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## **India**

**Post:** New Delhi

### **Annapoorna World of Food India 2014 – Pre-Show Announcement**

**Report Categories:**

Trade Show Announcement

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**Report Highlights:**

The 9<sup>th</sup> annual edition of Annapoorna World of Food India trade show will be held September 24 to 26, 2014, in Mumbai, India. This is the only USDA endorsed trade show in India. USDA will provide on-site and continued assistance to the ten participating U.S. food and agricultural companies looking to initiate or expand their sales in India.

The three-day Annapoorna World of Food India trade show is to be held from September 24 to 26, 2014, in Mumbai, India. Last year, the show received 6000+ visitors and had over 170 exhibiting companies. In 2013, the USA Pavilion housed 10 companies who introduced 47 products. The companies met 94 serious trade-lead contacts and generated \$6,000 in on-site sales and reported 12-month projected sales of over U.S. \$2 million.

In 2013, U.S. consumer-oriented food and agricultural product exports to India were a record \$519 million. U.S. tree nut exports equaled nearly \$369 million. In 2014, through July, total consumer-oriented exports are just over \$300 million and tree nuts exports account for just over \$200 million. Other strong and/or growing areas in 2014 include: fresh and processed fruits, condiments and sauces, chocolate and cocoa products, as well as prepared food products.

This is the fourth year that USDA has endorsed this event featuring a USA Pavilion with 10 exhibitors. By participating in the show, the exhibitors get a unified look and feel to their event space and are readily identifiable to potential Indian and other country buyers attending the show. The FAS Mumbai Agricultural Affairs Office will provide a market briefing to the U.S. exhibitors on a variety of issues that affect commercial decisions; including, Indian food laws and regulations, changes in consumption patterns, development of new commercial hubs, labeling requirements and private labeling opportunities, and other changing market trends.. There will also be a USA Pavilion ribbon-cutting ceremony with the U.S. Consul General followed by a U.S. exhibitor meet and greet.

The following U.S. companies will be present at the USA Pavilion exhibiting products ranging from dried fruits and tree nuts to a variety of processed and consumer-oriented foods.

**American Pistachio Growers, Fresno, CA 93720**

Trade association that promotes exports of pistachios

**Bell Plantation, Tifton, GA 31794**

Exporter and manufacturer of powdered peanut butter, crackers and roasted peanut oil

**California Walnut Commission, Folsom, CA 95630**

Trade association that promotes walnuts from California

**Essen Nutrition, Romeoville, IL 60446**

Exporter of whey proteins, protein drink concentrates, mayo-ketchup and specialty salad dressings

**eSutras Organic, Chicago, IL 60618**

Exporter and manufacturer of fine specialty gourmet foods and health products

**Food Export Association of the Midwest USA and Food Export USA Northeast, Chicago, IL 60606**

Trade association that promotes exports from Midwest and Northeast states

**Fremont Company, Fremont, OH 43420**

Exporter of organic ketchup and range of condiments

**JM Grain, Garrison, ND 58540**

Processors of pulses

**Meridian Growers, Clovis, CA 93611**

Exporters of almonds, walnuts, pistachios and a range of other nuts and dried fruits

**Sunsweet Growers, Yuba City, CA 95993**

Exporter of dried fruits

To make appointments with the above companies and for more information on the USA Pavilion, please contact:

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