

JANUARY-MARCH 2023

Apex UPDATE

Glimpses of the

*Global Millets
Shree Anna Conference*



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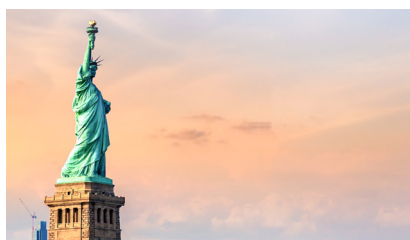
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Chairman's Message



Dr. M. Angamuthu, IAS
Chairman, APEDA

Greetings and best wishes for a bountiful quarter!

With immense pleasure, I would like to bring to you the newest issue of e-APEX Update. The New Year started on a high note with APEDA exports rising to USD 24.77 billion in 2021-22; and a target of achieving close to USD 30 billion by 2022-23. We are hopeful to have an even more eventful 2023.

Under the aegis of our Hon'ble Prime Minister, Shri Narendra Modi, APEDA organised the Global Millets (Shree Anna) Conference, which was held from March 18-22, 2023 at New Delhi to stimulate the exports of millets from India and provide market linkage to the producers. Our cover story features the highlights of the exclusive conference-cum-B2B meetings. As per the DGCIS data, exports of millets marked a growth of 8.02% in 2021-22. It is expected that the current value of millets market of more than USD 9 billion will surpass USD 12 billion by 2025.

We are covering United States of America (USA) as our country profile in this issue of e-APEX Update. USA has been the largest trading destination for India in terms of agricultural commodities garnering 11.5% share of total exports. Bilateral trade between India and USA was valued at USD 119.42 billion

in 2021-22. Trade figures stood at USD 1,18,211 million during the months of April to February 2022-23. Read the article to know more.

In our state profile, we showcase the agriculturally rich state of Punjab. The state stands at the eighth rank as per the Export Preparedness Index (EPI) released by NITI Aayog in 2021. The state exported goods valued at ₹42,462 crore between April-January 2022-23 (Source: DGCIS) with cereals (mainly Basmati Rice) and cotton as the top exported products. This, and so much more to know! So, keep reading.

Natural honey is one of the most exported products of India. In 2021-22, India exported 74,413.04 MT of natural honey that was valued at USD 163.73 million. Our special story on natural honey showcases the product, its benefits, export destinations and the potential it holds.

Besides these, the issue also showcases the various activities APEDA had been a part of like Gulfood 2023, international events at Belgium and London, virtual buyer-seller meets, APEDA's 37th year celebrations, etc.

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

As per the DGCIS data, exports of millets marked a growth of 8.02% in 2021-22. It is expected that the current value of millets market of more than USD 9 billion will surpass USD 12 billion by 2025.

GLOBAL MILLETS (SHREE ANNA) CONFERENCE

Glimpses of the Event

Under the visionary leadership of the Hon'ble Prime Minister, Shri Narendra Modi, APEDA organised the Global Millets (Shree Anna) Exhibition-cum-B2B meetings during March 18-22, 2023 at New Delhi to stimulate the exports of millets from India and provide market linkage to the producers. Around 100 Indian millets exhibitors from different parts of the country, Government institutes like ICAR-Indian Institute of Millets

Research (IIMR), ICAR-Indian Agricultural Research Institute, International Crops Research Institute for the Semi-Arid Tropics (ICRISAT), National Research Development Corporation (NRDC) and international buyers from various countries like USA, UAE, Kuwait, Germany, Vietnam, Japan, Kenya, Malawi, Bhutan, Italy and Malaysia participated at the conference. Considering the importance of the event, the programme was



extended up to five days. The exhibition was attended by ministers from Agriculture and Farmer Welfare, Commerce and Industries, dignitaries from



The Virtual Trade Fair (VTF) is operational 24X7X365 days wherein exhibitors and buyers can interact based on the products displayed in the VTF.



the Parliament House, NGOs, FPOs, farmers, traders, general public, and students.

APEDA organised B2B meetings between international and national buyers, exporters, progressive growers, FPOs of millets to explore direct marketing and export opportunities for millets and its value-added products. Additionally, the details of all millets exhibitors under different categories in the exhibition area were displayed digitally through which the importers could source millets directly from the list of Indian millets producers. The Virtual Trade Fair (VTF) is operational 24X7X365 days wherein exhibitors and buyers can

interact based on the products displayed in the VTF.

The exhibition was set up in a vibrant manner with around 100 stalls. Digital publicity of millets was aptly done at the event. A short film on millets was inaugurated by the Hon'ble Prime Minister, Shri Narendra Modi depicting briefly about millets, its health benefits, production, processing and exports. The exhibition also featured a millets tasting campaign and live cooking demonstration. Wet sampling of millets cuisines viz., millet salad, millet upma, Kudo curd millet, millet momo, millet noodles, millet kulcha, etc. were done. Through this, the general public got

an opportunity to taste the nutritious and delicious dishes made from millets.

A wide range of value-added products such as millet pizza base, millet ice cream, millet cakes & brownies, breakfast cereals, pancakes, vermicelli, semolina/suji, muesli, instant mixes, pappads, ready-to-eat mixes, flakes, puffs, millet laddus, millet rusks, sprouted ragi drink mix, weaning foods/ infant foods, dosa mix, millet poha, millet upma, pasta, noodles, millet milk, millet tea, edible millet tea cups, etc. were also displayed in the conference.

APEDA has shown to the world the nutritious millets that India has to offer.

APEDA is at the forefront with the mandate of export promotion of agri products for the nation. The organisation selected these unique products from the nutritional millets basket and displayed them in the global market with the target of bringing forth global millets revolution.



