bacterial pathogens after the harvest of mangoes.

To meet the quarantine requirements of US, the export consignments of mangoes are treated in the irradiation facility. During this treatment, mangoes are procured from the registered orchards and processed in the pack houses to track and trace produce.

APEDA is also responsible for sharing the list of registered pack houses with exporting countries if they ask.

In 2022, Langra and GI-tagged Zardalu mangoes were exported to Bahrain by APEDA along with the promotion of organic mangoes to Russia.

The king of fruits was also exported to Brussels, Thimpu, Dubai, Denmark, Berlin and Kuwait.

Malaysia also assured imports of Alphonso, Banganapalli and Kesar varieties of mangoes.

APEDA organised an eight-day mango festival in Bahrain on June 13, 2022 to promote export of mangoes with the Indian Embassy and Al-Jazira Group. During the festival, 34 varieties of mangoes from eastern states of Bihar, Jharkhand, Uttar Pradesh, Odisha and West Bengal were displayed at eight different locations of Bahrain's Al Jazira Group. Indian Ambassador to Bahrain, Mr. Piyush Srivastava

along with Mr. Abdul Hussein Khalil, Chairman of Al-Jazira Group inaugurated the mango festival.

On April 11, 2022, a consignment of mangoes was sent to US. Three varieties of mangoes including, Alphonso, Banganapalli and Kesar were exported by M/s Guru Krupa Corporation after packing & irradiation at APEDA approved facility.

APEDA has undertaken several initiatives to boost mango exports from different states. It has conducted several virtual buyer-seller meets to promote mango exports.

APEDA also organised a mango promotion programme at Doha, Qatar on July 15, 2021 wherein nine varieties of mangoes were displayed at the stores of importer Family Food Centre.

APEDA collaborated with the Indian Embassy and Lulu Group to organise a mango promotion programme in Dubai for varieties from Northern India. Chausa and Langra varieties were displayed in United Arab Emirates.

APEDA facilitated the export of the first consignment of fresh mangoes from Mumbai to Japan on March 26, 2022. M/s. Berrydale Foods (OPC) Pvt. Ltd., a registered exporter of APEDA exported Alphonso and Kesar varieties of mangoes

to M/s. Lawson Retail Chain, Japan. A mango festival was also organised in Tokyo, Japan on March 28, 2022 at various outlets of Lawson Super Markets.

APEDA has signed MoUs with the Maharashtra Government and the Rotterdam-based Mother Dairy Fruits & Vegetables Ltd. to boost export of Alphonso mangoes to the European markets via creating agri-export zones.

Due to initiatives taken by APEDA, India resumed mango exports to the US after a gap of two years. More than 1,000 tonnes of Alphonso, Kesar and other varieties of mangoes were exported. India exported mangoes to Japan and South Korea too.

APEDA has started a big export base for promoting mangoes in the international market. Major investments have been made by the organisation for developing proper infrastructure at the filed level, for transportation and storage at seaports and airports.

APEDA has also established a centre for perishable cargo at every major airport. It has also developed and approved packaging standards.

On August 5, 2022, the Chief Minister of Uttarakhand flagged off a consignment of 1.5 tonnes of mangoes to the international market.

UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

The Best Place for Seafood and Wine Lovers

The United Kingdom of Great Britain and Northern Island or UK is an island country that is located in north-west region of mainland Europe. The United Kingdom comprises Great Britain, which consists of England, Scotland and Wales and the Northern Island. The country has several smaller islands.

UK has a temperate climate due to its latitudinal position. Majorly, the maritime location and the Gulf Stream influences

its climate. Western UK is wet and windy. On the other hand, eastern half of UK is dry and less windy. Usually, the climate is cloudy and rainy during most part of the year.

UK has almost 1,500 river systems. It has coastlines along the Atlantic Ocean, the North Sea and the English Channel.

Agriculture in United Kingdom (UK)

Agriculture is a significant

sector in UK, which acts as a key supply source for meeting the requirements of domestic consumption. Approximately 71% of the total area is allotted for agriculture.

