Dear All,

We are in the throes of several intensive activities i.e. training programmes around the country to sensitize the stakeholders i.e. growers, processors, aggregators, exporters, certifying agencies, labs, etc., on the TraceNet, which is the flagship traceability programme. Similarly, efforts are on to collaborate with state agencies to conceive and projectise in infra areas to My hearty New Year greetings to all friends bridge the gaps in the supply chain ... in the agri, processed food to provide seamless linkages to our and livestock sectors!exporters. As it happens the exact

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APEDA QUARTERLY

ISSUE: OCT - DEC 2009

APEDA bags E Asia award, 2009
APEDA’s “Digipaper” traceability project won the E Asia award for the year 2009 for ....

Indian Flowers attract a beeline of visitors at IFEX Japan ....
IFEX, International Flower Expo, Tokyo draws largest trade flower and garden.....

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From The Chairman’s Desk

List of Trade Fairs during 2009 - 2010

Bio Fach 2010, Germany, 17th to 20th Feb. 2010
Gulf Food 2010, Dubai, 21st to 24th Feb. 2010
Alimentaria International Food Fair, Barcelona, Spain from 22nd - 26th March 2010
The E Asia Awards are administered by Asia Pacific Council for Trade Facilitation and Electronic Business (AFACT), set up under the aegis of United Nations (UN). The results were announced on 5 November 2009, at the E Asia ceremony held in New Delhi as a part of this year’s twenty seventh AFACT Meetings and EDICOM 2009. The results were announced GrapeNet has been very well received and actively participated by all the stakeholders mainly 40,000 farmers, 150 packhouses and 12 laboratories in the supply chain. It has boosted Indian exports of fresh grapes and realized better farm gate prices for Indian farmers. Currently, total export of fruits and vegetables is Rs 4,399 Crores, out of which grapes exports amounted to Rs 408 Crores.

Chairman, APEDA, Mr. Asit Tripathy, received the award from Honourable Union Minister of State for Commerce and Industry, Mr. Jyotiraditya Scindia, in a glittering function attended by delegates and semi-finalists from 17 Asian countries.

GrapeNet, a first of its kind initiative in India, is an internet based residue traceability software system, for monitoring fresh grapes exported from India to the European Union. GrapeNet has put in place an end-to-end system for monitoring pesticide residue, achieving product standardization and facilitate tracing back from retail shelves to the farm of the Indian grower, through the various stages of sampling, testing, certification and packing. GrapeNet has been very well received and actively participated by all the stakeholders mainly 40,000 farmers, 150 packhouses and 12 laboratories in the supply chain. It has boosted Indian exports of fresh grapes and realized better farm gate prices for Indian farmers. Currently, total export of fruits and vegetables is Rs 4,399 Crores, out of which grapes exports amounted to Rs 408 Crores.

The EU Food & Veterinary Office (FVO) delegation visited India from 1st to 7th October 2009, to assess the control system in place to control aflatoxin contamination in peanuts intended for export to the European Union and to follow up the recommendations of FVO mission 7633/2005. Following an increase in the number of RASFF alerts relating to aflatoxins in groundnuts, a team led by Mr. Andrew Owen Griffiths, visited India. They addressed the importance of approval of exporting companies as well as the procedure adopted by them for export of groundnuts and groundnut products. Mr. Tarun Bajaj, DGM, APEDA in a detailed presentation highlighted the measures adopted by APEDA & IOPEPC to control aflatoxin in groundnuts intended for exports to EU. He explained in detail about the traceability system developed by APEDA for groundnuts and the training programmes organized by APEDA, IOPEPC and the State Government for traceability implementation to control aflatoxin in groundnuts. The EU team emphasized that the provisions laid down in national provisions (Trade Notice) made it mandatory for all groundnut processing units to have HACCP certification in place. They recommended the construction of newer, automated processing facilities for kernels for human consumption and also the use of electronic sorting equipment. They observed that the sampling procedures adopted were satisfactory and that the analysis of mycotoxins was within the required parameters. The EU team pointed out that at the port of export the formal instructions issued by the Indian Govt. used the incorrect TARIFF code, requiring certifications only for in-shell peanuts and not for kernels or peanut products.