UNITED STATES OF AMERICA

Haven of Diverse Agricultural Produce

United States of America, commonly known as the US or USA, is a country located in North America constituting 50 federal states. With Atlantic Ocean in the east and the Pacific Ocean in the west, it borders Canada in the north and the Gulf of Mexico &

Mexico in the south. USA is the fourth largest country in the world with a highly diverse population and just as varied physical environment. The country's physical environment ranges from the Arctic to the subtropical, rain forests to the parched desert, mountain terrains to flat grasslands. As developed and self-sufficient it is, the exports and imports of United States still represent major proportions of the world total.

Agriculture

In United States, agriculture is regarded to be a major industry comprising more than 2.04 million farms spread over an area of 900 million acres. Agriculture is dominated by large farms that generate an income of more than USD 1 million. These large farms mostly focus on monoculture – the practice of growing a single

crop, which is cost-effective. The country produces a wide variety of agricultural crops for domestic use and global exports. In 2021, agriculture, food and related industries contributed 5.4% of the US GDP, which was valued roughly at USD 1.264 trillion.

USA's agricultural pockets are concentrated mostly in the Great Plains located in the centre of the country, in the area west of the Great Lakes and east of the Rocky Mountains.

United States is the world's largest producer of corn.

In 2021, agriculture, food and related industries contributed 5.4% of the US GDP, which was valued roughly at USD 1.264 trillion.



This product is used for cereal, alcohol, corn syrup and manufacturing of fuel ethanol. Majority of the country's corn and soybean production comes from the east, while the western region contributes with wheat production. The Central Valley of California is known to be the hub for fruits, vegetables, and nuts, while the South American region contributes with the production of cotton, tobacco and rice. Florida is well-known for the production of citrus fruits and ranks as the second largest producer of oranges in the world after Brazil.

The top agricultural exports of US are grains and feeds, soybeans, livestock products, tree nuts, fruits, vegetables, and other horticultural products. Agricultural trade increased to record levels in 2021 with exports valued at USD 177 billion – an 18% rise compared to 2020. The country's imports grew by 17% and reached USD 171 billion. Rise in USA's agricultural exports was driven by gains in all major

United States is the world's largest producer of beef and accounted for approximately 21% of the world's total beef production in 2022.

commodity groups. In the grains and feeds category, the country garnered 40% growth to reach USD 43 billion in 2021. The animals, meats, and products category marked a growth of 22% as against previous year to reach USD 39 billion in 2021. Further, about two-thirds of US agriculture imports comprised horticulture and tropical products.

United States is the world's largest producer of beef and accounted for approximately 21% of the world's total beef production in 2022.

USA is also the world's largest poultry meat producer accounting for 17% of the total global produce, followed by China and Brazil.

Major Food Items Produced in USA

- Corn
- Rice
- Fruit and Tree Nuts
- Soybeans and Oil Crops
- Sugar and Sweeteners
- Potatoes
- Tomatoes
- Pulses
- Wheat
- Meat
- Chicken

India-US Trade Relations

USA is the largest trading destination for India in terms of agricultural commodities garnering 11.5% share of total exports. The exports were valued at USD 5.7 billion in 2021-22.

USA at a Glance



Population
331,449,281 (2021)



Total Area
9,831,510 sq. kms.



Official Language
English



GDP Growth Rate
5.9% (2021)



GDP per Capita
USD 70,248.6 (2021)

United States is the third largest investor in India with cumulative Foreign Direct Investment (FDI) inflows of USD 59,108 million from April 2000 to December 2022.

Bilateral trade between India and USA was valued at USD 119.42 billion in 2021-22 as against USD 80.51 billion in 2020-21. Trade figures stood at USD 1,18,211 million during the months of April to February 2022-23.

It is one of the few countries with which India recorded a trade surplus grossing USD 24.56 billion during April-February 2022-23. United States is the third largest investor in India with cumulative Foreign Direct Investment (FDI) inflows of USD 59,108 million from April 2000 to December 2022.

USA's export to India accounted USD 43.31 billion in 2021-22, while India's export to USA was at the value of USD 76.17 billion.

At the 12th India-USA Trade Policy Forum (TPF) meeting, the Department of Agriculture and Farmers Welfare, Government of India and the US Department of Agriculture (USDA) signed a framework agreement that implemented the 2Vs 2 agri market access issues on November 23, 2021 at New Delhi. This agreement outlined the joint protocol between India and the US that aims to boost the exports of Indian mangoes and pomegranates to the US and import of cherries and Alfalfa hay from the US.

To rev up the trade relations between both the nations, the 13th India-USA Trade Policy Forum (TPF) was held in Washington D.C. on January 11, 2023. Shri Piyush Goyal, the Hon'ble Union Minister of Commerce and Industry and Ms. Katherine Tai, United States Trade Representative (USTR)

Ambassador represented the respective countries. At the convention, a new working group on Resilient Trade was launched. This working group has been formed to strengthen the bilateral dialogue and address a range of issues that can promote the resiliency and sustainability of the trade relationship.

India's Top Export Food Items to USA

- Basmati Rice
- Natural Honey
- Guar gum
- Cereals Preparations
- Processed Vegetables
- Processed Fruits, Juices and Nuts
- Miscellaneous Preparations

USA's Top Exports to India

- Alcoholic Beverages
- Miscellaneous Preparations
- Albumin (Eggs and Milk)
- Processed Fruits, Juices and Nuts
- Fruits and Vegetables Seeds
- Jaggery and Confectioneries
- Walnuts

Role of APEDA in Boosting India-USA Trade Relations

APEDA has a major role to play when it comes to boosting trade relations between India and United States. The organisation has been instrumental in revving the exports of fresh & processed fruits and vegetables. As a part

of the Central Government's vision of observing 2023 as the 'International Year of Millets', APEDA has planned to organise several activities to promote millets and its value-added products across the United States of America and

other countries. Through this initiative, APEDA also intends to facilitate participation of Indian stakeholders at important buyer-seller meets, road shows, food shows, etc. US is a well-known importer of Indian millets and accounted

for 3.35% of import share in 2020. Buckwheat, Ragi, Jawar, Bajra and Canary are the various varieties of millets that are exported from India.