The sector contributes more than 9 billion British pounds to UK's national economy. The United Kingdom produces a variety of agricultural crops for global exports. More than 4 million hectares of land area has been used by UK for crop production.




Wheat production in UK was valued at 1.5 billion British pounds in 2020 whereas the production of fresh vegetables was around 1.61 billion pounds during the same year.

In 2021, contribution of agriculture was around £11,222 million to the economy of UK. Even the total livestock output increased by £1,034 million to reach £16,285 million.


Major Food Items Produced in UK

- Milk
- Wheat
- Sugar Beet
- Barley
- Potatoes
- Rapeseed
- Chicken
- Beef
- Pork
- Carrots
- Oats
- Eggs
- Oilseeds
- Fishes


United Kingdom at a Glance




Population:
68,668,792



Official Language(s):
English, French, German, Spanish, Irish, Scottish, Welsh



Total Area:
**243,610 km²
(94,058 mi²)**



GDP Growth Rate:
USD 3186.86 billion

- Seafood
- Sheep/Goat Meat

India's Top Export Food Items to UK

- Rice
- Crustaceans
- Frozen Meat
- Cane
- Sugar Beet
- Animal/Vegetable Oils

More than 4 million hectares of land area has been used by UK for crop production.



- Spices
- Maize
- Mango
- Wheat
- Apples
- Grapes

India-UK Trade Relations

India shares a friendly trade relation with UK. India's trade in goods and services with the UK increased to USD 31.34 billion in 2022. Trade between India and UK is expected to double by 2030, which will be driven by the proposed free trade pact, investment in technology, ease of doing business and diversification of supply chains. UK is the sixth largest investor in India and constitutes around 5.4% of

the Foreign Direct Investment in India. The second edition of Britain Meets India Report 2022 highlighted that over 618 UK companies have been identified that have employed around 4.66 lakh people. The proposed trade deal can lead to boost in exports of processed agri and marine products from India to UK.

Top Agri Exports from UK to India

- Cereal
- Cocoa & cocoa preparations
- Milk preparations & products
- Nut food celebrations
- Honey
- Eggs

- Vegetable/Animal oils
- Dairy products
- Oil seeds
- Roots & tubers
- Seafood preparations
- Crustaceans

Did you know?

India's trade in goods and services with the UK increased to USD 31.34 billion in 2022.

Role Played by APEDA to Boost Trade Relations Between India and UK

APEDA has facilitated the exports of Indian processed fruits and vegetables like walnuts, mangoes, grapes, betel leaves and nuts.

APEDA exported dragon fruits from Maharashtra, Gujarat and West Bengal to United Kingdom on August 11, 2022.

A shipment containing 1.2 metric tonnes of fresh jackfruit was exported from Tripura to London in May 2021. Tripura-based KrishiSanyoga Agro Producer Company Ltd sourced these jackfruits. The

virtual event was flagged off in the presence of distinguished officials including Dr. M. Angamuthu, Chairman, APEDA and Mr. C.K. Jamatia, Secretary, Agriculture, Government of Tripura.

A consignment containing Jamuns, sourced from Lucknow, Uttar Pradesh was exported to United Kingdom as an 'exotic' fruit on June 16, 2022.

APEDA facilitated export of King Chilli from Nagaland to United Kingdom on June 16, 2022.

Around 600 kilograms of Assam lemons were exported to UK on July 15, 2022 by the Nilachal Agro Producer Company Ltd from Baska. These lemons were delivered at Guwahati firstly and then were sent to Delhi for getting exported to London.

To boost exports of Indian Wine, APEDA facilitated the participation of 10 wine exporters in the London Wine Fair held between June 7-9, 2022.

KARNATAKA

The Land of Spices



Karnataka, the eighth largest state of India is located in the south-west region. The state is spread over an area of 191,791 sq.kms. Karnataka is blessed with abundant natural beauty. It has three distinct geographical regions - coastal plains, the Sahyadris and the Deccan Plateau. There are seven major rivers flowing in the region, which enhances the region's soil and leads to growth of agricultural production.

