

## **REPORT OF APEDA's PARTICIPATION IN NATURAL PRODUCTS EXPO WEST, ANAHEIM, CALIFORNIA, USA DURING 14-16 MARCH 2024**

One of the largest international trade fairs for organic and natural products, Natural Products Expo West is held at Anaheim, CA, USA annually in the month of March. The fair is organized by Informa Markets part of the New Hope Network family. Natural Products Expo West is a meeting place for the organic stakeholders around the world to update on current developments in the sector, discover new market, to discuss future market issues and jointly shape the current and future policy of the organic sector.

### **HIGHLIGHTS OF NATURAL PRODUCTS EXPO WEST 2024**

Natural Products Expo West was held during 13-16 March 2024 at Anaheim Convention Center, Anaheim, California. The event was a mix of leading trade fair for organic, natural and health food industry. Organic and natural food including fresh, processed from plant and animal origin based products, none dibble products made out of organic and natural products including clothing, baby products, cosmetics and personal care products, supplements and ingredients, etc were displayed by producers and traders from various countries across the world. The display also covered vegan foods, plant based products/proteins which are showing increase trends in global market. The event's Hot Products halls expanded this year to include Level Three of the Anaheim Convention Center and featured many of the 898 first-time exhibitors who brought new passion and ideas that will shape the future of food and wellness. Celebrating its 41<sup>st</sup> occurrence in 2024, the event gathered over 2,700 exhibitors and over 57,000 registered attendees to experience the newest innovations in natural and organic foods and beverages; clean beauty and home products; and supplements and ingredients.

### **APEDA PAVILION AT NATURAL PRODUCTS EXPO WEST**

#### **Indian exporters at APEDA pavilion**

APEDA has been a regular participant at Natural Products Expo West since 2015. However, the participation could not be made during covid period and till 2022. The APEDA Pavilion was organized in larger scale in 2024 compared to previous years. A

total area of 158 Sq. m was taken in Hall No. B where 9 exporters were provided professionally built-in booths. Thematically designed posters and signage were displayed which was well appreciated by many of the visitors.

### APEDA Pavilion



## Co-exhibitor Booths at APEDA Pavilion

1. Aromatic And Allied Chemicals, B-8, Industrial Estate ,C.B.Ganj, Uttar Pradesh
2. Farmvale Psyllium, Survey No. 1331, Surajnagar, At Village Dabhi,Unjha,Gujarat
3. Kisan Agro,Plot No. A, R.S. 1149/1, Surajnagar, At Village Dabhi,,Unjha,Gujarat,
4. Himalayan Bio Organic Foods Pvt. Ltd.Village Seora, Baba Fareed Nagar, Bishnah Kunjwani Road, Jammu And Kashmir
5. Medikonda Nutrients, Plot No 94, Road No 72, Jubilee Hills, Phase 3, Hyderabad,Telangana,
6. Pratithi Organic Foods Private Limited, 82 B Ist Floor Platinum Enclave Pocket , I Sector18 Rohini, Delhi
7. Rajmudi Organics Private Limited, 857/A,2ndfloor,7<sup>th</sup> Cross, 1<sup>st</sup> Main Opp.To Corporation bank, Kengeri Satellite Town, Bengaluru, Karnataka
8. Sarveshwar Foods Limited, Village Seora, Baba Fareed Nagar, P.O. Dharap, Bishnah-Kunjwani Road, Jammu, Jammu & Kashmir





### **Inauguration of APEDA Pavilion by Consulate General of India, San Francisco**

The Indian pavilion was inaugurated by Deputy Consul General, Consulate General of India in San Francisco, Mr Rakesh Adlakha, Deputy Consul General in the presence of Mr. Abhimanyu Kumar, Deputy Secretary, Department of Commerce and Mr. Fraser Hawkes, Managing Director Informa Markets. Deputy CG visited Indian pavilion and interacted with the exhibitors.



### **Visit of Deputy Secretary, Department of Commerce at APEDA Pavilion**

Mr. Abhimanyu Kumar, Deputy Secretary, Department of Commerce was present in APEDA pavilion throughout the event. He has interacted with the participant exporters and other Indian exporters. He has also discussed the issues related to certificate,

equivalency, import of organic products and analytical requirements as reported by the Indian exporters. Discussions have also been held with few Indian importers who are interested in importing Indian organic products and foreign importers

## **EDUCATIONAL SESSIONS**

Educational Sessions are held at Natural Products Expo West on the selected theme for the year including the keynote Raising the Standard: Clean, Healthy Nutrition for All Kids, featuring a discussion with actress and Once Upon a Farm Co-Founder Jennifer Garner; the keynote The Joy of Plant-Based Eating with influencer Tabitha Brown; and the keynote The Color of Food: Navigating Cultural Appropriation, Ownership and Heritage in the Food Industry. Additional highlights included the information-packed The State (and Future) of the Natural & Organic Industry session that examined what's next in product innovation that will drive positive change within the natural and organic products industry.

## **PROMOTIONAL ACTIVITIES BY APEDA**

As part of the promotional activities, APEDA had taken up some initiatives to project and attract Indian traditions and uniqueness. Some of them were as follows:

- Streaming of videos on organic industry in India and millet promotion
- To emphasize the state specific activities, movies on the potential states such as Sikkim, Uttarakhand and Karnataka were displayed at APEDA pavilion
- APEDA co-exhibitor's directory along with their product list was prepared and distributed to the visitors at the pavilion in pendrive.
- Sampling of vegetarian as well as non-vegetarian Biryani was an attraction for Indian as well as foreign visitors. Two hostess dressed in Indian traditional dress were engaged to welcome the visitors at the reception of Indian pavilion and for serving Biryani.
- Distribution of cotton bags with APEDA logo

## Biryani Sampling at APEDA Pavilion



## FEEDBACK FROM CO-EXHIBITORS

Feedback on the overall comments of the event and specially regarding the showcasing at Indian pavilion from all the co-exhibitors were taken by circulating the feedback form wherein positive feedback were provided by majority of the exporters. They have expressed their interest in participating next year also under APEDA and some of them with more space.

According to New Hope Network's Nutrition Business Journal, the natural and organic industry grew 7.7% to \$274 billion in 2021 and is forecast to surpass \$300 billion in sales by 2024 and \$400 billion by 2030, which would have taken as an advantage by Indian exporters also. The personal interactions with the co-exhibitors showed that majority of them were successful in placing the target orders by the end of the event. Some of the exporters have expressed their special thanks to APEDA through official emails.

### **TRADE ENQUIRIES**

During the event, trade enquiries were received by the exporters. The details are enclosed as annex to this report.

### **BUSINESS GENERATION**

Though the conclusion of the orders/enquiries received by the participant exporters may take time, the preliminary details of the business generations received are enclosed.

### **CONCLUSION & RECOMMENDATIONS**

Considering the potential of export of organic products to USA and Canada and the interest shown by the exhibited exporters, APEDA has requested the organizers for 200 Sq. m in same location for participation in Natural Products Expo West scheduled during 7 to 11 March 2024 in Anaheim. APEDA shall put efforts to Spices Board, Tea Board & Coconut Development Board to join hands with APEDA to be a apart of Indian pavilion. This will enable us to accommodate more exporters and wider range of products for display instead of scattered presence of other organisations and exporters to avail more benefits of the event. The exporters who have taken space directly from the organizers may also be included in next year to be part of APEDA pavilion.

APEDA was represented by Ms. Reeba Abraham, Deputy General Manager for organizing the APEDA pavilion at Natural Products Expo West 2024.

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