



**NATURAL PRODUCTS EXPO WEST, 2026**

**4<sup>th</sup> – 6<sup>th</sup> MARCH 2026**

**ANAHEIM CONVENTION CENTER, ANAHEIM, USA**



**HALL B, BOOTH NO. 2015**

**ANAHEIM CONVENTION CENTER  
CALIFORNIA, USA**

**INDIA PAVILION**

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## NATURAL PRODUCTS EXPO WEST – AN OVERVIEW

Natural Products Expo West is a premier trade show in the natural, organic and wellness products industry, held in Anaheim, California, USA. It provides a platform to reach a strong buying audience, particularly focused on the West Coast region. The event is held annually to connect industry professionals, showcase emerging trends, highlight innovation in consumer-packaged goods, build business relationships, engage with existing customers, enhance brand awareness, introduce new products, establish industry presence and expand distribution, among other objectives.

This unique event format enables targeted engagement with the organic-buying audience through a focused, one-on-one sales and educational environment. It offers access to thousands of retailers and manufacturers participating in Natural Products Expo West from countries around the world.

The 2026 edition witnessed over 3,000 exhibitors from approximately 56 countries and marked the 45th anniversary of this leading trade show in the natural and organic products industry.



## INDIA PAVILION

The APEDA India Pavilion was set up in Hall B, Booth 2015 at the Anaheim Convention Center, Anaheim, USA from 4th to 6th March 2026 covering an area of 1800 sq. ft. (approximately 162 m<sup>2</sup>). 14 exporters including processors, traders and ICS operators participated in the event under the India pavilion (list at Annexure 2).

The APEDA co-exhibitors showcased a wide range of organic products including psyllium, spices, basmati rice, lentils, pulses, aseptic & frozen fruit puree, spice oleoresins, herbs, wellness ingredients, superfoods, herbal ingredients, coconut products etc.

### APEDA's Representatives at the event

1. Dr. Saswati Bose, General Manager, APEDA
2. Ms. A Devi Dharshini, Assistant General Manager, APEDA





## ACTIVITIES AT APEDA THEME PAVILLION

### Inauguration of the India Pavillion

The Indian Pavilion was inaugurated by the Consul General of India, Los Angeles, Dr. K.J. Srinivasa, in the presence of Ms. Priyanka Tyagi, Vice Consul and other delegates.



## Interaction of CGI, Los Angeles with APEDA co-exhibitors

The Consul General, along with other officials, interacted with the co-exhibitors participating under the APEDA India Pavilion and commended the diverse range of products on display.





## Culinary showcases

APEDA organised a sampling cart to enable visitors to experience the rich flavours of India's organic products, including organic rice biryani, organic millet noodles, organic millet pasta, organic turmeric chai latte, organic mango lassi, etc.



## Mascot-led promotions

Two mascots representing organic mango and organic basmati rice were arranged as part of a promotional activity to engage visitors at the pavilion.



## Distribution of promotional materials

Bags carrying the message 'Grown in India for the World', participant directory etc. were distributed to visitors at the pavilion for the promotion of Indian organic products.



## Cultural engagement

A henna tattoo application area was organised during the show to enable visitors to experience a glimpse of Indian culture.



## **OUTCOMES**

In FY 2025-26, the United States strengthened its position as India's top organic export market, accounting for 43.84 % of total export value and has consistently remained the leading destination for the past 5 years. In this context, participation in the event yielded significant outcomes.

Buyers expressed strong interest in sourcing from India, with several committing to visit the country to gain first-hand exposure to organic farming practices, as well as processing and handling facilities. There was also a specific demand from some visitors for organic products imported from other countries to be processed (such as freeze-dried) and exported as individual products rather than blends, for which processors sought necessary support.

