

# GI-Tagged Jaggery Exported from Shamli, Muzaffarnagar to Bangladesh

## Milestone export of 30 MT Jaggery marks direct FPO-led trade expansion

### APEDA-backed initiative strengthens India's agricultural export sector

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In a significant boost to India's agricultural exports, a consignment of 30 metric tons (MT) of GI-tagged jaggery from Muzaffarnagar, a region renowned for its high-quality sugarcane, was flagged off for export to Bangladesh. The flag-off ceremony, organized by the Basmati Export Development Foundation (BEDF) under the aegis of APEDA, took place on January 30, 2025.

The ceremony was graced by MLA, Shamli, Shri Prasanna Chaudhary, Joint Director, BEDF (APEDA), Dr. Ritesh Sharma, AAMO, Saharanpur Division, Shri Rahul Yadav, and Chairman, Brijnandan Agro Farmer Producer Company, Shri Sandeep Chaudhary, among others.

This initiative marks the beginning of direct exports of jaggery from western Uttar Pradesh to Bangladesh through Farmer Producer Organizations (FPOs) and Farmer Producer Companies (FPCs). Speaking on the occasion, MLA, Shamli, Shri Prasanna Chaudhary highlighted the superior quality of jaggery produced in Muzaffarnagar and Shamli, which is in high demand in international markets. He thanked APEDA for its constant support in facilitating the export and emphasized the importance of State Government support in maintaining quality standards for global competitiveness.

Underscoring APEDA Chairman Shri Abhishek Dev's vision, Joint Director, BEDF, Dr. Ritesh Sharma, stressed the need to empower FPOs for direct agricultural exports, ensuring maximum benefits for the farming community.

The Brijnandan Agro Farmer Producer Company (FPC), formed in 2023, has 545 members, including two women directors. The FPO is engaged in exporting jaggery, sugarcane products, Basmati rice, and pulses. With training and technical support from BEDF, its members are well-equipped to meet international production and export standards.

With APEDA's support, this marks the third success story of an FPO from western Uttar Pradesh in agricultural exports, following the export of Basmati rice by Neer Adarsh Organic Farmer Producer Co Ltd. to Lebanon and Oman in 2023 and 2024. Notably, this is the only FPO in Uttar Pradesh to receive financial assistance of ₹4 lakh under the state's Agri Export Policy.

On this occasion, one capacity-building programme on export promotion for Basmati rice and other agricultural products was also organized by Basmati Export Development Foundation (APEDA). Around 220 farmers participated in discussions on export-quality production.

This initiative represents a significant step in expanding agricultural export opportunities for Uttar Pradesh,

empowering farmers, and ensuring a sustainable and profitable future for India's agriculture sector.

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