APEDA facilitated the shipment of 15.5 MT of Kesar mangoes to USA via sea route on June 4, 2022. The consignment was sent with assistance from BARC and MSAMB. The products were sourced from Sanap Agro Animal Private Limited and flagged off by the Director, BARC; MD, MSAMB & Regional Head, APEDA Mumbai & NPPO officials. Another consignment comprising Alphonso, Kesar and Banganapalli mangoes was sent to US on April 11, 2022 by APEDA through M/s. Guru Krupa Corporation. To initiate the export of mangoes to US, two virtual meetings were organised by APEDA with stakeholders on January 21, 2022 and February 1, 2022 to discuss on the need for USDA inspector at the facilities, transfer of preclearance programme to NPPO India, maintenance of data pertaining to pests and their control measures in the orchards.

APEDA in association with the Union Territory of Ladakh had organised an International Buyer-Seller Meet to boost the exports of Ladakhi Apricots and other agri products from the region. 20 buyers from USA, Oman, India, Dubai and Bangladesh participated in the event. Another International

Buyer-Seller Meet was organised by APEDA on June 14, 2022 in Leh to promote exports of apricots. 30 buyers from USA, Mauritius, Bangladesh, India, Oman and Dubai participated in the meet.

India is known the world over for natural honey and its value-added products. The country exported 74,413.05 MT of natural honey worth USD 163.73 million to the world in 2021-22. The major importing countries in 2021-22 were USA, UAE, Saudi Arabia, Morocco and Nepal.

In 2020, APEDA organised two virtual buyer-seller meets with USA and UAE – two of the largest export destinations for APEDA products. The meets were held in collaboration with the Embassy of India in Washington D.C. and the Embassy of India in Abu Dhabi. Both the virtual meets focused at creating awareness and boosting the export of India's GI products. At the meets, exporters from USA and UAE were informed about the potential of GI products like pomegranates, tasmati Rice, Sangli Grapes/Resins, mangoes, bananas, Bangalore Rose Onions, Naga Mirchi, Joha Rice (Assam), Black Rice (Chak-Hao) and other value-added products from India.

In 2020-21, the country exported 2,23,515 MT of cucumber and gherkins of the value of USD 223 million to the world. Major export

destinations for the product included USA, Spain, Germany, South Korea, France, Sri Lanka, China, Belgium, Canada, Australia, Japan, Russia, Israel, etc.

APEDA was also responsible for the export of Tamil Nadu's GI-certified Madurai Malli and other traditional flowers like Lily, Marigold, Button Rose and Chamanthi to US and Dubai on July 8, 2021. During 2020-21, fresh cut flowers, Jasmine flowers and bouquets (comprising Jasmine and other traditional flowers) valued at ₹66.28 crores, were exported to USA, UAE, Singapore, etc.

In the processed food category too, APEDA was functional to rev up exports from India. 56% of Ready-to-Eat (RTE) food products were exported by India to top 10 countries in 2020-21. USA was the top importing country in four categories of RTE products namely biscuits & confectioneries (USD 79.54 million), breakfast cereals (USD 5.33 million), Indian sweets and snacks (USD 99.7 million), pan masala & betel nuts (USD 5.95 million) and accounted for a share of 18.73%. 74% of Ready-to-Cook (RTC) food products were shipped from India to top 10 countries in 2020-21. USA topped the list of importing countries in this category for flour and milled products with imports valued at USD 18.62 million in 2020-21.

PUNJAB

Food Bowl of India



Punjab is a state in northern India that shares its borders with Jammu & Kashmir, Himachal Pradesh, Haryana and Rajasthan. The state also shares an international border with Punjab, a province in Pakistan, to the west. Three of the five tributaries of the Indus River namely the Sutlej, the Beas, and the Ravi flow through the state making it highly fertile. A diverse landscape and climatic conditions make Punjab the 'food bowl of India'. Around two-fifths of the population of the state is engaged in agricultural and its related activities, which contributes a significant segment of the state's gross domestic product.


Agriculture

Punjab is among the most prominent northern agrarian states of India. It is spread over 5.03 M. Ha. of land, out of which 4.23 M Ha. is covered under cultivation.


Agriculture forms the primary activity within the state with about 75% of its population depending on it for their livelihood. Ever since the arrival of Green Revolution in the state, Punjab has made swift progress in the agricultural sector.

The state produces a major portion of the nation's food grains and contributes a big share of wheat and rice produce. It alone contributes about 19% of


Punjab at a Glance




Population
2.77 crores




Official Language
Punjabi



Total Area
50,362 sq. kms.



GDP Annual Growth
9.8% (Proj. for 2022-23)



Gross State Domestic Product
₹6.29 lakh (Proj. for 2022-23, at current prices)

wheat, 11% of rice, 5% of cotton, 10% of milk, 20% of honey and 48% of mushrooms grown in the country. In 2021-22, the total production of vegetables was estimated at 5,758.47 thousand MT and fruits at 2,202.10 thousand MT.

Major Crops Grown

- Wheat
- Paddy
- Sugarcane
- Maize

Agriculture forms the primary activity within the state with about 75% of its population depending on it for their livelihood.

- Pulses
- Oil Seed Crops
- Cotton
- Vegetables and Fruits

Measures Undertaken by the Punjab Government to Improve Agri Production

Punjab Government has launched several schemes with the objective to boost the production of agricultural commodities, increase the net income of farmers, food security and employment generation. Among the several schemes, three interventions shaped the state's impressive performance in agriculture over the years. These are provision of irrigation facilities, all-weather roads to improve

Punjab has been placed at the eighth rank as per the Export Preparedness Index (EPI) released by NITI Aayog in 2021.

the connectivity with rural areas and an assured market for agricultural produce.

