

**REPORT ON APEDA'S PARTICIPATION IN
NATURAL PRODUCTS EXPO WEST 2023
ANAHEIM, CALIFORNIA, USA
(7TH TO 11TH MARCH, 2023)**



Introduction

USA Natural Products Expo West held from 7th to 11th March, 2023 at Anaheim Convention Centre, Anaheim, CA, USA is the world's leading event devoted to natural and specialty food and beverages, organics, supplements, health and beauty and natural living products. This is the place where the foreign companies meet the biggest distributors specialized in the natural and certified organic market in the US.

Organic is the fastest growing sector of the U.S. food industry. USA is prospective market for Indian organic products. Export of India organic products such as Basmati Rice, Tea, Sugar, Spices, Dry fruits, sesame, soybean, medicinal plants and their processed products are growing to USA. India's export of organic products to USA during the year 2021-22 was 186339.21 (MT) value at Rs.2217.84 Crores & 326.15 in USD Million.

India in the World Market: India has joined other countries as one of the potential suppliers in the global organic market. Various categories of organic food products, i.e., Basmati Rice, Tea, Sugar, Spices, Dry fruits, sesame, soybean, medicinal plants and their processed products are exported.

Agricultural and Processed Food Products Export Development Authority (APEDA) under the Ministry of Commerce & Industry, Government of India has been participating in several International trade fairs to provide a platform to its exporters to explore new opportunities in the global market. Natural Products Expo West is a good platform for the Indian exporters of organic products to enhance business opportunities to USA. APEDA participated in this event by taking an area of 800 sq. ft. and set up Indian Pavilion at Booth No.1745 in Hall No.B, Anaheim Convention Centre, Anaheim, USA.

About Natural Expo West -2023:

Natural Products Expo West hosted more than 65,000 registered attendees and 3,000 exhibiting companies at the Anaheim Convention Center, during March 7- 11, showcasing the newest natural and organic products in foods and beverages. The industry's largest trade show, Expo West featured new innovations that will satisfy consumer demand for products that align with their values and support healthier people and a healthier planet.

APEDA India Pavilion:

APEDA was allotted 800 sq. ft space in Hall-B of Anaheim Convention Centre (Booth No. 1745). An attractive “India Pavilion” was set up for promotion of organic products from India, which was well appreciated and visited by the importers and the visitors. Six (06) exporters participated in the event under India Pavilion.

APEDA’s Representatives at Anaheim:

1. Ms. Rajni Arora, Deputy General Manager, APEDA.
2. Mr. Dhirender Kumar, Asstt. General Manager, APEDA.

Indian Exporters at APEDA India Pavilion :

1. M/s. Windson Organics Pvt. Ltd.
2. M/s. Onganic Foods Pvt. Ltd.
3. M/s. Carmel Organics Pvt. Ltd.
4. M/s. Himalayan Bio Organic Foods Pvt. Ltd.
5. M/s. Rapid Overseas
6. M/s. Basillia Organics Pvt. Ltd.



Product displayed by the exhibitors at APEDA Indian Pavilion:

1. Millets and millets based products
2. Basmati Rice
3. Pulses
4. Oilseeds
5. Dry fruits
6. Spices & condiments
7. Essential Oils
8. Processed Products

APEDA INDIA PAVILION AND EXHIBITORS



APEDA INDIA PAVILION



EXHIBITORS AT APEDA INDIA PAVILION

Exhibitor List		Adv. Search		Natural Products Expo West 2023		Home Views Legend	
Chocxo Chocolatier 2053	Saffron Road 1953	Daiya Foods, Inc. 1753	Stahlbush Island Farms	Valley Fig Growers 1655 Wild Planet Foods	Inka Foods 1654 Myrtle Greens 1652	Virtual Packaging 1555 AL SARAKAH DATES	Pate and Gerry's Organic Eggs 1455
Tradin Organic 2047	EI Arroyo 1949 FABRI USA 1945 OCM Globe, Inc. 1943	ELLE CAFE 1950 MR. TORTILLA INC. 1948 Dr. Shica's Bakery 1946 Cabo Winegroup, Inc. 1944	1750 Custom Collagen	1748 Morton & Bassett Spices 1746	1649 Color Garden 1647	1553 America Ingredients LLC 1648 Aiya Matcha 1644 FastCat Freight. 1642 Radmond	Preferred Brands Int'l 1447
ORGAIN	Organic Trade	APEDA 1745	Flagship Food Group	1545 Kevala	1543	Eden Foods	

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APEDA'S BOOTH NO.1745 IN HALL NO.B

EXHIBITOR'S STALLS



(M/S. WINDSON ORGANICS PVT. LTD.)



(M/S. ONGANIC FOODS PVT. LTD.)



(M/S. CARMEL ORGANICS PVT. LTD.)



(M/S. HIMALAYAN BIO ORGANIC FOODS PVT. LTD.)



(M/S. RAPID OVERSEAS)



(M/S. BASILLIA ORGANICS PVT. LTD.)