The EU FVO delegation concluded that the Indian competent authorities and industry had made significant efforts to improve the overall controls and conditions for peanut production and also that exports in India had shown a positive response to the recommendations made in the previous report. Further, they suggested a number of recommendations to the Indian Authorities to address the noted deficiencies and to make continued improvements.
Saudi Agro Food 2009 Provides a Platform to Understand the Rapidly Expanding Middle East Market

Saudi demand for food and beverage products is enormous. It’s being fuelled by rising disposable income in the economically-flourishing kingdom, an increasing taste among a growing population for fast-food, and a liquidity-fuelled construction boom spawning ever-more hotels and restaurants.

Along with 3 exporting companies, displaying an array of Indian fresh fruits, rice, ready-to-eat food, fruit juices, pulps, pickles, chutney, sweets, snacks, biscuits, fruit bars and instant food products, APEDA officials Mr. T. Sudhakar DGM APEDA and Mr. Manprakash Vijay, AGM APEDA organised APEDA’s participation in the event and simultaneously held meetings with embassy officials who gave an insight into the Saudi market. A visit to the super markets like PANDA, CARREFOUR, TAMIMI, EUROMARCHE and NESTO clearly brought out the fact that the basic requirement of the market was not only quality food products but also good packaging. It was observed that the Indian Basmati Rice is still the most preferred rice with the Saudis and that there was a huge demand for fruit juices (JNSD i.e. Juice, Nectar, Sparkling, Drinks), ice creams and dairy products which could easily be tapped by the Indian exporters.

Indian Flowers attract a beeline of visitors at IFEX Japan 2009

IFEX, International Flower Expo, Tokyo is Asia’s largest trade flower and garden industry show. With annual gross sales of USD 30 billion, Japanese Flower market is the second largest in the world and the import of cut flowers to Japan has been approximately USD 304 million in 2007.

Considering the increasing import demand in Japan and to enhance India’s share of floriculture in Asia’s biggest floriculture market, APEDA participated through ITPO in the 6th International Flower Expo, Tokyo, IFEX 2009, held from 11th to 13th November 2009 at Makuhari Messe, Tokyo, Japan.

A delegation of floriculture exporters led by Chairman, APEDA, Mr. Asit Tripathy, along with Mr. Sunil Kumar, Secretary APEDA exhibited India’s flower power with their participation in the exhibition. APEDA stall tastefully decorated with roses, gerbera, anthurium, carnations, and dried flowers attracted a beeline of visitors. Chairman APEDA took this opportunity to visit the Indian Embassy in Tokyo, Japan to meet the Embassy official for exploring the possibilities of further enhancement of agriculture exports including floriculture from India to Japan.

Expressing their complete satisfaction one of the exhibitors said “We are very much satisfied with the show as we saw many high quality buyers. We met many importers and wholesalers, and were also able to meet face to face with our existing customers. Also we enjoyed the networking opportunities as it helped us meet many people.”
The workshop so organized by the J&K Government in conjunction with FAO was attended by several prominent personalities associated with the development of floriculture in the state. As an implementing agency for the workshop APEDA besides organizing the participation of 16 floriculture growers from the state of J & K invited a distinguished panel of guests including Mr. Sham Lal Sharma, Hon'ble Minister for Health, Horticulture and Floriculture, J&K as the Chief Guest and Mr. Javed Ahmed Dar, Minister of State for Health, Horticulture, Floriculture, Agriculture, J&K as the Guest of Honour.

Welcoming the participants Chairman APEDA, Mr Asit Tripathy, addressed the potential of the region to emerge as a prominent business hub in the international flower market considering the greater adaptability of flowers in the region’s agro-climatic conditions and their exploitation as remunerative cash crops.

Moderating the workshop, Mr Vijay Sardana presented the findings of his study conducted in J&K concerning the floriculture development activity while Mr Navneesh Sharma, Deputy General Manager, APEDA made a detailed presentation highlighting the global and Indian floriculture scenario, encompassing the current status and future potential of floriculture from J&K.

India with special emphasis on possibilities from J&K State.