The Government of Punjab offers Loan Scheme for Combine Harvester and Power Tiller to improve the farm mechanisation in agriculture. Dairy Development Scheme for Punjab farmers by the Government aims to develop the dairy sector within the state.

The Department of Agriculture Cooperation and Farmers Welfare launched Rain-fed Area Development Programme as a sub-scheme under the Rashtriya Krishi Vikas Yojana (RKVY) with an objective to improve the quality of small

and marginal farmer's life by facilitating a proper package of activities to increase the farm returns. The Central and State Government also came together to launch the Mission for Integrated Development of Horticulture (MIDH) scheme that aims at an integrated growth of the horticulture sector covering fruits, vegetables, root & tuber crops, mushrooms, spices, flowers, aromatic plants, etc.

The State Government is also set to roll out a New Agriculture Policy by March 31, 2023. The New Agricultural Policy will be focusing on the geographical situation, soil health, availability of crops and water with an aim to bring back and boost natural farming.

Agri Export Potential

Punjab has been placed at the eighth rank as per the Export Preparedness Index (EPI) released by NITI Aayog in 2021. The state exported goods valued at ₹42,462 crore between (April-January



2022-23) with cereals (mainly Basmati Rice) and cotton as the top exported products. Exports from Punjab rose by three times from USD 1,830 million in 2018-19 to USD 7,096 million in 2021-22.

In 2021-22, the state exported Basmati Rice worth

During the Rabi season, Punjab topped the list as the country's top wheat procurer, with 132 lakh MT at minimum support price.



USD 313.88 million while the current year (April-January 2022-23), Punjab exported USD 330.90 million. During the Rabi season, Punjab topped the list as the country's top wheat procurer, with 132 lakh MT at minimum support price. With a huge potential to increase agri exports, Punjab Agri Export Corporation has claimed to spot potential clusters based

on production, processing and infrastructure to boost the state's contribution to India's agri and allied products from ₹14,000 crore in 2017-18 to ₹21,000 crore by 2022. At present, Punjab's major importers include Saudi Arabia, Iraq, USA, UAE, UK, Pakistan, Kuwait, Oman, Iran and Vietnam.

Top Products Exported

- Basmati Rice
- Cereal Preparation
- Buffalo Meat
- Alcoholic Beverages
- F&V Seeds
- Natural Honey
- Other Cereals
- Non-Basmati Rice

Role of APEDA in Boosting Agri Exports from Punjab

APEDA has always been working relentlessly to boost exports of agri products from the state of Punjab. It organised a virtual buyer-seller meet in association with the Punjab Agri Export Corporation Limited (PAGREXCO) on February 4, 2022 to discuss on ways to increase the supply of Kinnow (a high yield hybrid variety of mandarin orange from Punjab).

APEDA has signed MoUs with AFC India Limited for cooperation in the domains of critical technology intervention for organic as well as residue-free production systems; for the development of Common Processing Centres; effectively facilitating the entire value chain system following the Agriculture Export Policy (AEP). It aims at developing pre-production, production, post harvesting, primary processing, secondary processing and transportation as well as distribution guidelines

for all the stakeholders including farmers to meet international compliances.

APEDA has signed a MoU with the National Cooperative Union of India (NCUI) for collaboration in the areas of engaging cooperatives in agricultural production for enhancing the quality of agri produce, its consolidation and export for increased income to the farmers. It also facilitates required certifications for agri produce and organic produce. The collaboration focuses on capacity development of agri processing and allied cooperative societies, showcasing the products and services being produced or offered by agri produce or by processing cooperatives in the Indian and global markets, etc. With the help of APEDA, the state clocked rice exports worth USD 9,664.61 million during 2021-22 as against USD 8818.58 million in 2020-21, marking a 9.59% growth. The export

of wheat noted a surge at USD 2121.76 million during 2021-22, rising 286% over the period of 2020-21 when it was worth at USD 549.70 million. In 2022-23 (April-January), USD 1507.73 million of wheat was exported. 75 awareness-cum-training programmes were organised by Basmati Export Development Foundation (BEDF), under the aegis of APEDA for Basmati Rice farmers of the states of Punjab, J&K, UP, Himachal Pradesh, Uttarakhand, Delhi and Haryana. The first training session was organised on July 16, 2021 at Jahangirpur Village, Gautam Buddha Nagar district, UP as a part of the 'Azadi ka Amrit Mahotsav' celebrations. The workshops taught the farmers on the judicious use of pesticides, adoption of good agricultural practices, etc. 25 such awareness and training workshops were organised in Punjab alone by BEDF.

NATURAL HONEY

The Sweet Revolution of India

Honey production and beekeeping has been an important part of the Indian culture with a long history. Honey is a sweet, golden-coloured, thick liquid made using raw materials like pollen and nectar derived from flowering plants by honey bees. Amazing varieties of bee fauna act as a foundation for the development of honey industry in India.

The benefits of honey are well-known and transcribed traditionally in Ayurveda. The knowledge derived from age-old traditions is presently being used to prevent and treat diseases. Natural honey plays a significant role in treating eye diseases, seasonal allergies, throat infections, stomach infections, wounds, and other medical conditions. Honey is beneficial for the

health and is known for its antioxidant, antimicrobial, anti-inflammatory, anti proliferative, anticancer, and anti metastatic properties. Natural honey is one of the most exported products of India. In 2021-22, India exported 74,413.04 MT of natural honey that was valued at USD 163.73 million.



Honey Production and Consumption in India

Honey consumption has witnessed a significant rise especially post the COVID-19 pandemic because of its natural immunity boosting characteristics. Moreover, it is being considered to be a healthier alternative to sugar. India has round 19.34 lakh bee colonies, which has helped the country achieve the market value of ₹23.3 billion in 2022.

As per estimates, India's honey production in 2021-22 has reached about 133,200 MT.