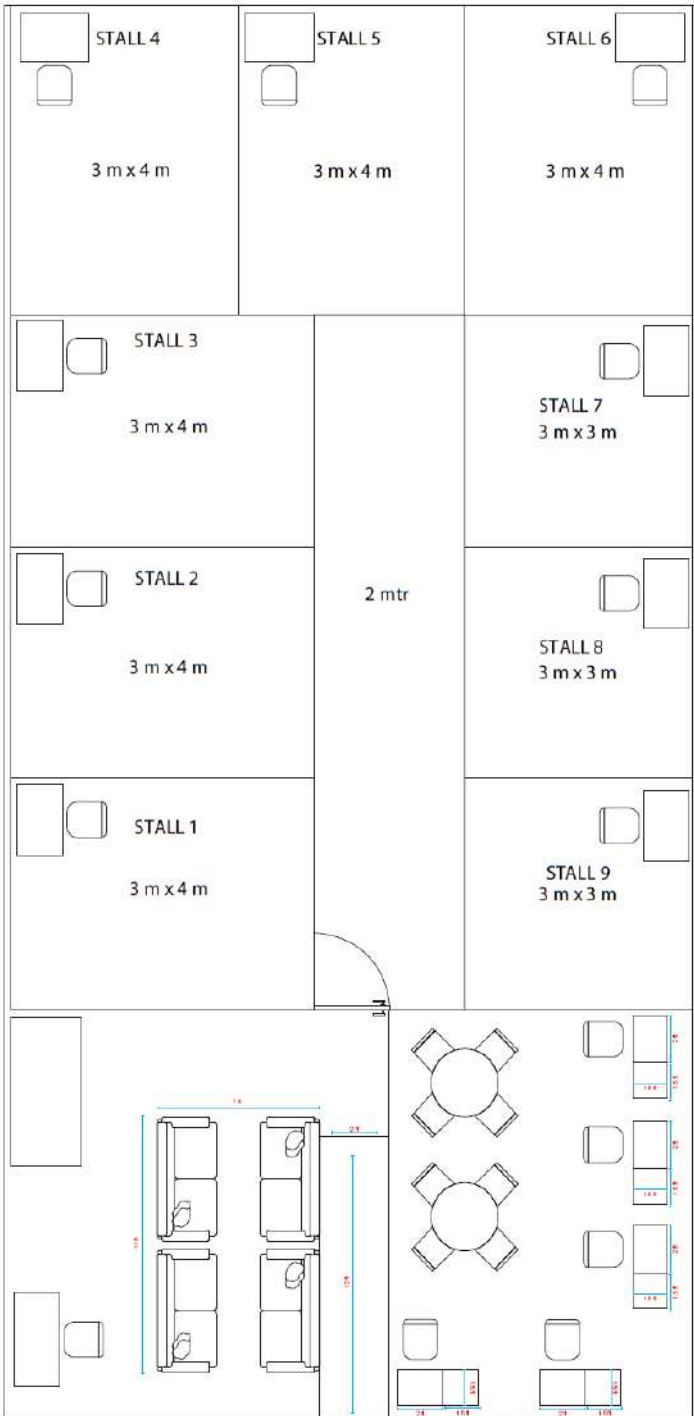
Exhibitors reported multiple benefits, including the introduction of new products and concepts, market assessment, and revival of previous business contacts. Importantly, the event also led to business finalisation and booking of orders, indicating tangible trade outcomes.

## **FEEDBACK**

Co-exhibitors indicated that the overall arrangements were satisfactory, though there remains scope for improvement. They observed that the infrastructure could be enhanced, particularly in terms of stand construction and overall finish. Exhibitors expressed appreciation for being accommodated with table space. Further, they suggested that the design be finalised with the agency at an earlier stage to allow adequate time for planning and execution.

## Annexure -1

### LAYOUT PLAN



### Legend

Booth Number: 2015

Area under APEDA Pavillion: 162 m<sup>2</sup>

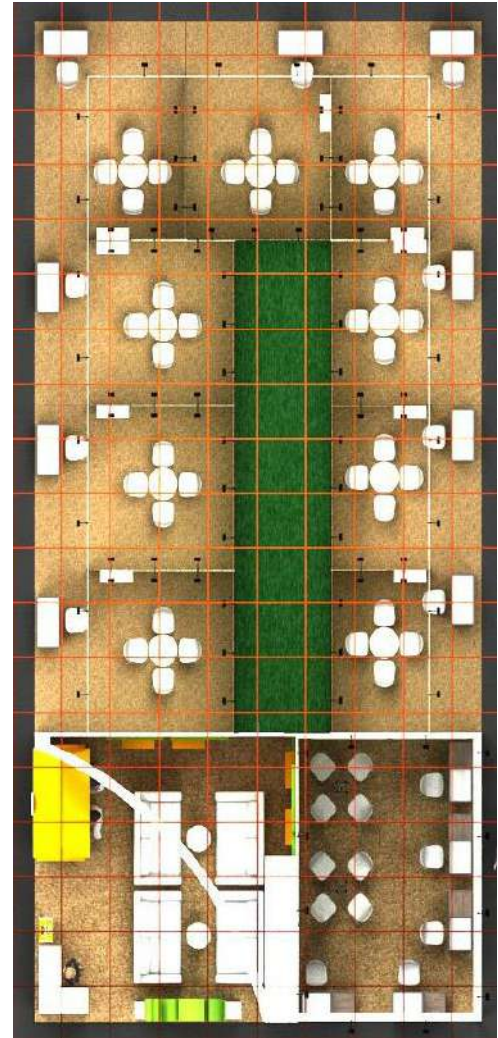
Reception: 25 m<sup>2</sup> (5 m x 5 m)