During the four technical sessions Mr. Wilfried Baudoin, Mr David Kahan, Mr Gavin Wall of FAO shared their views on the theme of the workshop while eminent resource persons like Dr NK Dadlani, Dr GL Kaul, former Horticulture commissioner to the Government of India enlightened the participants on the farmer-friendly schemes and incentives being provided by the floriculture department to boost flower cultivation in the State.

Dr GS Naqash, Director Floriculture, Kashmir and Mr Kulbhushan Sharma, Director Floriculture, Jammu organized the participation of growers at the workshop and their visit to the Flower auction centre at NOIDA so as to apprise them with the latest facilities required.

In an initiative to popularize floriculture as a profitable commercial activity for the farmers in Jammu and Kashmir, a two-day workshop on development of commercial floriculture in J&K was held at hotel Le Meridien, New Delhi in October 2009.

J&K Profitable for commercial floriculture

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Trade notice on registration of contracts for export of Organic Wheat & Organic non-Basmati Rice

Vide a notification issued by Director General of Foreign Trade, Govt. of India, New Delhi (DGFT) the export of Organic Wheat and Organic Non Basmati Rice would be allowed subject to the following conditions:

1. Organic Wheat & Non Basmati Rice to be duly certified by Certification Bodies (CB) accredited by APEDA. Currently, there are 18 Accredited Certification Bodies (the list of which can be procured from APEDA). Export to be allowed only from Customs, EDI ports, subject to registration of contracts with APEDA, New Delhi; upto a limit of 5,000 MT per annum for organic wheat and a limit of 10,000 MT per annum for organic non-basmati rice.
Apex

International Food & Hygiene Standards Set in a Series of Codex Meetings

In a series of meetings held during the months of October, November and December 2009, the Codex committee finalized the codex standards for Apples, Tree Tomatoes and the labeling requirements for Bitter Cassava. It was also decided to develop codex standards for Pomegranates.

In the meeting held at San Diego, USA on Food Hygiene, the committee decided to adopt the proposed draft of Risk Analysis Codex Alimentarius, held at Geneva, Director APEDA, Mr. S. Dave participated in his capacity as its Vice Chairperson. He had the honour of chairing certain agenda items. The major highlight of the participation was acceptance of the draft amendment to the Guidance on the “Criteria for Establishment of Work Priorities”. On recommendation of Mr. S. Dave, Director APEDA (Vice Chairperson - Codex Alimentarius) work was taken up to develop international standards for marketing Pomegranates.

The Codex Committee on Fresh Fruits and Vegetables is responsible for elaborating world-wide standards and codes of practice for fresh fruits and vegetables.

The Codex Committee on Fresh Fruits and Vegetables is responsible for elaborating world-wide standards and codes of practice for fresh fruits and vegetables. The CCFH took this opportunity to recommend two new work proposals i.e. Revision of the Code of Hygienic Pracatices for Collecting, Processing and Marketing and Natural Mineral Waters and Revision of the Principles for establishment and Application of Microbiological Criteria for Foods.

In the Executive Committee of Codex Alimentarius, held at Geneva, Director APEDA, Mr. S. Dave participated in his capacity as its Vice Chairperson. He had the honour of chairing certain agenda items. The major highlight of the participation was acceptance of the draft amendment to the Guidance on the “Criteria for Establishment of Work Priorities”. On recommendation of Mr. S. Dave, Director APEDA (Vice Chairperson - Codex Alimentarius) work was taken up to develop international standards for marketing Pomegranates.

The Executive Committees reviewed the capacity of the Codex Secretariat as well as discussed the implementation of Codex Strategic Plan in detail. It was also noted that Codex should endeavour to promote cooperation with other relevant international organizations, strengthen Codex work management capabilities and promote maximum & effective participation of members, particularly the developing countries.

Export Performance of Fruits and Vegetables Encouraging

A review of the export performance of the first four months of the current financial year indicates a positive growth at 5.84% (in rupee terms) as compared to the performance during the period 2008-09. Fresh vegetables continue to perform well and recorded a growth of 41.7% over the corresponding period of last year while fresh fruits maintained a positive performance of 24.05%.