As per FAO data, India was the sixth largest producer of honey in the world in 2021.

Maharashtra and the North East region are the major contributors of honey for the country. Of the total produce, around 50% is used

for domestic consumption while the rest is exported to international markets

Demand for Honey in International Markets

India exported natural honey worth USD 163.73 million during 2021-22 making the country one of the world's top exporters of the product. The high demand of honey in the international markets is on account of its medicinal properties and the health benefits it offers. Currently, a major part of India's honey produce goes to the United States.

In 2021-22, India exported 59,262.50 MT of natural honey worth at USD 135.30 million to USA, which grossed a share of 83% of the world total. United Arab Emirates followed with imports worth 4,362.01 MT valued at USD 7.16 million.

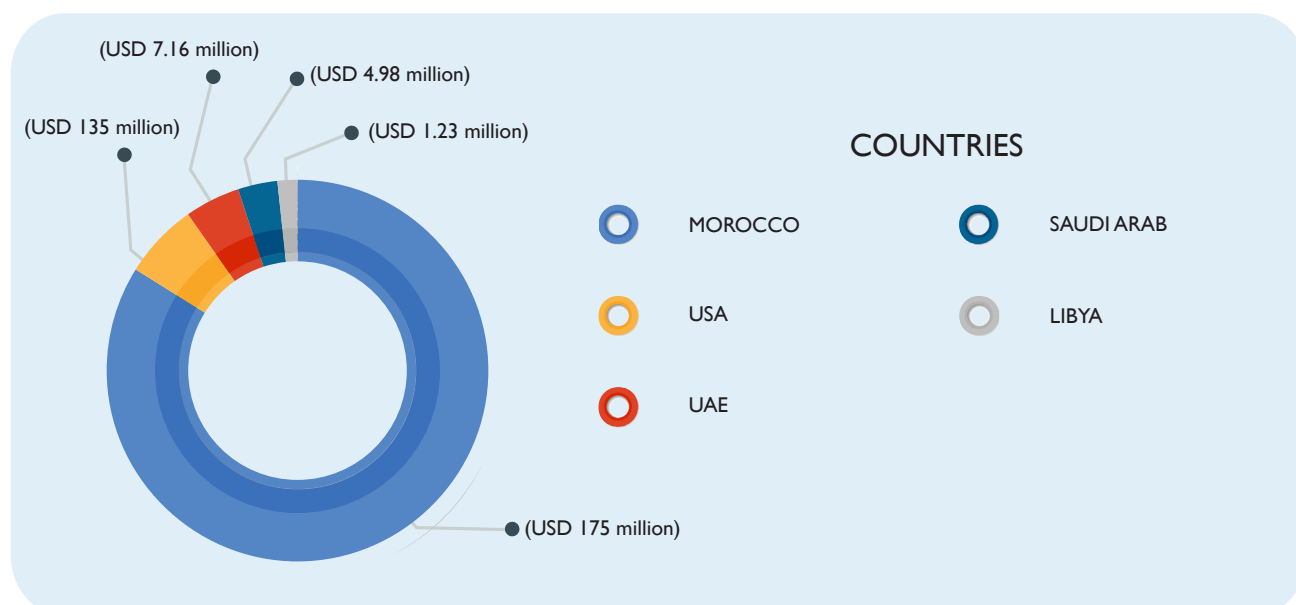
India was home to the world's largest number of beehives, totalling around 12.2 million in 2020. This coupled with the country's geographical diversity has contributed towards achieving a dominant global market share. As a part of its Aatma Nirbhar Bharat initiative, the Government of India also plans to boost honey production. In this respect, the Government has allocated a sum of ₹500 crore for the National Beekeeping and Honey Mission (NBHM) for three years from 2020-23.

Varieties of Honey Produced in India

- Rapeseed/Mustard Honey
- Eucalyptus Honey
- Lychee Honey
- Sunflower Honey
- Karanj/Pongamea Honey

India's Top Five Honey Export Destinations

2021-22



- Multi-flora Himalayan Honey
- Acacia Honey
- Wild Flora Honey
- Multi and Mono-floral Honey

Concentrated Pockets of Honey in India

In 2020-21, around one lakh beekeepers maintained 36 lakh bee colonies that produced 125,000 MT of honey. The main pockets of natural honey production in India are the region of North East and Maharashtra. Besides these,

there are a wide range of region-specific honey hubs or clusters in India namely – apple honey from Jammu & Kashmir, Ladakh and Himachal Pradesh, litchi honey from Bihar, mustard honey from Rajasthan, coconut honey from Kerala,

Karnataka, and Tamil Nadu, organic honey from Andaman & Nicobar Islands and Sikkim, multi-floral honey from Maharashtra, coriander honey from Madhya Pradesh, etc.



Major Export Destinations for Indian Honey



USA



UAE



Saudi Arabia



Nepal



Morocco



Bangladesh



Qatar



Libya



Canada



Spain



Role of APEDA in Promoting Export of Honey

APEDA has been assisting honey producers to approach export markets apart from providing financial assistance through its different schemes, quality certification and lab testing.

India's natural honey exports have been facilitated by APEDA with the United States as the main market accounting more than 80% of the total exports at 59,262 MT in 2021-22. APEDA aims towards several initiatives to increase honey exports by ensuring quality production and expansion of market to new countries.

APEDA has facilitated exports of 74,413.05 MT of natural honey worth USD 163.73 million during 2021-22.

APEDA has collaborated with various State Governments to harness the export potential of honey towards the 'sweet revolution' vision of our Hon'ble Prime Minister, Shri Narendra Modi.

One such event has been planned by APEDA to promote export of honey engaging exporters, stakeholders and Government officials in

Chandigarh with an aim to encourage farmers towards honey farming.

APEDA has also been renegotiating the duty structure for India imposed by different countries to accelerate honey exports.

