



OCTOBER-DECEMBER 2010



APEX Update

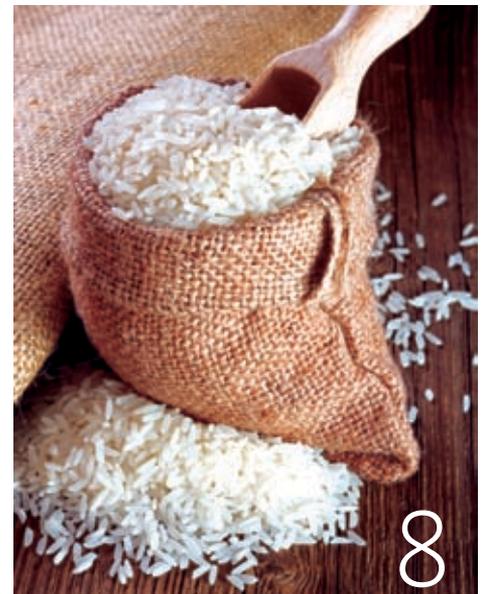
SHOWCASING INDIAN AGRI EXPORTS

Indian Fruit Basket Now for the World!



Contents

APEX Update | OCTOBER-DECEMBER 2010



Buoyancy in Agri Exports	3
Gearing Up for the 2011 Grape Season	4
The Land that Grows...	6
The Fragrance of India	8
The Angel for Indian Basmati	10
Updates	11
Media Bulletin	20
Past Events	22
Future Events	26
A Story of Leaps and Bounds	27
For Your Information	28





Buoyancy in Agri Exports

The past quarter's upswing in the agri export coming out of the slowdown is bringing cheers. We are optimistic that FY2010-11 will register at least a 10 per cent growth.

Asit Tripathy | Chairman, APEDA

THE NEW look of our newsletter has drawn wide appreciation. The endeavour now is to enrich it with useful information continuously. Further, we propose to make it a B2B platform. Our Agri Exchange sub-portal is in the works which will have links from the APEDA portal and will be the online business facilitator. It will be launched during January 2011.

The past quarter's upswing in the agri export coming out of the slowdown is bringing cheers. We are optimistic that FY2010-11 will register at least a 10 per cent growth. Though, some of the sectors have suffered because of domestic demands, the onion sector has faced a ban because of domestic scarcity.

I take this opportunity to wish all our stakeholders, especially the exporters a very Successful and Happy New Year ■

Gearing Up for the 2011 Grape Season

GRAPES ARE grown throughout the world. Indian grapes come in varied characteristics namely coloured, white, seeded, unseeded, large and small berries. The major production areas which produce export quality grapes are Maharashtra, Andhra Pradesh and Karnataka. The main varieties which are exported include Thompson seedless, Sharad seedless and Red Globe, etc.

For addressing the food safety and traceability concerns raised by the importing countries, APEDA first developed its residue monitoring protocol and later implemented it by making it IT-enabled, which in turn gave genesis to the first traceability system (GrapeNet) in the horticulture system in the year 2007. Export of Indian grapes to the European Union (EU) since the last four years is passing successfully through this system.

In order to drive impetus to the export of grapes in the forthcoming season, APEDA, along with some state horticultural departments has carried out a number of

activities. A total of 15,778 farms have been registered/renewed by the State Horticultural Departments of Maharashtra, Andhra Pradesh and Karnataka in the GrapeNet – a traceability system for grapes implemented by APEDA. There is an increase in the registration/renewal of farms in comparison to last year as the number of farms registered/renewed last year was 14,769.

What is GrapeNet?

GrapeNet is an internet-based electronic service offered by APEDA to the stakeholders for facilitating testing and certification of grapes for export from India to the EU in compliance with the standards identified by NRC Pune, on the basis of consultation with the exporters. GrapeNet collects, stores and reports – forward and backward traces with quality assurance data entered by the stakeholders, i.e., exporters, laboratories and PSC authorities within the grapes supply chain in India. In a nutshell, the system is designed to reach at the root of any grape export transaction.



Residue monitoring in 2011

Necessary amendments have been made in the Residue Monitoring Plan (RMP) based on the interaction with the grape exporters. The major change is that the number of agrichemicals to be monitored in the RMP has increased. Apart from pesticides, other chemicals have been added which include plant growth regulators and heavy metals. Resultantly, the number of chemicals that would be tested has increased from 88 to 222, which includes metabolites and isomers of some of the chemicals. As per the changes in the RMP, the necessary modifications have been made to the GrapeNet system.

Other measures

APEDA is also organising a training programme for around 25 analysts from recognised laboratories to the Rikit Institute of Food Safety at Wageningen in the Netherlands. Three proficiency testing programmes have been organised by the National Referral Laboratory for grapes. Only those laboratories will qualify to be covered under GrapeNet system which will comply to the proficiency testing requirement.

For spreading awareness and familiarising the stakeholders about the changes, APEDA organised one-day training programmes on GrapeNet at Nashik, Hyderabad and Bengaluru.