Fruits and Vegetables Seeds showed a positive growth of 49.48% while Basmati Rice recorded a growth of 41.38%. The other sectors that showed positive performance are processed fruits at 5.93% and miscellaneous processed items at 1.79%.

Minister for Food and Civil Supplies, Punjab visits APEDA

Hon’ble Minister for Food and Civil Supply, Government of Punjab, Shri Adesh Partap Singh Kairó visited APEDA on November 18, 2009 to discuss the ways and means of strengthening the supply chain infrastructure for Basmati Rice. Punjab being one of the major producers, he expressed interest in setting up a laboratory under the Department of Food and Civil Supply to assist farmers and traders to get the best price for their produce during the procurement season for paddy and a similar facility to be provided for wheat.

Chairman, APEDA briefed him about the activities of APEDA and offered full support for the programmes which the state may initiate for strengthening the supply chain for export produce.

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To promote setting up cold storages for reducing post harvest losses, the J & K Government plans to conduct techno-economic feasibility study for development of cold chain for perishable products in the state. It requested APEDA to identify the agencies for such a study.

After due processing M/s Global Agri Systems was selected for conducting the study encompassing all the three regions of the state and are expected to complete it within a period of four months. The objective of the study is to identify the gaps in the current cold chain, and the requirements of cold chain facilities at identified places in J & K. APEDA and the J & K Government signed an MOU on this regard on 15th December 2009 at Kisan Ghar, New Delhi in the presence of Ms. Sonali Kumar, Principal Secretary (Agricultural Production Department), Government of J & K. The MOU was signed by Mr. M. S. Qasba, Director Horticulture (Planning & Marketing), Govt. of J & K and Mr. Vinod K Kaul, Deputy General Manager, APEDA.

Mr. G Q Baba, Deputy Director, Horticulture (P&M) and Mr. Pradeep Srivastava, representative of Global Agri Systems were also present on the occasion.

Fulfilling a long standing demand an MOU was signed between APEDA and the J&K Government, on 15th December 2009, for setting up of a walk-in-type cold room at Srinagar airport.

Fulfilling a long standing demand an MOU was signed between APEDA and the J&K Government, on 15th December 2009, for setting up of a walk-in-type cold room at Srinagar airport. APEDA is funding the facility for the benefit of the growers and exporters of the state of J&K.

The MOU was signed by Mr. M S Qasba, Director, Horticulture (Planning & Marketing) on behalf of J&K Government and Mr. Vinod K Kaul, Deputy General Manager on behalf of APEDA in the presence of Ms. Sonali Kumar, Principal Secretary (Agricultural Production Department) and Mr. G Q Baba, Deputy Director Horticulture (P&M).

Ambassador of Mexico expresses interest in the import of Basmati Rice

Ambassador of Mexico to India, Mr Jaime Nualart expresses interest in the import of Basmati Rice from India. In pursuance to the issue regarding Market Access of Indian Basmati Rice to Mexico, since year 2000, a meeting was held at APEDA on November 18, 2009. Present on the occasion were the DAC and AIREA who briefed the Ambassador on the Pest Risk Analysis being conducted by SAGARPA - the Mexican authority, to enable him to take up the matter for an expeditious decision.

Further the DAC intimated that a significant number of pests out of the list provided by Mexico were present in both the countries; hence they may be excluded from assessment and the other category of pests mentioned in the list were not present in the Basmati Rice producing areas of India. On deletion of these pests from the list there would be no need of additional declaration for these pests on phyto sanitary certificate to be issued by National Plant Protection Organization (NPPO) of India.

The DAC further confirmed that phyto sanitary requirements (on-shore and off-shore) of Mexico for import of Basmati Rice from India are acceptable with the suggested modifications.

In an MoU signed between APEDA and Andhra Pradesh Trade Promotion Corporation (APTPC), on 31st December, 2009, APEDA sanctioned an amount of Rs. 4.40 crores for setting up a common facility center for Aseptic Packing of Mango pulp at Chittoor district. The facility which shall be operational within one year will be beneficial to the exporters of Mango pulp in the State of Andhra Pradesh.