Consignments of Acacia honey and Kashmiri rice Mushkbudji samples from Jammu & Kashmir and Ladakh were shipped to Dubai, Oman and other Middle Eastern countries in August 2021 by start-up entrepreneurs from the region.



APEDA ACTIVITIES

Promotion of Millets in Belgium

APEDA participated in the Saveurs & Metiers Expo 2023 held in Namur, Belgium. The three-day food retailing and catering trade fair was held from January 15-17, 2023. APEDA participated at the expo and set up a 119 sq. mts. India Pavilion that was aesthetically decorated to showcase the country's vivid cultures. Eight exporters namely Nexton Foods Pvt. Ltd., Treta Agro Pvt. Ltd., L.T. Foods Ltd., Millet Mart Ventures Pvt. Ltd., Roast Foods, INI Farms Private Limited, Sattva Millets and Food Products, HW Wellness Solutions Private Limited participated at the expo and showcased their

produce. At the pavilion, a wet sampling counter offering millets pasta and upma was organised, for which 50 kg. millets were specially procured from India. Visitors at the pavilion thoroughly enjoyed the millet products and also established strong business linkages. In all, the pavilion garnered a lot of admiration from visiting exporters, importers, and embassy officials.

Besides the three-day expo, APEDA also organised a Buyer-Seller Meet on January 16, 2023 in Brussels in collaboration with the Embassy of India and Belgium. The event was held at the Hilton Grand Place, which was attended by 50 delegates from India

and Brussels. Mr. Santosh Jha, the Hon'ble Ambassador, Embassy of India inaugurated the event, which was followed by a welcome address by Mrs. Vinita Sudhanshu, Deputy General Manager, APEDA. Mr. Ashish Kumar Srivastava, Joint Secretary, MOA & FW (India) was also a part of the meet and delivered a keynote address highlighting the trade relations between India and Belgium. Several promotional collaterals were created to engage visitors like a video about Indian millets, its value-added products and the benefits of its consumption; a goody bag containing a millet brochure, an e-catalogue, a directory of millets, and a millets recipe book.



Showcasing India at Gulfood 2023

APEDA, like always, participated in Gulfood – a platform that brings together global food & beverage sectors and provides opportunities to establish business linkages. India participates in this international trade fair always through APEDA to showcase its potential to the world. The 28th edition of this renowned trade fair was held at DWTC, Dubai, from February 20-24, 2023. The event witnessed a remarkable participation of 5,000 companies from 125 countries. As 2023 is the International Year of Millets, India promoted millets and its value-added products extensively through its 600 sq. mts. pavilion, one of the largest at the event. 100+ exporters (women entrepreneurs, start-ups, merchants and manufacturers) from various parts of the country showcased their products like rice, millets, fresh fruits and vegetables, processed fruits and vegetables, groundnuts, cereals preparations, jaggery & confectioneries, dairy



products, honey, etc. at the Indian Pavilion.

The India Pavilion was inaugurated by the Union Minister of Food Processing Industries, MoS Punjab and MoS Uttar Pradesh Mr. Pashupati Kumar Paras along with the Ambassador of India to UAE, Mr. Sunjay Sudhir. They were joined by Dr. M. Angamuthu, Chairman, APEDA, Mr. Sanoj Kumar Jha, Additional Secretary of Ministry of Food Processing Industries, Mr. Muktanand Agarwal, Director, Ministry of Agriculture & Farmer's Welfare, Indian embassy officials, APEDA officials, CGI, and other stakeholders from the Centre & States and exporters.

At the pavilion, a millets gallery was set up where extensive product showcase was done by start-ups. Besides this, APEDA was also instrumental in organising various promotional activities, tasting campaigns, sampling of millet products and biryani, and coordinated B2B interactions. It aided start-ups and FPOs in the export promotion of value-added products in the Ready-to-Eat (RTE) and Ready-to-Serve (RTS) categories such as flour, noodles, pasta, breakfast cereals mix, biscuits, cookies, and much more. Millet milk attracted attention of many visitors along with millet coffee and gained good feedback.



MoU with Lulu Group to Promote Millets Exports to UAE

APEDA signed a Memorandum of Understanding (MoU) with Lulu Hypermarket LLC. on February 21, 2023 to boost exports of millets and its value-added products from India. The Lulu Group is an international retail hypermarket chain that manages stores and shopping malls across Oman, Saudi Arabia, UAE, Egypt, Qatar, Kuwait, India, Bahrain and the far east.

As per the agreed terms, the Lulu Group will promote millets with its value-added and ready-to-eat products in international retail chains. APEDA will support manufacturers to send samples of various products to the group. They will also help with the labelling of the products as per the requirement of different importing countries.

The MoU was inked between Dr. Tarun Bajaj, Director, APEDA and Mr. Salim VI, Chief Operating Officer, Lulu Group in the presence of Dr. M. Angamuthu, Chairman, APEDA, Dr. Aman Puri, Consul General of India and Mr. M. A. Yusuff Ali, Chairman &

Managing Director of Lulu Group.

During April-November 2022-23, India exported millets worth USD 46.05 million with UAE being the major importing country. The signed MoU aims to facilitate APEDA's target to achieve the export of millets worth USD 100 million to West Asian countries by 2025.

Commenting on the occasion, Dr. M. Angamuthu, Chairman, APEDA marked the signing of the agreement as a good opportunity to boost exports of Indian millets. He also assured that APEDA will provide help in every way possible to promote millets and its products across the globe.