As per the request of stakeholders regarding the authorisation of overseas laboratories for sampling and analysis of fresh grapes for exports, APEDA has allowed the overseas laboratories to apply for the APEDA Laboratory Recognition Programme and the details of the same are available on the APEDA website (www.apeda.gov.in). The overseas laboratories qualifying under the laboratory recognition programme will be given access to GrapeNet for rendering their services to the exporters, for sampling and analysis as well as quality grading of fresh grapes for export to the EU.

A delegation comprising exporters and referral laboratories is being taken to key European cities such as London, Rotterdam, Hamburg and Brussels in the third week of January. The delegation will publicise the new measures taken by APEDA for strengthening the supply chain of export of grapes.

For further improving the quality of grape production, a project has been sanctioned on GAP adoption and Global GAP Certification under the National Horticultural Mission. An amount of ₹ 9.19 crore has been sanctioned for main activities for adoption and certification of GAP standards in grapes, Integrated Nutrient and Pest Management (INM/IPM) and Human Resource Development (HRD) ■





The Land that Grows...

Highlighting the Flourishing State of Maharashtra

MAHARASHTRA, SITUATED on India's western coast, contributes significantly to the nation's economy, with Mumbai (the state capital) known as India's commercial capital. Fittingly, the country's currency is printed here in Nashik, while the state houses major industries, including film making, textiles, petroleum, chemicals, jewellery, pharmaceuticals, engineering goods, machine tools, electrical and non-electrical machinery, with agriculture being the mainstay.

The agricultural scenario...

Maharashtra accounts for a large share of the country's total agricultural income. Important crops include jowar, that dominates; wheat; rice; sugarcane; cotton; several oilseeds including linseed, mustard, soybean, sunflower; vegetables including onions, potatoes, tomatoes, capsicum, cabbage, cauliflower, spinach; pulses including kidney beans, lentils, peas; many spices, especially turmeric; as well as fruits such as oranges, mangoes, pomegranates, bananas, grapes, and guavas. Nagpur is famous for its oranges, while the state is home to the Alphonso mango. These fruits and vegetables are exported to many countries.

Maharashtra also specialises in hybrid seeds, including genetically modified seeds. As the largest producers of seeds, it meets about a third of the country's entire seeds requirement.

The production of food crops like wheat, paddy, and cash crops such as cotton has, however, remained low. More



than half the workforce turns to agriculture for their livelihood, which is inter-dependant on the monsoons.

The state government has invested a substantial amount in agricultural infrastructure, like irrigation – especially drip irrigation – and fertilisers. In the last 10-12 years, drip irrigation has been increasingly relied upon, particularly for grapes, pomegranates, bananas, sugarcane and cotton. On the other hand, scarce water resources have made it imperative for the state to seek improved methods of water management. Moreover, more effective food processing units are needed to enable farmers to get remunerative returns for their produce.

APEDA has carried out a number of activities and set up a number of infrastructure facilities in the agri sector in Maharashtra, a leading producer of vegetables and fruits, which has great potential for further development.

The leading ones...

The highest land area under fruit cultivation lies in Maharashtra, which also is the fifth largest area earmarked for vegetables. A major component of high value crops belongs to the horticultural class; the state is not only veering towards these, but exporting these as well. At the turn of the century, the state was producing one-fifth of the country's total fruits and one-twentieth of the vegetables.

The floriculture segment has also seen a lot of progress with the establishment of hundreds of green/poly-houses, over 40 pre-cooling and 100 cold storage units, as well as the addition of many tissue culture units, all of which have contributed to the expansion of this segment in the state, and augmented production. Marigold, rose, tuberose, carnation and aster are grown in abundance here. Many medicinal and aromatic plants are also grown and exported from the state.

About two decades ago, the state government launched an ambitious Employment Guarantee Scheme Linked Horticulture Development Programme, to encourage farmers



to put wasteland to horticultural use, and create wages for the rural poor. Covering 25 fruit crops, besides spices, and aromatic as well as medicinal plants, the programme offered subsidies on wages and material inputs for the first few years to farmers. 140 nurseries, 21 tissue culture laboratories, two pesticide residue testing laboratories in Pune and Nagpur, as well as plant health clinics to test genetic purity, were established to promote horticulture.

The sugar industry in Maharashtra is one of the most notable sectors. Maharashtra pioneered the establishment of cooperative sugar factories. The pace of growth has been massive, with more sugar being grown here than in other states.

Bio-fertilisers are considered to be the cheapest and best pollution-free sources of plant nutrients, with organic manure considered to be the best for maintaining soil health. Maharashtra has many production units of bio-fertilisers but uses a minimal amount of these and relies largely on chemical fertilisers.

The evolving scene...

New business opportunities based on yield improvement would facilitate India's progress in the growing organic, or natural foods market. A huge area comprising thousands of hectares is already under organic cultivation, while genetically modified crops like corn, millet, mustard and other nutritionally improved vegetables hold promise of commercial viability.

Among the renewable sources of energy, solar energy has a huge potential for power generation in Maharashtra which can supply and supplement many farm energy requirements. Sophisticated solar dryers protect grains and fruits from damage by birds, rodents, and natural elements, reduce losses, dry faster, and more uniformly.