Agriculture

Agriculture plays a significant role in the overall growth of the state's economy. It is also the primary activity and one of the major sources of livelihood in rural areas. But agriculture in Karnataka is completely rain-fed. Only 30,900 sq. kms. of the sown areas have irrigation facilities and 64.60%

of the total geographical area is under cultivation. The state has been ranked fifth in terms of

total area under horticulture in India. Also, it stands fifth in the production of vegetable crops

Karnataka at a Glance



Population:
66,165,886
(66.17 Millions)



Official Language(s):
**Kannada, Urdu,
Telugu, Marathi,
Tamil, Malayalam,
Tulu, Hindi & English**



Total Area:
1,91,791 sq.kms.



GDP Annual Growth:
9.5%
(Economic Survey
2020-21)

Gross Domestic
Product (GDP):
₹ 18.85 trillion
(USD 243.56 billion)



and has been ranked third when it comes to production of fruits. Karnataka is also known to be the largest producer of spices, herbs and tropical fruits. It is also the second largest producer of grapes in India accounting for production of 12% of total fruits.

Major Food Items Produced in Karnataka

- Rice
- Maize
- Pulses
- Oilseeds
- Sugarcane
- Cashew
- Cardamom
- Chillies
- Coffee
- Silk
- Grapes
- Ginger

Measures Taken by the Karnataka Government to Improve Agricultural Production

The Karnataka Government has launched a scheme in which 105 villages will be developed as model villages. This scheme also aims to increase farmers' incomes by 20% in one year via various measures like crop diversification, market linkages and augmented productivity.

The State Government has collaborated with International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) and other consortium partners to launch a scheme - SuvarnaKrishiGramayojane: Transforming Agriculture and Livelihoods in Rural Karnataka. In this scheme, the government is focusing on dryland agriculture and improving agricultural productivity, production of crops and increasing farmers' income.

