



कृषि और प्रसंस्कृत खाद्य उत्पाद

निर्यात विकास प्राधिकरण

(वाणिज्य एवं उद्योग मन्त्रालय, भारत सरकार)

**Agricultural & Processed Food Products  
Export Development Authority (APEDA)**

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

TFD/2022-23/000153/

Dated: 20th Feb. 2023

Dear Exporters,

**SUB : APEDA'S PARTICIPATION IN SUMMER FANCY FOOD SHOW FROM  
25-27 JUNE 2023, AT NEW YORK, USA**

Summer Fancy Food Show is the largest food specialty industry event in North America, and the premier showcase for industry innovation. The Summer Fancy Food Show showcases products like Baked Foods and Ingredients, Beverages, Confectioneries, Food Gifts, Dairy and Eggs, Frozen Foods, Grains, Cereals and Pastas, Lifestyle Products, Meat and Gourmet Products, Beans and Stews, Oils, Sauce and Snacks, Syrups, Spreads, Fruits and Vegetables and Vinegar etc. The Fair also provides an opportunity to discover the newest innovations and best products, make key business connections, network with industry peers, and take a look at what the future holds for specialty food. This gives advantage for export of Indian millets products to this market accordingly APEDA scheduled products are likely to find good market in USA.

Moreover, year 2023 is declared as International Year for Millets, therefore, for promotion of Millets and value added products of millets APEDA has planned to participate in Summer Fancy Food Show for improving the supply chains of Nutri-cereals as half of millets are exported in international market under category of natural products. The importance of this event lies in the fact that it is being conducted in USA which is a major exporter of millets and millet based products. But as of now, USA is majorly importing millets from France, Russia and Canada, and has shown little interest in imports from India. This platform therefore offers great opportunity to India, for showcasing its quality of millet and based products (especially natural products) to the developed economies of the world and thereby catering the needs of the unexplored market.

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APEDA has taken **300 Sq. Mtrs.** space for organizing its participation. APEDA India pavilion will be aesthetically designed and individual cubical of **9 sq. mtrs.** will be provided to the exporters. The cost per furnished cubical is **Rs. Two lacs.** The request for participation in the event would be entertained strictly on first cum first serve basis. The interested exporters are requested to send their confirmation by **15th May 2023** positively at email id : [ravindra@apeda.gov.in](mailto:ravindra@apeda.gov.in) / [meenasingh@apeda.gov.in](mailto:meenasingh@apeda.gov.in)

APEDA's participation in the event would be coordinated by Mr.R.Ravindra, General Manager (Cell - 9999307787), and Ms.Meena Singh, Asstt. General Manager (9810671696), APEDA. In case of any clarification further, may please contact the above Officials.

Regards,



**(R. Ravindra)**  
**General Manager**