Another agricultural application of solar energy is greenhouse heating. Commercial greenhouses are designed to rely on gas or oil heaters to maintain the necessary temperature for plants. Solar greenhouses utilise solar energy for both heat and light.

The state also tops in producing quality grapes which are mainly exported to the quality-cautious market of the EU. Out of the total export of 47,599 MT to EU, 47,367 MT has been exported from Maharashtra.

With an increase in the number of greenhouses in Maharashtra, many small-scale floriculture units have come up, but plants and seeds are being mostly imported. Local production will reduce the burden on the foreign exchequer.

There is an increasing interest in tissue culture, but, lack of awareness and high costs involved, make it a prohibitive venture. As production and maintenance costs are high, the state recognises that grants are required to be given to the owners and farmers. Training of staff and farmers is also required.

Tissue culture has helped to develop new strains of food crops, cereals, vegetables, flowers, oilseeds and plantation crops. Bio-technology is gaining immense popularity and micro-propagation usage which is being applied in floriculture, as well as production of bananas and sugarcane, besides turmeric, ginger, flowering shrubs, and trees, has resulted in state units producing lakhs of tissue cultured plants annually.

The state has outlined a crop pest surveillance project for 2010-11, with special emphasis on cotton and sugarcane, which earn good export dividends. A state-sponsored scheme for revamping coconut plantation is also on the anvil. The state is looking forward to implementing integrated cereal cropping, strengthening agro polyclinics, improving water management, and balanced use of fertilisers with emphasis on use of micro-nutrient fertilisers. Other ambitious projects planned include encouraging group farming, training of backward class farmers, and schemes to benefit tribal labourers ■



The Fragrance of India



Trivia: Basmati is rich in carbohydrates, low in fat and cholesterol, proving easy to digest. With high levels of amino acid lysine, other essential nutrients including protein, niacin, thiamin, iron, magnesium, phosphorus, potassium, riboflavin, vitamins, zinc and fibre, it ranks high in nutritional value.

Basmati – The scented pearl...

BASMATI RICE stands apart from other aromatic long grain rice varieties due to its delicious taste, and superior aroma, literally making it the 'Queen of Rice'. Upon cooking, not only do the rice grains increase to twice their size, but they do not stick and remain free-flowing. Owing to its unique characteristics, the 'Scented Pearl' lends a touch of class that can transform even the most ordinary meal into a gourmet's delight.

Basmati rice production

India produces more than 70 per cent of the world's Basmati rice, and the rest is produced by Pakistan. India's Basmati rice production for the year 2008-09 was around 3 million tonnes; for 2009-10 it was estimated at 15,56,411 MT. In 2010-11, it is expected to touch 7.2 million tonnes, including both traditional and evolved varieties. Karnal, in Haryana, is the 'rice bowl of Basmati', while it grows in other northern states of the country as well, as shown in the table below:

States	Area under cultivation of Basmati rice
Delhi	Entire state
Haryana	Entire state
Himachal Pradesh	Entire state
Jammu & Kashmir	Jammu and Kathua district
Punjab	Entire state
Uttarakhand	Entire state
Uttar Pradesh	Agra, Aligarh, Badaun, Baghpat, Bareilly, Bijnore, Bulandshahr, Etah, Etawah, Farrukhabad, Firozabad, Gautam Budh Nagar, Ghaziabad, Hathras, J P Nagar, Kannuj, Mainpuri, Mathura, Meerut, Moradabad, Muzaffarnagar, Oraiya, Pilibhit, Rampur, Shahjahanpur and Saharanpur

The rich soil with the right climate in the northern part of the country produces these aromatic pearls which are nourished by the melting snows of the Himalayas. Basmati, derived from Sanskrit, means the fragrance from within, and is interpreted as the 'fragrance of the earth', referring to the natural aroma of this unique wonder grain.

Basmati comprises two categories – traditional and evolved, each having a large number of varieties. Traditional rice including Basmati-217, Basmati-370, Basmati-386, Ranbir Basmati, Taraori Basmati (HBC-19 or Karnal Local), and Type-3 (Dehraduni Basmati) are amongst the varieties being exported. The evolved varieties include Pusa Basmati-1 IET-10364, Pusa Basmati-6 IET-18005, Pusa Basmati-1121 IET-18004, Improved Pusa Basmati-1 IET-18990, Punjab Basmati-1, Haryana Basmati-1 IET-10367, Kasturi IET-8580, and Mahi Sugandha IET-12601, and Vallabh Basmati-22 IET-19492 are grown in the country.

The present trends

Saudi Arabia is the major importer of Indian Basmati rice followed by UAE and Kuwait. USA and UK are the other major buyers of Basmati rice from India. It is also exported to other West Asian and European nations. Iran is considered to be the biggest buyer of Pusa-1121, a rice variety which commands almost 50 per cent of Basmati exports from India.