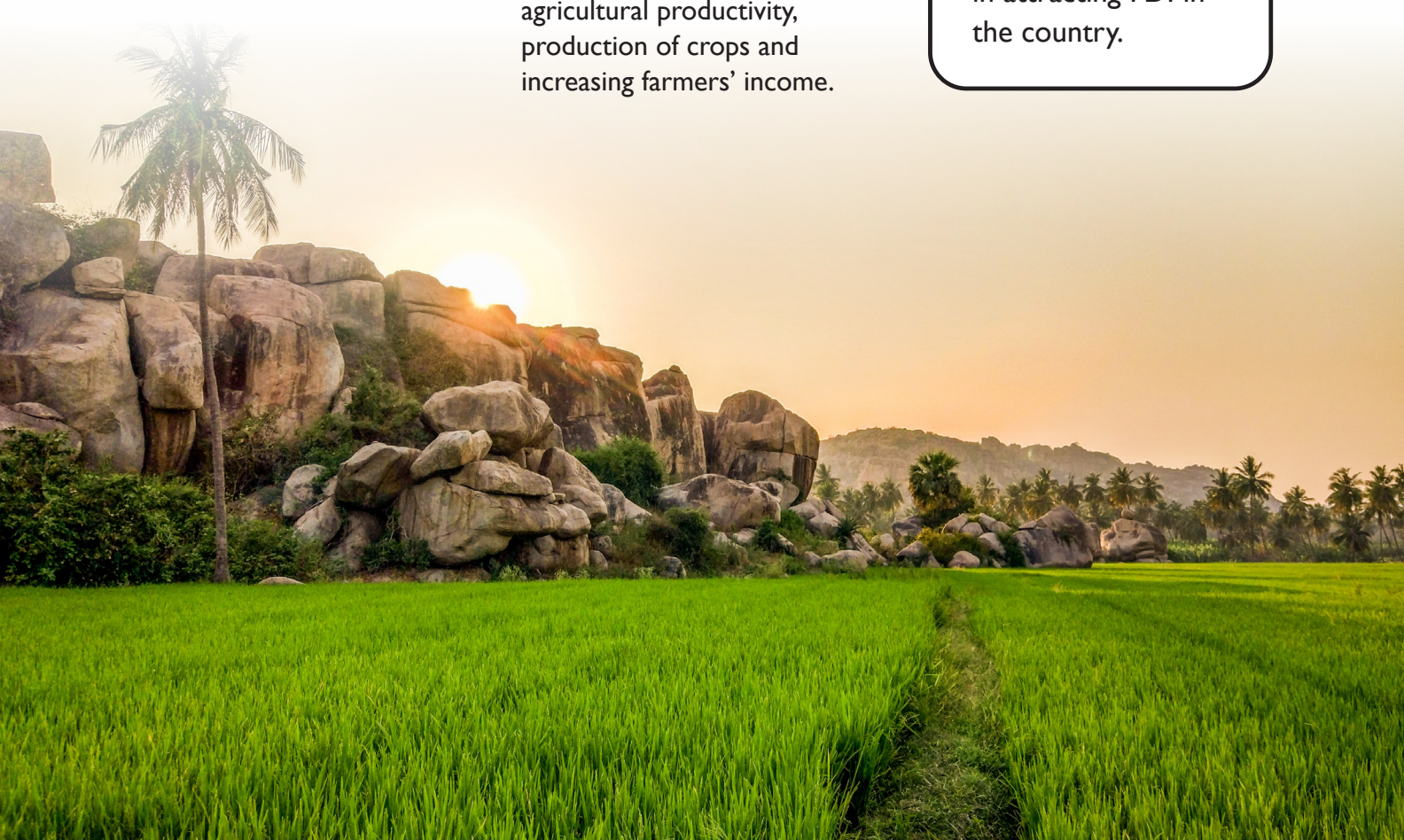


The State Government has collaborated with state universities to ensure large benefits to farmers by disseminating valid science-based information to farmers and providing them with essential technical support.

The State Government is stressing on establishing more farmer producer organisations.

Did you know?

Karnataka stands 4th in attracting FDI in the country.



The Karnataka Government has started providing free mini kits to farmers to promote production of oilseeds, cereals and pulses.

The State Government is also investing a lot in research and development for the cultivation

of oilseeds. It has also decided to lift the ban on coconut and its products' exports.

Agri-Export Potential

Karnataka has been rigorously involved in overseas trade for a long time period. The state has

immense export potential. It has been involved in exporting various commodities like coffee, spices, cashew nuts, etc.

As per the data in 2022, Karnataka has the highest number of GI tags. 43 products have been GI-tagged.

Top Products Exported from Karnataka

- Cashew Nuts
- Coffee
- Pepper
- Rose Onion
- Cardamom
- Millets
- Pomegranate
- Grapes
- Vegetable Seeds
- Gherkins
- Grapes
- Flowers
- Potato
- Maize
- Rice
- Mangoes
- Water melon

Some of the GI tagged products include - Coorg Orange, Nanjanagud Banana, Appemidi Mango, Kamalapur Red Banana, Udupi Mattu Golla Brinjal, Bydagi Chilli, Bangalore Blue Grapes, Mysore Betel Life, Dharwad Pedha, Gulburga Tur Dal, Mysore Malligae, Hadagali Malligae, Devanahalli Pomello, Udupi Malligae and Bangalore Rose Onion.

Role of APEDA in Promoting Agri-Exports in the State of Karnataka

Under the Agricultural Export Policy, the Central Government has selected pomegranate, rose onion, pepper and coffee for developing export promotion clusters in Karnataka. In order to boost exports, the Ministry of Commerce & Industry has identified 20 crops in 50 districts across the country. Under this scheme, the Central Government has selected Belgaum and Mysuru for pomegranate; Bengaluru Rural & Chikkaballapur for rose onions; Chikkamagaluru, Kodagu and Hassan for coffee and Chikkamagaluru

for pepper as export clusters. Ministry will provide funds to each of these identified districts and encourage farmers to grow quality products and promote agri exports.

The Agri Export Policy aims at providing assurance that all processed agricultural and organic products will not face any kind of export restrictions. Also, it will help in identifying commodities to ensure food security in collaboration with relevant stakeholders and ministries.

APEDA signed a Memorandum of Understanding (MoU) with

University of Agricultural Sciences (UAS) on August 4, 2021 to promote exports of agricultural and processed food products. As per the MoU, APEDA will help in diversifying the export basket; enhancing quality exports; boosting high-value agri exports and developing efficient farming technologies to increase productivity.