Participating in the International Food & Drink Exhibition, London

APEDA in collaboration with the Ministry of Commerce & Industry, Government of India, participated in the International Food & Drink Exhibition (IFE). The event spanning three days from March 20-22, 2023 was held in London, UK and was attended by over 25,000 participants from across the globe. 2023

being the International Year of Millets, APEDA aimed to promote the export of millets & its value-added products, and other agricultural products at IFE 2023. Around 50 millets-based



products were on display at the APEDA Pavilion. In addition to this, the pavilion also showcased prime GI-tagged Alphonso mangoes, wine sourced from the lush grape vineyards and millets-based value-added products. Dr. M. Angamuthu, Chairman, APEDA, acknowledged India's participation in IFE 2023 and remarked, "This huge market can be made more pragmatic by way of quarantine relaxations, importation benefits and further opening the market." He also said, "The base work is going on where we are expecting India-UK FTA negotiations that will not only pave the way for Indian products in large quantities, but also bring the cost of Indian products down relatively in days to come." He further lauded the commitment of the Indian High Commission in London towards strengthening the trade ties between the two countries.

Virtual Buyer-Seller Meet to Promote Millets Exports to UAE

As a part of its International



Year of Millets promotional plan, APEDA initiated a Virtual Buyer-Seller Meet (VBSM) to develop export opportunities to the United Arab Emirates (UAE). The meet aimed at promoting the export of millets and its value-added products to this Gulf country. The meet was held on February 2, 2023 in collaboration with the Indian Mission in UAE under the aegis of the Indian Ambassador to UAE, Mr. Sunjay Sudhir.

At the meet, APEDA launched an e-Catalogue with complete insights on Indian millets and its value-added products. The e-Catalogue enclosed the necessary information pertaining to the products available for export, active exporters, start-ups, FPOs, importers and markets, etc. The meet also proved to be the perfect platform for Indian exporters and importers from UAE to establish strong business linkages.

Mr. Sunjay Sudhir took the opportunity to highlight the export potential of Indian millets and its value-added



products to the UAE and other markets in the region. Dr. M. Angamuthu, Chairman, APEDA, who was also present at the event remarked, "It's a mission and vision of the Hon'ble Prime Minister, Shri Narendra Modi to promote millets in the international market. The APEDA team is ready to provide all required help to exporters, millet producers, women FPOs, etc. to promote Indian millets across the globe." Speaking about APEDA's interventions, he further added, "It's a good opportunity to boost our exports as India has very distinctive traditional varieties of millets, which are loved by health-conscious people. The export of millets will help in increasing the income of farmers."

Promoting Indian Millets in International Markets

As a part of the International Year of Millets celebrations, APEDA has been entrusted with the responsibility of promoting Indian millets in the international markets. Smt. Anupriya Patel, the Minister of State in the Ministry of Commerce & Industry charted out the various initiatives APEDA has undertaken to meet the export demands. The list of initiatives is as follows:

- Published e-Catalogues for 30 major millets importing countries and 21 millets

producing Indian states. The catalogues have been created to provide detailed information about the importing countries, Indian millets & its value-added products, India's production & export potential, international standards, and contacts of exporters, FPOs, start-ups, importers and Indian missions

- Identified three knowledge partners namely the Indian Institute of Millet Research (IIMR); Centre of Excellence on Millets-University of Agriculture Sciences, Bengaluru; and Yes Bank, who would collaborate to prepare content for millets promotions, identify participants for millets promotional events by Indian missions abroad and millets value chain development
- Extensively promote Indian millets across international trade fairs and organise B2B meetings
- Launched a millets web portal containing vital information on millets, their health benefits, production & export data, millets exporters directory, etc.
- Have been conducting capacity building programmes on a regular basis throughout the country to rev up the export of millets and its value-added products. Start-ups manufacturing value-added products in the Ready-to-Eat (RTE)

and Ready-to-Serve (RTS) categories like pasta, noodles, biscuits, etc. have also been mobilised

- APEDA has also published a knowledge book titled 'Superfood Millets: A USD 2 Billion Opportunity for India' containing information about prospective exporters of millets
- APEDA has created an e-Platform for Virtual Trade Fairs (VTFs) especially for millets to enable an interaction between global buyers and visitors and millets exhibitors
- Prime focus being given on brand building of Indian millets – 'Shree Anna'. Through this, APEDA aims to create niche markets for Indian millets and increase its consumption. As a part of the promotions, various sampling and tasting activities have been organised at significant places along with extensive promotions through comprehensive social media and digital campaigns

To help APEDA create new market access, promote quality and adherence to standards in agro exports, provide commercial intelligence, handle Sanitary and Phytosanitary Measures (SPS) issues, the Government has approved the restructuring of APEDA. As a result of which, 20 new posts have been created. This restructuring plan has enabled APEDA to hire subject matter

experts in various fields for a specific time period.

Celebrating 37 Years of APEDA

Like every year, the Foundation Day of APEDA was celebrated in a grand manner through various activities. APEDA celebrated its 37th year of commencement on February 13, 2023 and commemorated its contribution towards boosting India's exports.

What started with exports worth USD 0.6 billion in 1987-88, has set and broken multiple records of its own with active intervention. In 2021-22, APEDA exported agricultural products worth USD 24.77 billion. As of December 2022, APEDA has already achieved about 84% (USD 19.69 billion) of the target exports of FY2022-23 (USD 23.56 billion). It has furthered the country's export basket to over 200 countries.

The organisation's visionary approach and rigorous efforts helped India to be ranked eighth in 2021 compared to Rank 25th in 1986, according to WTO Trade Data.