India is expected to soon begin exporting Basmati rice to China. Export of Basmati rice saw a revival of demand from West Asian countries, especially Iran, which along with Iraq became hot export destinations for India's

Basmati rice. Iranians imported large quantities of parboiled Pusa Basmati-1121, as their own farming was in doldrums. Because of the sudden rise in demand from Iran, India's Basmati rice exports are expected to grow moderately, in the range of 10 per cent, during the current financial year April 2010-March 2011.

In value terms, exports of Basmati rice had crossed ₹ 12,000 crore in 2009-10 as against ₹ 9,476 crore in 2008-09. In terms of volume, the exports increased to 2.2 million tonnes last fiscal from 1.6 million tonnes during 2008-09, a rise of more than 25 per cent.

According to an official data release, between April-July 2010, India's Basmati rice exports crossed 5.5 lakh tonnes while industry sources said exports were to the tune of 9.04 lakh tonnes during the same period. The contracted amount for exports till August was more than 1.15 million tonnes showing a brisk increase in exports by the end of the year, which is likely to be 15-20 per cent more than the last year. One of the reasons for this is attributed to crop damage due to floods in Pakistan last year ■

Export data		
Year	Value (₹ Cr)	Volume (million tonnes)
2006-07	2,792	1.45
2007-08	4,344	1.18
2008-09	9,476	1.60
2009-10	12,000	2.20
2010-11*	15,000	2.65

*Projected export figures in fiscal year 2010-11.

Source: APEDA, The Hindu, Google, Business Line, oryza.com, rice-trade.com, ddrice.com, Financial Express, Economic Times, HT Mint, Business Standard.

The Angel for Indian Basmati

BEDF Comes of Age

BASMATI RICE has been the pride of India since time immemorial. The world craves for the Indian Basmati and savours every grain of it. And in this respect, the Basmati Export Development Foundation (BEDF) has been formed to strengthen the supply chain integrity. A major step towards consolidation of India's pride and the world's favourite grain.

The BEDF was created through the initiative of APEDA and Basmati Export Trade in the year 2002-03, as a registered society, with the specific purpose to promote and protect the authentic Basmati rice. BEDF undertakes the development of Basmati rice for the development of application technology, research & development, and integration between stakeholders, farmers, millers, traders and exporters, in order to strengthen the supply chain.

To facilitate the developments, the Government of Uttar Pradesh has given a stretch of green fields for the establishment of a Basmati Research Farm and a Lab-cum-Office Complex within Sardar Vallabhbhai Patel University of Agriculture and Technology, Modipuram, Meerut. Starting from the Kharif season of 2003, successful yearly programmes have been carried out to produce high quality and authentic foundation seeds of Basmati varieties, duly certified by the U P State Seed Certification

Agency. There is a great demand for the high quality seed produced by the Basmati Research Farm of BEDF in all the Basmati growing states like Punjab, Haryana, western Uttar Pradesh and Uttarakhand. Starting from Kharif 2003, this bona fide Basmati seed is distributed to Basmati farmers at a concessional rate.

Apart from this, BEDF has been undertaking extension services, conducting workshops and Front-Line Demonstrations (FLDs) for farmers in the Basmati growing states.

Another important accomplishment has been the establishment of state-of-the-art laboratories for testing Basmati. The DNA and Quality Testing laboratories of BEDF have become functional and it is a moment of pride for the Basmati trade industry of India. The BEDF laboratory has been designated as an authorised centre for testing samples of Basmati rice vide DGFT Policy Circular No. 28/2009-14 dated March 31, 2010. The services of BEDF's DNA Testing and Quality Testing laboratories are also available to Basmati exporters, millers, traders, seed producers, farmers in general, as well as to the scientific community. This heralds an important era in the development of Basmati rice, which is the proud heritage of India ■

International Buyer-Seller Meet for Fostering Business Opportunities

APEDA IN collaboration with the Confederation of Indian Industries (CII) organised a seminar on Business Opportunities in Basmati Rice Exports and International Buyer-Seller Meet titled AgroTech 2010 at the Parade Ground, Chandigarh on December 5, 2010. More than 150 farmers, scientists, exporters and other trade members attended the seminar. The chief guest, Mr Vijay Setia, President, AIREA, stressed on the controlled use of pesticides affecting the quality of produce. He stated that there is a need to develop the interaction between buyers and sellers for obtaining an optimum price to the farmers.

Dr Ritesh Sharma, Scientist, Basmati Export Development Foundation (BEDF) said that it is very important to provide good quality Basmati seed to the farmers to obtain best quality Basmati rice with more yield. Mr M B S Sandhu, Executive Director, MARKFED discussed the services provided to the farmers of Punjab to yield the best quality Basmati rice. Dr V P Singh, Vice President, KRBL, presented an overview of the scenario of Basmati rice in India ■



Basmati Rice: A Registered Crop

APEDA HAS applied to the GI Registry in Chennai for the registration of Basmati rice as a GI. The application of APEDA was advertised by the GI Registry in May and was opened for opposition till September 2010. The counter statement by APEDA has been filed with the GI Registry in reply to the notice of opposition received ■

Wine Certification for Export to the European Union

WITH THE market becoming more prospective for wine production and exports from India, it became necessary to expand the list of laboratories authorised and affiliated to carry out analysis of wines, and the list of official agencies for issuance of 'fit for human consumption' certificate in compliance with EC Regulation (EC) NO 555/2008 dated June 27, 2008. The European Union has now acknowledged the list of five official agencies and 11 laboratories which were forwarded by APEDA, and the same is likely to be notified shortly ■

New Additional Secretary Visits APEDA

DR RAJAN Katoch, who recently took over as Additional Secretary in the Ministry of Commerce & Industry, visited the APEDA office on December 29, 2010. Mr Asit Tripathy, Chairman, APEDA made a detailed presentation about APEDA's role and activities since inception, highlighting its growth.