With the help of APEDA, the Karnataka Government is going to set up export clusters for turmeric, fruits, jaggery, millets and other farm products.

APEDA ACTIVITIES

Organising Farming Demonstrations and Farm Trainings for Students

As a part of its contribution towards achieving the mission of the National Education Policy (NEP), APEDA organised a training session for more than 150 students of Classes 4 to 12 at its Basmati Export Development Foundation (BEDF) training farm located at Modipuram in Meerut, Uttar Pradesh. At the sessions, which were spanned across three days, students got to learn about the basics of paddy

cultivation such as puddling, transplanting, processing, production and export process. They also got first-hand exposure on the process of making rice from paddy, de-husking, making steamed rice, producing rice for export purpose and extracting oil from rice and fodder for animals. In addition to these, students were also enlightened on the production process of Basmati Rice, its processing, storage, business volume and exports by BEDF scientists. The trainings educated the students about soil health cards

management, including green manure crops along with the opportunity to experience nodules in leguminous crops (Moong besan and Sesbania) and transplant Basmati Rice crops in the field. Dr. M. Angamuthu, Chairman, APEDA said that the objective of this initiative is to impart practical knowledge to students as well as enhance their understanding of the entire value chain of rice production to exports. He further added that similar field visits will be organised for students in other parts of the country.



Buyer-Seller Meet to Promote Export of Dragon Fruits

APEDA's Bengaluru Office organised a first-of-its-kind 'Buyer-Seller Meet on Dragon Fruit' on August 19, 2022. The meet was organised in association with the University of Agricultural Sciences, Bengaluru and KAPPEC, at the GKVK Campus, Bengaluru to promote this exotic tropical fruit. Dr. M. Angamuthu, Chairman, APEDA, addressed the meet stating that APEDA would be organising more of such stakeholder interactions in the future and a Reverse Buyer-Seller Meet will be planned to promote the exports of dragon fruit and its value-added products. He also spoke about the collaboration with I.I.H.R. for standardisation of fruit parameters and value-added products. The meet was inaugurated by Dr. S. Rajendra Prasad, Vice Chancellor, UAS (B) and attended by farmers/FPOs and exporters, officials from JDGFT, KAPPEC and UAS.



Boosting the Exports of Ladakh Apricots

APEDA has been working extensively to promote the exports of apricots, locally known as 'Chuli' from Ladakh. As a part of its strategy, APEDA has been helping the region with sustained marketing, product development, R&D, traceability enhancement and brand promotion of apricots. In this respect, APEDA has collaborated with Ladakh's Horticulture Department and planned to organise awareness drive through canopy management in Kargil and Leh. At these programmes, scientists from Sher-e-Kashmir University of Agricultural Sciences and Technology, Kashmir (SKAUST-Kashmir) and Defence Institute of High Altitude Research (DIHAR) will help farmers better manage their apricot orchards. APEDA has also been working on strengthening the packaging of fresh apricots, transport protocols and brand promotion of 'Ladakh



Apricots'. A lot of work is also being done in obtaining GI tag for Ladakh apricots and enhancing logistics support through air (PARVAZ scheme) and by road.

In addition, APEDA has been facilitating the setting up of integrated packhouses with facilities like grading lines, pre-cooling units, cold storages, insulated/refrigerated transportation up to packhouse/exit ports, common infrastructure facilities such as pre-shipment treatment facilities e.g. irradiation, Vapor Heat Treatment, Hot Water Dip Treatment for compliance with Phyto-Sanitary requirements of importing countries.

Exports of Ladakh apricots commenced from the region under the guidance of APEDA during 2021 with trial shipments being sent to UAE, which was welcomed by the

international audience. APEDA also organised an international buyer-seller meet in Leh on June 14, 2022. In the peak apricot season, the region exported 35 MT of this tropical fruit to various countries like Singapore, Mauritius and Vietnam.