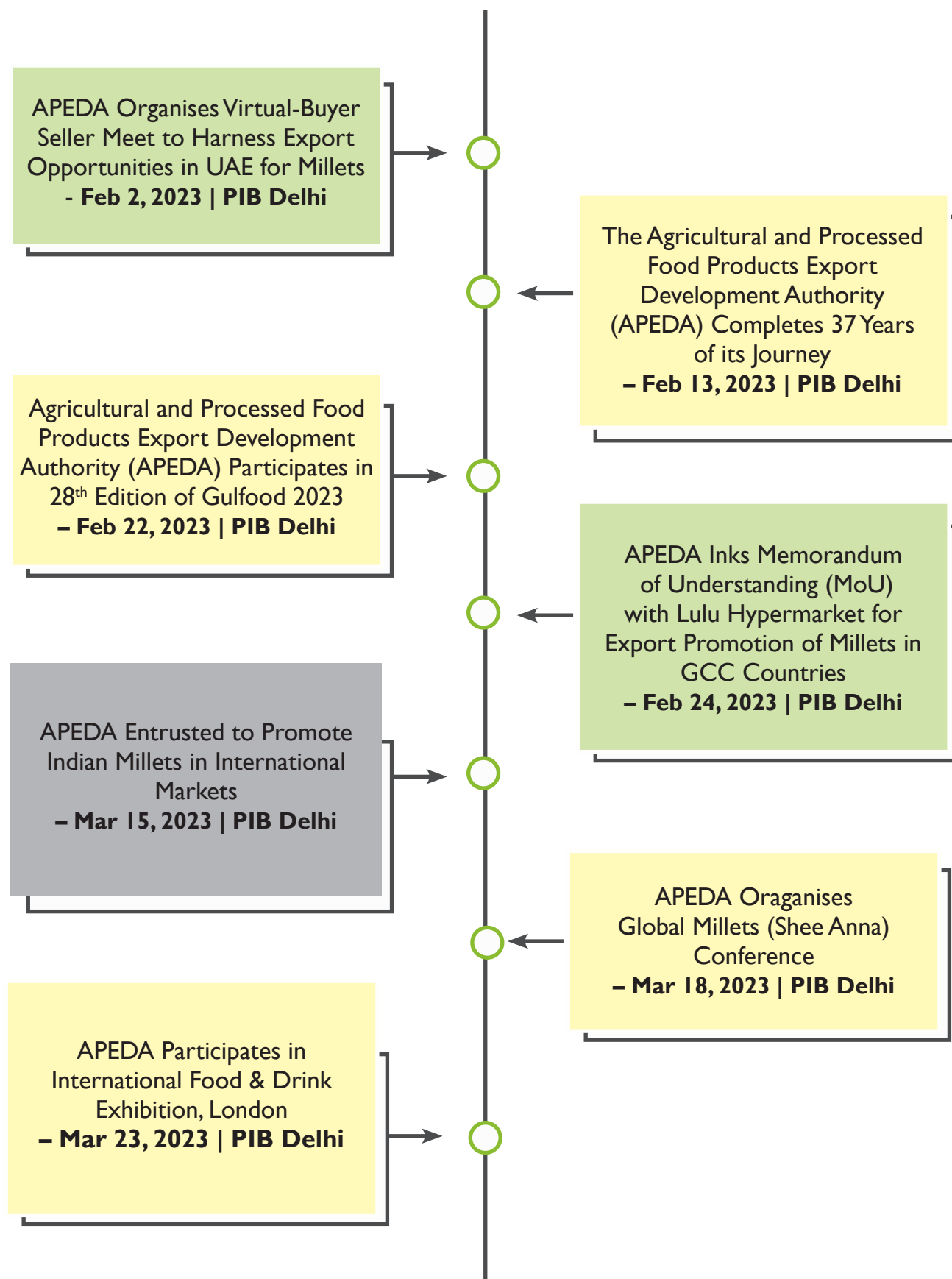
APEDA has very actively supported the Hon'ble Prime Minister, Shri Narendra Modi's vision of 'Vocal for Local' and 'Aatma Nirbhar Bharat' by promoting GI-tagged, locally-grown agricultural products. New products and export destinations have been identified and trial shipments have also been facilitated. Of

the country's total 417 registered GI products, 100 are APEDA scheduled products (cereals, fresh fruits and vegetables, processed products, etc.). India exports a lot of ethnic and GI-tagged products like Burmese Grapes, dragon fruit, jamun, village rice, dehydrated Mahua Flowers, jackfruit, Shahi Litchi, puffed rice, GI-tagged mangoes, Madurai Malli, Mihidana, king chilli, Bhalia Wheat, Dahanu Gholvad Sapota, Sitabhog, Jalgaon Bananas, Khasi Mandarin (GI) from Meghalaya, Marayoor Jaggery, Vazhakulam Pineapple, etc. to the international markets.

Non-Basmati Rice has taken the title of India's top export items among various agricultural and processed food product exports under the APEDA basket. It marked the export of USD 4663 million in nine months of 2022-23. Other top export items include Basmati Rice, cereals preparations & miscellaneous processed items and meat, dairy & poultry products.

APEDA has also been actively involved in organising promotional activities to commemorate 2023 as the 'International Year of Millets'. The organisation has designed, developed and launched the millets portal. In addition to this, APEDA created a separate portal by the name of Indian Millet Exchange to boost the export of this product from India.

APEDA IN THE NEWS



APEDA

EXPORT HIGHLIGHTS, 2023

- APEDA facilitated exports of around 13000 MT of Indian grapes, 4000 MT of mangoes, 5000 MT of onion, 2500 MT of millets, 1310 million MT of Basmati Rice, etc. to the United Kingdom. It is estimated that exports to the UK will surpass its previous target in the fiscal year 2022-23
- The export of Indian millets worth USD 70 million was done during April-February 2022-23 and UAE has been the major importing country with imported value of USD 12.10 million during the same period (Source: DGCIS). Exports of millets marked a growth of 21.7 % during the period of April-February 2023 as compared to the same period previous year
- The export of agricultural and allied products reached whopping 57.98 million MT mark worth USD 47,426 million during the period of 2022-23 (April-February), out of which, exports of Non-Basmati Rice was of around 16.09 million MT, which totalled at USD 5,728 million during the same period
- As per the DGCIS data, exports of millets marked a growth of 8.02% in 2021-22. It is expected that the current value of millets market of more than USD 9 billion will surpass USD 12 billion by 2025



Agricultural and Processed Food Products Export Development Authority (APEDA)
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