A presentation on the traceability system evolved by APEDA was also made by Mr S Dave, Director, APEDA.

Dr Katoch appreciated the efforts made by APEDA in promoting exports of agricultural and processed foods from the country ■





Export of Onions Prohibited

WITH THE spiraling prices of onions, the Government of India has decided to prohibit the export of fresh onions till further orders. In this connection, an extract of DGFT Notification No. 13 (RE-2010)/2009-14 dated December 22, 2010 has been issued which is reproduced below:

Chapter 7: Edible Vegetables and Certain Roots and Tubers

Note 1 Reference to onions in this chapter includes onions fresh or chilled, frozen, provisionally preserved or dried.

S.No.	Tariff Item HS Code	Unit	Item Description	Export Policy	Nature of Restriction
44	0703 1010 0712 2000	Kg	Onion (all varieties) including Bangalore rose onions and Krishnapuram onions fresh or chilled, frozen, provisionally prepared or dried but excluding onions cut, sliced or broken in powder form	Prohibited	Not permitted to be exported

The Transitional Arrangements as available under para 1.4 & 1.5 of FTP, 2009-14 will not be applicable.

It has been clarified by DGFT that export of value-added onions like dehydrated/dried onions is not covered by this prohibition ■

Grapes are No More Sour

THE 2010 grape season proved to be the difficult season for exporters. The detection of higher than permissible levels of Chlormequat Chloride (CCC) during the mid-season caused ripples of difficulties. Most European countries became reluctant to accept grape consignments from India. This had an adverse impact on the value realisation to the exporters.

APEDA requested the Government of India to consider some relaxation in policy measures. As a result of these efforts, (DGFT Public Notice No.19/2009-2014 9RE) 2010 dated December 23, 2010 granting 2 per cent additional duty scrip for export of grapes – fresh or dried for the coming season, has come as a relief to the exporters. Exporters can now gear up for the ensuing 2011 grape season.

The public notice

Extracts from the Public Notice No. 19/2009-2014 (RE 2010) dated December 23, 2010 are reproduced below:

Quote

Appendix 37A of HBPv1 lists the export items that are eligible to claim benefits under the Vishesh Krishi and Gram Udyog Yojana (VKGUY). Table 2 of this Appendix lists the Special VKGUY products, which entitles them an additional 2 per cent benefit. It had 19 entries to start with, but after deletions/amendments only three entries



are currently permitted this extra 2 per cent benefit. Now it is intended to include the 20th entry (which in effect will be the fourth entry), as under:

Sr. No.	VKGUY Product Code	ITC HS	Items
20	20	0806	Grapes fresh or dried

Effect of this public notice

The exporters of grapes covered by ITC HS Code 0806 are entitled for additional 2 per cent Duty Credit Scrip, over and above the normal rate under the VKGUY scheme. This shall apply in respect of exports made on or after the date of this Public Notice.

Unquote

The notice has brought about a much needed relief to the exporters of grapes and has been a boost for further trade ■

BEDF Workshops: For the Farmers of Basmati Growing States

12 WORKSHOPS for Kharif 2010 had been organised by the Basmati Export Development Foundation and APEDA on “Quality Improvement in production of Basmati Rice for Export”, through its demonstration and training farm in all six Basmati growing states viz. Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Uttar Pradesh and Uttarakhand, to educate the farmers regarding the production of best quality Basmati rice for export purposes.

Highlights of the workshop were

- To train the farmers for seed production at their own fields and solve the problem of good quality seed availability
- Identification of insect-pests and diseases of Basmati rice, and their control
- Transfer of production technology including nursery raising, integrated nutrient and water management
- Interaction between farmers and scientists to know the problems of different states ■





Egyptian Delegation Visits India to Discuss Export of Meat

AN EIGHT-MEMBER official delegation from the Egypt Arab Republic was in India recently and visited 20 integrated-cum-meat processing plants in Andhra Pradesh, Maharashtra, Punjab and Uttar Pradesh in December 2010.

The delegation consisting of representatives from the Departments of Veterinary Services, and Health & Quarantine, along with the Head, Association of Meat Importers and Producers of Egypt, inspected the integrated abattoirs-cum-meat processing plants for the import of meat and meat products to Egypt. They were satisfied with the development in this sector and improvements made.