First Consignment of Plant-based Meat Products Exported to USA from Gujarat

APEDA was instrumental in sending the first consignment of plant-based meat products under vegan food category from Nadiad in Kheda district, Gujarat to California, USA. These products are in demand

in the developed countries because of its high nutrient value – rich fibre and lesser cholesterol contents. To leverage this opportunity, APEDA sent this consignment to USA on September 22, 2022 with logistics support provided by the Kheda district administration. The products were exported by Greenest and Wholesome Foods. The shipment comprised products like momos, patties, spring rolls, mini samosas, burgers, nuggets, etc. Dr. M. Angamuthu, Chairman, APEDA, stressed on the need for exploring new destinations and stated, “APEDA is working towards promotion of plant-based meat

products in a big way without disturbing the conventional animal-based meat export market.” Shri. K. L. Bachani, Kheda District Magistrate assured the required support to APEDA in this respect and also applauded the actions undertaken. At the event, the Regional Head of APEDA Gujarat spoke about the organisation’s plans of adding more plant-based meat products into their export portfolio. The organisation plans to promote a variety of vegan products like pancake, snacks, cheese, etc. to countries like Israel, New Zealand, and Australia in the next few months.



Buyer-Seller Meet for Millets and Buffalo Meat in Indonesia

APEDA organised two buyer-seller meets on the export of millets and buffalo meat from India to Indonesia. The first meet was held on December 13, 2022 at Jakarta in association with Eol, Jakarta. The delegation from India was led by Dr. M. Angamuthu, Chairman, APEDA along with several government officials, trade body members, importers and 40 exporters of millets and buffalo meat. The event was inaugurated by Shri Manoj Kumar Bharti, the Ambassador of India to Indonesia. In his keynote address, Dr. Angamuthu spoke about the strong trade partnership between India and Indonesia and assured importers for a consistent and quality supply of agri products



from Indian exporters. He also informed the gathering about APEDA's initiatives on promotion of millets during the International Year of Millets. APEDA provided exporters an apt platform to showcase their millets and buffalo meat products, interact

with importers and increase business linkages at the special display and picture gallery area.

The second meet was held in Medan on December 15, 2022 in collaboration with the Consulate General of India, Medan. The meet was inaugurated by the Consulate General of India who addressed the audience and

highlighted the strategic partnership between both the countries and how they intend to expand bilateral trade. At the event, Dr. M. Angamuthu shared information on the kind of activities APEDA would be running in Indonesia to promote export of millets and buffalo meat. He also stated that there would be more supply of buffalo meat if the trade route in Medan is open. Indian exporters from the Jakarta meet were present in Medan and showcased their products at the special display area. Both the meets were successful in generating a lot of interest among the participants. Publicity of both the events was made through social media platforms. Special millets-based recipes were also displayed at the meets to help the visitors experience the product.



Organising 'In-Store' Export Promotion Shows for Pineapples from the North Eastern States in Dubai

Assam

APEDA has always been instrumental in providing Assam the perfect platforms to showcase its naturally grown produce to the world. Taking this vision ahead, APEDA organised an 'in-store' export promotion show for Assam's green pineapples in Dubai on July 23, 2022. The show was conducted with assistance from the Lulu Group, Dubai's largest supermarket chain. This promotional activity was planned to create wider acceptance of this sweet organic certified tropical fruit from Assam among the consumers of the Gulf countries. At the event, Dr. M. Angamuthu, Chairman, APEDA

stressed on the need for promoting value-added pineapple products from the NER to garner a place in the global market. "We need to focus on promoting pineapple sourced from farmers in processed form in the Gulf countries in collaboration with private entities including Lulu Group. It will help farmers in better price realisation of their produce," Angamuthu said, adding that 10-15 aggregators should be identified for



expediting hassle-free export from North Eastern states. The fruits were sourced directly from the farmers of Hmarkhawlien village under Lakhipur sub-division in Cachar district of Assam.