Promotion of Millets and Millet based Products :

To mark the occasion of International Year of Millets 2023 and after describing millets as “SHREE ANNA”, the mother of all grains during Budget Speech, APEDA during its participation in Natural Product Expo West 2023 event created “SHREE ANNA” standees with millet cuisine photos and placed them in the wet sampling area. Wet sampling of millets based upma, pasta and poha were carried out during the event at APEDA pavilion.



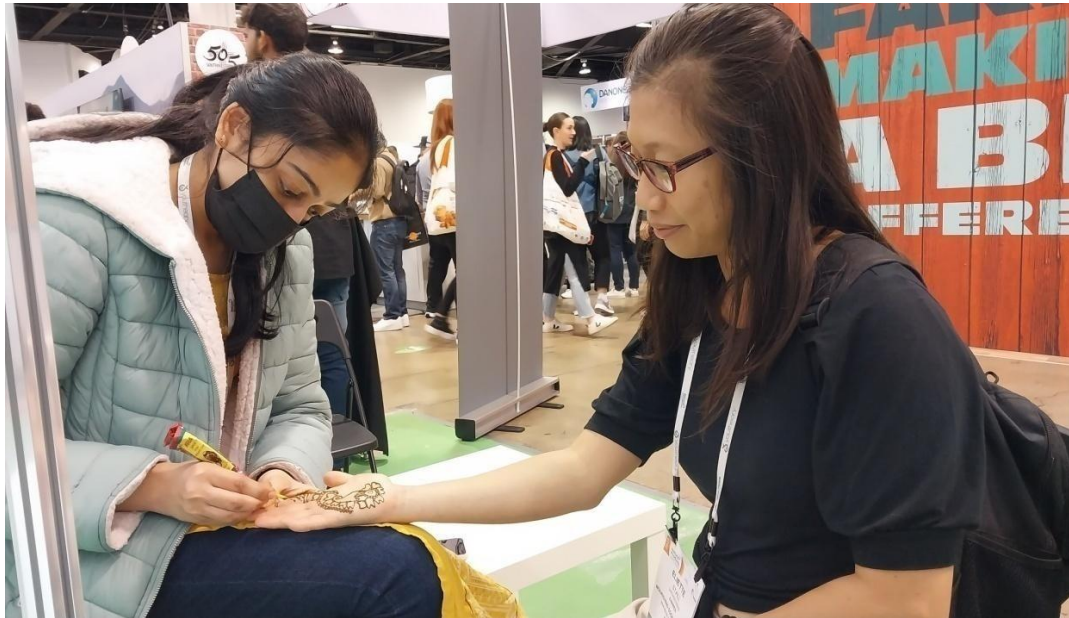
Wet sampling of Basmati Rice :

To provide the taste of Indian cuisines to the visitors, APEDA organized tasting and sampling of basmati rice biryani (veg and non-veg), which were well received by the visitors.



Activities of “Henna” (Mehendi):

In order to create attraction among the visitors, the “Henna” was applied in the hands of interested visitors which were very much liked by them.



Publicity Material:

Publicity material in pen drive having NPOP brochure, exhibitors details, millets recipe book and basmati rice recipe book along with Jute bags were also distributed during the event.

Feedback:

Based on the feedback submitted by the exporters in feedback form circulated by APEDA, the details of business generated/enquiries received by them are tabulated below:-

S.No.	Name of the Company	Business Generated		
		No. of enquiries received	Business finalized / Orders booked	Business under negotiation / likely to be finalized
1.	M/s Windson Organics Pvt. Ltd.	121	US\$ 210000	US\$ 75000
2.	M/s. Rapid Overseas	15	US\$ 60000	US\$ 120000
3.	M/s. Basillia Organic Pvt. Ltd.	50	-	US\$ 100000
4.	M/s. Himalayan Bio Organic Foods Ltd.	50	10	-
5.	M/s. Carmel Organics Pvt. Ltd.	10	-	-
6.	M/s. Organic Foods Pvt. Ltd.	30	-	

Further, the following feedback/suggestions were given by the exhibitors.

- Overall, it was a very insightful experience. It was good to meet new and old friends in the business. Highly satisfied.
- Good response received for their products, hoping to receive/negotiate business with them in future.
- Wonderful experience for them. The location of the booth was perfect. They got superb support from APEDA from starting to end of the event.
- The placement of the stall was very good, recommended to have the same location in future also.

Trade Enquiries:

During the event, number of trade enquiries were received which are placed at the end of this report.

APEDA also appreciated the support and cooperation received from the organizers during the course of participation in the Show.

Opportunities for future:

- USA being the largest market for organic products in the World, there are plenty of opportunities to meet the market demand.
- For participation in this fair, space booking has to be initiated as early as possible to get a prominent location as the space are sold out one year in advance.
- India has the potential to supply all varieties of organic products to US.
- As USA has a huge population of non residential Indians, the scope of market for Indian products are always high, what is required is a platform to showcase these products at right place and at the right time.
- This Show provides the right platform to the Indian Organic Exporters to explore opportunities and business in the US Market.