The technical experts from Egypt – Dr Ahmed Emam Mostafa, Dr Hassan Shafek Mohamed Osman, Dr Nabil Mahmoud Sedky, Dr Saber Abdelaziz Galal, Dr Raafat Abdullah Hamed, and Dr Hatem Sayed Mostafa inspected the ‘Halal’ slaughter-houses and facilities to check the quality, hygiene, as well as the production and export capacity of the meat plants.

From December 9-11, 2010 the delegates visited Hyderabad, where they were received by Mr R Ravindra, Regional AGM, APEDA, at the Rajiv Gandhi International Airport. They visited Zaheerabad on December 10, 2010 to see the facility of M/s Frigerio Conserva Allana Limited; and, Solapur on December 11, 2010 to see the facility of M/s Al-Quresh Exports, returning to New Delhi the same day.

Mr Alaa Radwan, Head, Association of Meat Importers and Producers of Egypt, together with his assistant, Ms Olfat Ezz Eldin Refaat, coordinated the entire visit successfully.

Egypt, being a premium market, is important to India for the export of meat and meat products, as it gives better value realisation. The export of frozen boneless buffalo meat to Egypt in 2007-08 was 28,730.11 MT, valued at ₹ 22,722.48 lakh; in 2008-09 it was 39,608.43 MT, valued at ₹ 44,955.10 lakh; and in 2009-10, it was 32,923.24 MT, valued at ₹ 38,503.96 lakh ■

Upgrading Grapes

ON DECEMBER 1, 2010, a Memorandum of Understanding (MoU) was signed between APEDA and the National Research Centre for Grapes (NRCG), Pune for strengthening the existing capacity of the National Referral Laboratory (NRL), for monitoring the residues of chemicals in horticultural produce at the NRCG. APEDA has provided assistance worth of ₹ 35 crore (approximately) for the NRL activities since 2003. The net worth of the MoU after the assistance provided has been evaluated at ₹ 1,734.44 crore.

With the completion of the present upgradation activity, it is predicted that the NRL would be in a position to function smoothly to discharge its activities in respect of all horticultural products for the purposes of monitoring



chemical residues. The NRL is contributing to method validation, and harmonisation of sampling and analysis. It is also contributing to the training in laboratories, so that all the testing laboratories follow internationally validated methods of analysis ■



Delegation from UK-India Business Council Visits APEDA

A DELEGATION from the UK-India Business Council visited India for participation in AgroTech 2010, at Chandigarh, held from December 3-6, 2010. The delegation was led by Ms Patricia Hewitt, Chairperson, the UK-India Business Council and former Cabinet Minister for Women as well as Secretary of State for Health – UK, and comprised various members of the trade, including Mr Ghulam Noon.

Before proceeding to Chandigarh, the delegation visited the APEDA office on December 1, 2010, with a view to discuss trading possibilities with India and to help Indian exporters upgrade their products to international standards. After introductory meeting held at the APEDA conference hall, Mr Asit Tripathy, Chairman, APEDA briefed the delegates about APEDA's activities, before actual discussions took place.

The UK delegation showed keen interest in developing the technology for IQF/aseptically packed dehydrated onions and peeled tomatoes. They also offered to help the Indian exporters in the areas of strategy development, cold and supply chain management, as also in upgrading technologies.

The delegation was interested in other agricultural products from India as well, especially carrot, garlic, leafy vegetables, mushroom, peas and pepper ■

APEDA's Export Performance during April-August 2010

THE DGCIS information on exports for the period April-August 2010 is now available, in comparison to the same period of the previous year.

At the macro-level, positive growth was registered by processed fruits and vegetables (14.65 per cent), livestock products (17.50 per cent), and other processed foods (29.70 per cent). Floriculture and seeds (1.23 per cent), fresh fruits and vegetables (5 per cent), and cereals (44.28 per cent), depicted a downward trend.

At the micro-level, positive growth was recorded in rupee terms at the micro-level by fruit and vegetable seeds (6.17 per cent), pulses (196.09 per cent), dairy products (148.58 per cent), meat and meat products (11.03 per cent), groundnuts (14.35 per cent), guar gum (103.97 per cent), alcohol and beverages (47.02 per cent), miscellaneous processed foods (4.90 per cent), and wheat with a nominal base (136.03 per cent). A negative growth was again perceived in floriculture (4.95 per cent), fruits (6.56 per cent), vegetables (3.65 per cent), other cereals (41.69 per cent), as well as poultry products (8.53 per cent), Basmati rice (44.60 per cent), and Non-Basmati rice (53.52 per cent).

In overall terms, a negative growth of 5.97 per cent was recorded. With the season for major fruits, vegetables and cereals on the anvil, it is hoped that good recovery will follow to offset the negative growth of the first five months of the financial year ■

Mangoes Soon to Go Down Under

THERE'S GOOD news for mango exporters! Through the untiring efforts made by APEDA, the Ministry of Agriculture, and the Embassy of India in Canberra, BioSecurity from Australia is seeking to import the fruit from India. Prevailed upon to consider vapour heat treatment and hot water dip treatment as mitigation measures suffice for mango exports, instead of irradiation, the BioSecurity Australia team visited orchards and mango packhouses, as well as the VHT facility at Saharanpur last year, and expressed their satisfaction with the arrangements and systems in place.