Manipur

With the intent of promoting naturally grown, organic certified fresh pineapples from Manipur, APEDA organised another 'in-store' export promotion show in Dubai on September 3, 2022. At the event, fibre-rich Kwe variety of pineapples from Manipur was showcased with the help of the Lulu Group hypermarket chain and Manipur Organic Mission Agency (MOMA), Government of Manipur. These fruits were procured from Thayong Organic Producer Company

Ltd. from East Imphal district. The event was graced by Dr. M. Angamuthu, Chairman, APEDA and Shri P Vaiphel, Additional Chief Secretary, Government of Manipur. Dr. Angamuthu spoke about the need to promote value-added products from pineapples at the event along with an insight into APEDA's plans for the future. Manipur produced 134.82 metric tonnes of pineapples in 2021-22 and

exported to the countries of Oman, Iran, Bhutan, Maldives, Bahrain, USA, Qatar, UAE, Bhutan and Nepal.



International Buyer-Seller Meet at Gangtok

APEDA has from time-to-time organised buyer-seller meets to provide Indian exporters a platform to showcase their produce and create international market linkages. Like always, APEDA organised an international buyer-seller meet at Gangtok, Sikkim on October 18, 2022 in association with the

Government of Sikkim. The meet was held to promote exports of organic products like Organic Dalle Khursani (GI), Organic Large Cardamom (GI), and Buckwheat from Sikkim. The event witnessed participation of 10 importers from Oman, Bangladesh, Kuwait, Indonesia, Singapore & Japan and 15 exporters from India.



Awareness Programme on Millets Exports Held

An awareness programme on millets exports was organised by APEDA in collaboration with the Federation of Industry & Commerce of North Eastern Region (FINER) on November 9, 2022. The event was held at the NEDFI Convention Centre in Guwahati, Assam and attended by Shri Jyotish Talukdar, APEDA Authority Member as the Chief Guest. The conclave was attended

by officials from NABARD, NCDC, TRIFED, NEDFI, EXIM, state officials from Agriculture, Horticulture, Industry & Commerce Department, Government of Assam, farmers involved in Assam Millet Mission, exporters and entrepreneurs from different districts of Assam. About 150 participants participated in the programme, which was followed by a buyer-seller meet that displayed Finger millet, Foxtail millet and Porso millet.