Trade Enquiries:

S.No.	Name of the Company with Contact Person	Product
1	Mr. Sunil Kumar Owner M/s Spicy Organic 104 Business Parkway Suite 400, Mckinney, TX 74071 Mob: +866-256-6772 E-mail : sunilkumar@spicyorganic.com	Organic
2	Mr. Shamim Sainulabdeen Director - Private Label M/s Lulu Group International Y Tower, PO Box 4048 Abu Dhabi, UAE Tel : +971-2418-2000 Fax : +971-2641-1143 E-mail : shamim@ae.lulumea.com	Hypermarkets, Shopping Malls, Hospitality, Food Processing
4	Mr. Hiroyuki Setoyama Branch Manager M/s Glory Trading Company Ltd LA Office 3914 Sepulveda Blvd. Torrance, CA 90505, USA Tel : +310-748-5086 E-mail : setoyama@glory-td.com	Organic Peanut
5	Mr. Rachel Stoering Integrative Nutrition Health Coach M/s Rising Roots Tel : +612-423-3644 E-mail : rachel@rising-roots.com www.rising-roots.com ;	Organic Millets Flour
6	Mr. Sam Salia President M/s Summit Rx 56 New York Rd. Bayonne, NJ 07002, USA Tel : +201-952-2157 E-mail : info@summitrxusa.com	Gummy Manufacturing, Private label supplements, warehousing and fulfillment, fermented ingredients, Encapsulation, fluid bed drier, packaging operations
7	Mr. Dewitt Kendall, Product Development Manager M/s Public Goods Mob: +733-531-3826 E-mail : Dewitt@PublicGoods.com ;	Sourcing of organic products

8	<p>Mr. Taehwan Kim CEO M/s Bringko 3500 W. 6TH ST #203, Los Angeles, California 90020, USA Mob : +1-323-388-6847 Email: tk@bringko.com;</p>	Frozen Food and Curries
9	<p>Mr. Sandeep Gole Director M/s Ishu Trading Company F-203, Laxmi Tower 138-39 Bhagwandin Nagar Behind INOX, Indore – 452001 Madhya Pradesh, India Tel : +91731 4230501 Mob: +91-98932-67434 Email: office@ishutrading.com</p>	Soybean, Corn, Crack Co Peas, Rice, Soyameal,
10	<p>Mr. Giuliana Ciacci Sales Manager M/s Biorganica S.A. Tel : +1-7542364393 E-mail : salesusa@biorganica.com.py</p>	Organic Chia & Sesame seeds
11	<p>Ms. Stacy Creasy VP Sales and Marketing M/s Woodspur Organic Date Farms 52200 Industrial Way, Coachella CA 922236 Tel : 7603989489 Mob: 5593671609 E-mail : stacy.creasy@woodspurfarms.com</p>	Organic Food Products
12	<p>Mr. Nanak M/s Gourmet Wala Inc 322 Oak Place Unit B, Brea CA 92821 Tel : (714)228-9832 E-mail : indianmealtime@gmail.com;</p>	Wholesale Distributors
13	<p>Mr. Donna Marie Kent Northwest Sales Manager M/s Multiple Organics 200 Linus Pauling Drive Hercules, CA 94547 Tel : +415-910-9652 E-mail : donnaMarie@multipleorganics.com;</p>	Supplier of organic ingredients

14	<p>Mr. Mehmet Birtek Dried Category Manager, M/s Natural Food Group 1139 Lehigh Ave, Suite 300, Whitehall, PA 18052 Tel : +610 443 20500 Mob: +610 608 2318 E-mail : mbirtek@nimeks.com</p>	<p>Smart juice organic, natural food source, Atlantic frozenfoods</p>
15	<p>Mr. Jacob Costilla President, M/s Seven Nature 1420 Decision Street Suite C., Vista CA 92081 Tel : +760-597-1347 E-mail : info@sevensnature.com</p>	<p>Manufacturing and Packaging of Dietary Supplements</p>
16	<p>Mr. Victor Leung M/s Queensway Trading Co. P.O. BOX 369 MILLBRAE, CA 94030 Tel : +415-988-2258 Mob: +415-306-2868 E-mail : queenswaytradingco@gmail.com</p>	<p>Organic food products</p>
17	<p>Mr. Tom Spinogatti, Senior Vice President- Food & Beverage Group M/s Comerica Bank 611 Anton Boulevard Suite 200 MC 4417 Costa Mesa, CA 92626 Tel : +714-424-3821 Mob: +949-351-4877 E-mail : tspinogatti@comerica.com</p>	<p>Food & Beverage Group</p>
18	<p>Ms. Priyanka Khole Founder M/s Sanchi Foods Tel : +703-980-2539 E-mail : hello@sanchifoods.com</p>	<p>Bean & Lentil Crisps</p>
19	<p>Mr. Tarun Sharma, Sales Manager, Ethic West M/s LT Foods Americas 11130 Warland Dr., Cypress, CA 90630, USA Tel: +562-340-4040 Mob: +714-240-7750 E-mail : taruns@ltfoodsamericas.com</p>	<p>Organic food products</p>
20	<p>Mr. Riyazali Momin E-mail : rpmomin@ghraonline.com</p>	<p>Organic millets flour wholesome food</p>