BioSecurity Australia has placed a notification on their website to this effect, inviting comments. With the conclusion of formalities, a final notification will be issued.

Mango exporters can now hope to enter the Australian market and VHT facilities in the country can arrange to gear up for the hectic season ahead ■



Jammu on the Basmati Horizon

JAMMU, J&K'S winter capital, attained the unique distinction of organising the first-ever buyer-seller meet on Basmati rice on December 21, 2010.

Mr Ajay Khajuria, Director, Department of Agriculture, Jammu organised the meet, which was inaugurated by Mr Ghulam Hasan Mir, Honourable Minister of Agriculture, J&K. Mr Iqbal Khanday, Principal Secretary, Agriculture Production Department; Dr B Mishra, Vice Chancellor, SKUAST, Jammu; Mr Vijay Setia, President, AIREA; Mr D N Pathak, Executive Director, AIREA; Mr Rachpal Singh, Vice Chairman, J&K Advisory Board for Development of Kissan; Mr Dev Raj Chaudhry, President, RS Pura Basmati Growers Association; and, Mr YV Sharma, President, Jammu Chambers of Commerce were the other VIPs present. So were Dr Ritesh Sharma, Scientist, Basmati Export Development Foundation, and Mr Vinod K Kaul, Deputy General Manager, APEDA.

Mr Khajuria stressed the need to showcase Jammu on the global Basmati map, by highlighting its production, outgo and excellent quality. Dr Mishra stated that the taste and aroma of RS Pura Basmati varieties have made it the best in the world. Mr Khanday informed that plans are afoot to formulate a comprehensive policy to speed up export of Basmati (from Jammu), amongst other potential items of J&K, to uplift farmers and remove all bottlenecks. Mr Singh emphasised that the Kissan Board would work for the benefit of farmers and serve as a link between them and policy makers. Mr Setia focused on the potential of Basmati exports.

Mr Mir said that with J&K emerging in the limelight, the exporters of Basmati will now come face-to-face with the importers, which will help in boosting the state's economy. He informed that the launch of the 'Basmati Mission' in J&K would concentrate on maintaining the pure nucleus seed stock at research stations, augmentation of seed multiplication farms, making available quality seed to farmers, post harvest management, maintain a marketing network, and create awareness amongst farmers.

Dr Sharma made a detailed presentation about his organisation and how it helped to boost production of Basmati from Jammu last year. Mr Kaul spoke about the historical backdrop in which Basmati attained significance as a geographical indication. Further, he deliberated on APEDA's role in boosting and promoting the export of Basmati, as well as other agricultural and processed foods ■



Landmark Verdict for Ponni Rice

IN A significant victory for rice growers and exporters, India has won the trademark case against a Malaysian firm which was granted the registration for the 'Ponni' rice, a Non-Basmati variety grown in Tamil Nadu. A High Court in Malaysia ruled that Syarikat Faiza will not have exclusive right to use the 'Ponni' label for its rice products ■

APEDA at Round Table to Discuss Organic Agriculture and Climate Change

APEDA WAS invited by the Round Table on Organic Agriculture and Climate Change (RTOACC) to become a member in September 2010. The RTOACC was established in December 2009 at the United Nations Climate Change Conference in Copenhagen, by the five founding members – IFOAM (Germany), FAO (Rome), ICEA (Italy), KRAV (Sweden), Soil Association (UK), and Rodale Institute (US). The funding of the RTOACC is managed by the Organic World Foundation and the participating members of the RTOACC.

The principal objectives of the round table are to:

- Initiate, support and facilitate research on organic agriculture and climate change
- Advise the international community on issues pertaining to developments in organic agriculture and climate change
- Develop a measurement method to enable reliable quantification and certification of carbon sequestration in organic agriculture

This initiative of the RTOACC will be useful for establishing a certification system for carbon dioxide, aiding millions of farmers involved in organic farming based on low energy utilisation, and sequestration of carbon levels in reducing adverse climatic impact. This information is useful for India in the development of certification system for carbon credit labels in the organic products sector.

Dr P V S M Gouri, Advisor, Organic Products, APEDA, was nominated as a member to the RTOACC. She attended the workshop at Bari, Italy on September 21-22, 2010. The focus of the discussion was on exchange of data on Life Cycle Assessment (LCA) methods developed by different research institutions to control Greenhouse Gas (GHG) emissions, which are envisaged to go a long way in enhancing productivity through organic farming ■

Moment of Pride – Bio Fach Honours India

SEEING THE potential of Indian organic products, Nurnberg Messe, the organisers of Bio Fach, have offered India to be the 'Country of the Year' at the Bio Fach Exhibition to be held in February 2012.

As considerable growth in exports has been witnessed in the recent years, and India is poised to achieve a target of USD 1.0 billion in the next four years, APEDA has accepted this offer. A Memorandum of Intent with the Bio Fach organisers was signed by APEDA on December 9, 2010 at Mumbai. A proposal has also been sent to the Ministry of Commerce & Industry for official approval.