Stalls 1-6: 12 m<sup>2</sup> each (3 m x 4 m)

Stalls 7-9: 9 m<sup>2</sup> each (3 m x 3 m)

Table space: 20 m<sup>2</sup> (5 m x 4 m)

Storage: 18 m<sup>2</sup> (9 m x 2 m)



**Annexure – 2****APEDA CO-EXHIBITORS AND PRODUCTS ON DISPLAY**

<b>S. No.</b>	<b>Name of co-exhibitor/company</b>	<b>Stall area (m<sup>2</sup>)</b>	<b>Booth No.</b>
1	Kisan Agro	12	2015-01
2	Kanaiya Exports Private Limited	12	2015-02
3	Nature Pearls Private Limited	12	2015-03
4	Excel Foods Private Limited	12	2015-04
5	Organic Yug	12	2015-05
6	Samasta Foods Private Limited	12	2015-06
7	DVT Extracts Private Limited	9	2015-07
8	Windson Organics Private Limited	9	2015-08
9	Flex Foods Limited	9	2015-09
10	Kadam Organics	Table space	2015-10
11	Apex Coco and Solar Energy Limited		
12	PraTithi Organic Foods Private Limited		
13	Sresta Natural Bio products		
14	Sarveshwar Foods Limited		



Psyllium seed, Psyllium husk, Psyllium husk powder, Amaranth Seed, Flax Seed, Chia Seed



Organic Psyllium, Organic Psyllium Seeds, Organic Psyllium Husks, Organic Psyllium Powder, Spices



Organic Basmati and Non-Basmati Rice, Organic Pulses and Lentils, Organic Amaranth, Quinoa



Aseptic & Frozen Mango Puree – Alphonso, Totapuri & Kesar, Aseptic & Frozen Guava Puree – White and Pink, Aseptic & Frozen Papaya Puree – Red & Yellow, Aseptic & Frozen Banana Puree, Aseptic & Frozen Pineapple Juice NFC, Aseptic & Frozen Watermelon Juice NFC



Organic Ashwagandha Powder,  
 Moringa Powder, Amla Powder,  
 Organic Cumin Seed, Organic  
 Arrowroot Powder, Organic Fenugreek  
 Seed, Organic Turmeric  
 Powder, Organic Fennel Seed, Organic  
 Beetroot Powder



Pulses, Rice, Spices, Herbs, Millets,  
 Flours, Sweeteners, Oils, Etc.



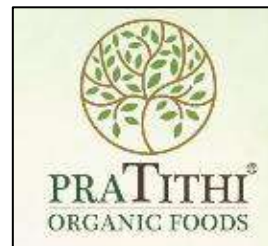
Ginger Oil oleoresin and all kind of  
Organic Spice Oleoresins



Organic Spices (Whole & Ground),  
Herbs & Wellness Ingredients, Herbal  
Powders



Frozen dried Fruits, Frozen dried Vegetables, Air Dried Herbs



Organic Rice (all types), Gluten Free Flours, Baby Food, Pulses, Beans, Seeds, Spices, Cashew Nuts, Cane



Lemongrass, Ashwagandha, Shatavari, Moringa, Chamomile, Hibiscus, Tulsi (Raw, powder and tea bag cut size), Ginger, Senna Leaves, Fenugreek, Fennel, Cumin, Turmeric, Amla, Haritaki and many more wild-harvested Organic Medicinal herbs



Organic staples (Rice, Atta, Pulses, Flours, Spices, Oils, Spice Blends), Snacks



Coconut Cream, Coconut Milk, Coconut Water, Virgin Coconut Oil



Rice, Pulses, Oils, Dry Fruits

GLIMPSES OF THE EVENT