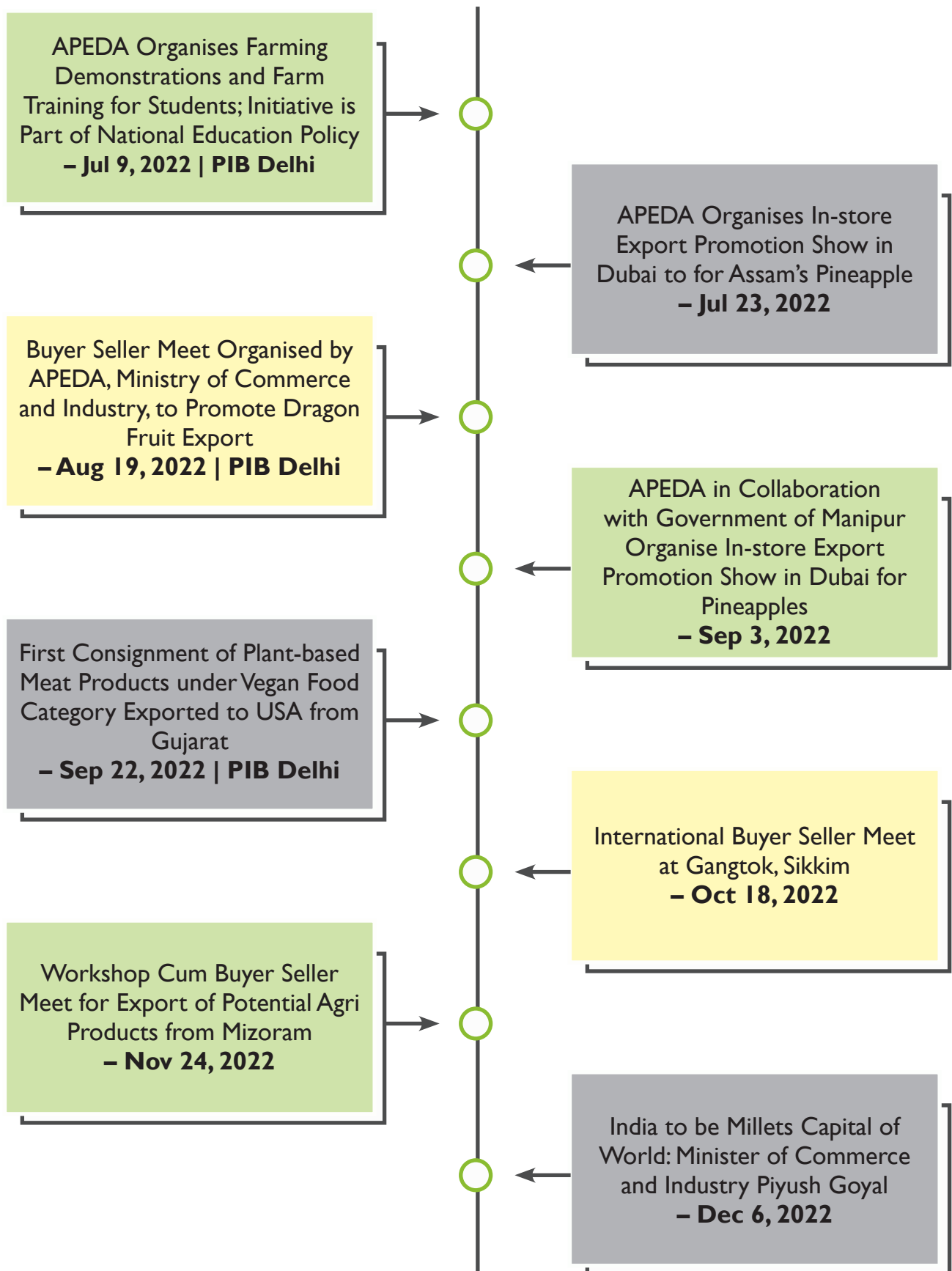
Workshop in Mizoram

A workshop-cum-buyer-seller meet was organised by APEDA at Aizawl, Mizoram on November 24, 2022 to promote export of agri products from the state. The event was graced by the Hon'ble Minister of Commerce & Industries, Dr. R. Lalthangliana & Hon'ble Minister of Agriculture Pu C Lalrinsanga, Government of Mizoram. At the event, speakers from APEDA,

Commerce & Industries Department, Government of Mizoram, Horticulture Department, Mission Organic Mizoram, Spices Board, Tea Board, NABARD delivered technical presentations. This was followed by a buyer-seller meet between exporters and FPO/FPC. A wide range of products like Mizo chilli (GI), Mizo ginger (GI), Dragon fruit, Turmeric and Passion fruit from Mizoram were displayed at the event.



APEDA IN THE NEWS



APEDA

EXPORT HIGHLIGHTS, 2022

- On August 5, 2022, the Chief Minister of Uttarakhand flagged off a consignment of 1.5 tonnes of mangoes to the international market
- Around 600 kilograms of Assam lemons were exported to UK on July 15, 2022 by the Nilachal Agro Producer Company Ltd from Baska
- APEDA was instrumental in sending the first consignment of 5,000 kg plant-based meat products under vegan food category from Nadiad in Kheda district, Gujarat to California, USA
- China's rice imports from India increased by 84% during the April-October 2022-23 period this year, 2022-23 to 14.95 lakh tonnes (MT)
- Export of broken rice has increased by more than 38 times in past 4 years (24.12 Lakh MT exported from April-October, 2022 compared to 0.63 Lakh MT in the same period in 2019) with significant jump in 2022-23 over last year
- Non-basmati rice exports increased to 10.20 million MT during the April-October period of the current fiscal, 2022-23 against 9.63 million MT during the same period a year ago
- India's agricultural and processed food product exports increased by 16% to USD 17.44 billion between April and November of this fiscal year
- According to DGCIS data, Basmati Rice exports increased by 39% in the first eight months of 2022-23, from USD 2.1 billion in April-November 2021 to USD 2.9 billion in April-November 2022, while Non-Basmati Rice exports increased by 4.57% to USD 4.1 billion during the same period. Similarly, dairy product exports increased by 34% to USD 421 million in the eight months of the current fiscal year



Agricultural and Processed Food Products Export Development Authority (APEDA)

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