India Pavilion at ANUGA 2009, Trade Fair for the International Food Industry

ANUGA Fine Food Show, a premier trade fair for the world of food & beverages was held at Cologne Exhibition Center, Germany. This trade intensive fair attracts a coterie of participants of diverse nationalities. Exhibitors and visitors from almost every country in the world meet here to conduct cross-border business and make international contacts.

With an attendance from approximately 1, 53,500 trade visitors from more than 180 countries, the fair showcased products of 6,522 exhibitors from 97 countries. Divided into the Drinks, Dairy, Bread/Bakery, Chilled food, Meat, Organic, Frozen, Catering, Retail and Functional food sectors, the show provided an ideal setting to showcase new trends and innovations in the food and beverages sector. Seminars on future-oriented issues like Corporate Social Responsibility (CSR) and sustainability were the highlights of the exhibition.

Open only to trade visitors, Anuga attracted professionals seriously involved in the procurement and installation of technical facilities/equipment and specialists looking for trade of technology for large scale catering establishments.

APEDA along with thirty one exporting companies participated in the fair showcasing Indian Basmati and Processed foods from India in an aesthetically and attractively designed India pavilion. ANUGA'09 witnessed a sizeable participation from Indian Basmati exporters who conducted wet sampling of Basmati rice dishes along with dissemination of information on the scented pearls of India, in a specially cordoned-off area.

With an aim to achieve visibility and to educate a larger section of the non-ethnic consumers, in Germany, on Basmati and Processed Foods and Beverages from India, a conscious effort was made to establish these items as products of international quality standards and at par with local and similar products from other countries. The primary objective of participation at theANUGA 2009 was to establish Indian Basmati and other processed food products from India as a product that supplements and compliments a wide variety of foods including ethnic food.

India pavilion evoked huge appreciation and the overwhelming response (almost 3000-4000 trade visitors on all five days) was a clear indicator of the potential of Indian processed foods and Basmati in the international market.

This is an area for Indian companies to look at more carefully and consciously in the future.

Satellite Survey for Basmati Rice - Kharif 2009

A satellite based study has been conducted to estimate the area and production of Basmati Rice during Kharif 2009. Reporting the final results of the survey, M/s RMSI Pvt Ltd, the assigned agency, declared that the total area under cultivation of Basmati Rice, in the states of Jammu and Kashmir, Punjab, Haryana, Himachal Pradesh, Delhi, Uttarakhand and Western Uttar Pradesh has been estimated as 17.09 lac Hectare and its production in terms of paddy is estimated to be 67.27 lac MT.

SVBPU & T Campus gets BEDF Lab Recognition

SVBPU & T Campus gets Basmati Export Development Foundation (BEDF) certificate for its Lab cum office complex at Modipuram, Uttar Pradesh. Vide its certification, the Lab has been recognized for production of basmati seeds, testing of basmati rice and provision of support services (like trainings at farm level demonstrations and on call farmer support) for the growth of basmati trade.
Traceability Training Programmes
make users more savvy

In a capacity building process APEDA organized 26 Traceability training programmes in various states across the country for all the stakeholders involved in export of organic products such as exporters, certification bodies, operators and individual farmers. More than 2000 participants attended the training programmes.

APEDA is in the process of implementation of traceability system for export of organic products from India. The system is likely to be launched in the first week of February 2010.

The process has enriched the traceability system further with features required for ease and convenience of the users.

The said traceability system that is one of its kind in the world would lend a great amount of credibility to the organic certification system of India for enhanced exports and finally to improve the brand image of the country as a reliable supplier of organic products to the world.

These training programmes have enabled us to get feedback from the stakeholders and the same have been incorporated.

Participation of APEDA in Aahar 2010 from 10th – 14th March 2010

APEDA would be organizing its participation in Aahar 2010 scheduled to be held from 10th to 14th March 2010 at Pragati Maidan, New Delhi. This year also APEDA would be allocating space to its interested member exporters. The allocation would be done on first cum first serve basis. A circular in this regard indicating the details for participation has been hosted at the APEDA website www.apeda.gov.in Interested exporters may send in their confirmation at agmpr@apeda.gov.in by 31st Jan., 2010 positively.