Being the 'Country of the Year' will attract the attention of visitors and media in promoting India for an entire year, beginning February 2011 till February 2012. India is the first country in Asia to be accorded this honour ■



Guargum – Better Days Ahead

TO FACILITATE better quality of guargum and to address the R&D requirements of the guargum industries, APEDA approved a project for upgrading the existing RIICO laboratory at Borannada in Jodhpur, Rajasthan. Christened the Agro Test and Research Centre, an amount of ₹ 3.83 crore has been sanctioned by APEDA for this purpose, while RIICO will follow-up the implementation.

An MoU to this effect was signed on December 14, 2010 by Mr Pravin Gupta, GM – representing APEDA, and Mr Alok Kumar, GM – representing RIICO, in the presence of Mr Rajendra Bhanawat, MD, RIICO ■



APEDA Gives a Shot-in-the-arm to Boost Vegetable Exports



CONCERN HAS been raised regarding the safety of vegetables exported from India because of exceedence of pesticide residues, which has led to the ban on import on fresh curry leaves by UAE and increased inspections of vegetable consignments by the EU countries, impacting the Indian vegetable exporters. To solve this issue, after consulting vegetable exporters and state horticultural departments, APEDA has identified many vegetable clusters in Andhra Pradesh, Gujarat, Karnataka, Maharashtra and Tamil Nadu, besides a few in Kerala.

This has been done to streamline cultivation of vegetables with a view that export requirements are met, as the maximum vegetable exports are made from these states. Following are the clusters:

State	Clusters
Andhra Pradesh	Chittoor, Guntur, Medak and Rangareddy
Gujarat	Bardoli, Bhurai and Unani in Navsari and Dolvan in Surat
Karnataka	Belgaum, Haveri, Kolar and Sri Rangapattanam in Mysore
Maharashtra	Amravati and Shivpur in Jalgaon, Hadapsar in Pune, Phaltan in Satara, Asangaon in Shahpur and Palgarh in Thane
Tamil Nadu	Coimbatore, Oddonchetran and Thiruvananthapuram



Gaps are also being identified to cover the shortfall in the infrastructure requirements of the supply chain, for which APEDA will assist the state governments in setting up common infrastructure facilities. A slew of measures are being prepared in consultation with the Indian Council of Agricultural Research, the Indian Institute of Vegetable Research and the National Research Centre for Grapes, to facilitate production and boost vegetable exports in line with the requirements of the importing countries ■



APEDA Invites Applications for Financial Assistance for Development of Export Oriented Infrastructure

APEDA, UNDER its scheme for infrastructure development, extends financial assistance as grant-in-aid to its registered exporters for setting up of integrated post harvest facilities such as packhouses, effluent treatment plant, intermediate storage sheds, pre-cooling facilities, and high humidity cold stores, besides other infrastructure. Such post harvest infrastructure is required to enhance and assist either existing or proposed export activities of agri produce. Interested exporters can file their applications in the prescribed format. Details of the scheme can be accessed from the announcement section captioned as “APEDA invites applications from exporters under infrastructure scheme”.

For further details, exporters can get in touch with Mr Vinod K Kaul, Deputy General Manager, APEDA, 3rd Floor, NCUI Building, Opposite Asian Games Village, 3 Siri Institutional Area, August Kranti Marg, New Delhi 110 016 (Tel: 011 26861502; Email: dgminfra@apeda.gov.in) ■



The Revamped Gateway

IN ORDER to make the Agri Trade Junction Portal more business-centric and to give a good visual appeal, APEDA has overhauled the portal and renamed it as the APEDA Agri Exchange.

The beta version of the portal has been hosted. A facility has been provided to the exporters and other stakeholders for hosting their advertisements for publicising their exports and services to their target audience.

A promotional campaign at popular search engine, Yahoo! has been initiated to generate traffic to the portal in order to attract more buyer-seller leads.

We welcome your suggestions and feedback to strengthen the portal ■



Indo-Dutch project to tackle grape export

to Bureau

Pune, Nov 25: Grape exports to the European Union from India had come under cloud in the season of 2009-10. This time around, steps are being taken to ensure that the problem is not repeated. The ministry of economic affairs, agriculture & innovation of the Netherlands and the Dutch Food Safety Authority in association with the Agricultural and Processed Food Products Export Development Authority (APEDA) of the ministry of commerce & industry...

Drought-resistant rice to up output

Agricultural scientists across the global and country have called for introduction more drought, saline and flood resistant rice varieties which can deal with impact of climate change. More than 100 scientists attended the National Symposium on 'Sustainable Rice Production under Changed Climate' organised by Central Rice Research Institute which concluded on Monday.

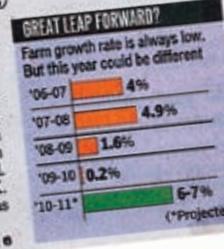
Cold storage in Humnabad to boost exports

BANGALORE, DHNS: To promote export of pomegranates and grapes, the State Government will set up an integrated cold storage facility at Humnabad in Bidar district over the next 18 months. Minister for Agriculture S A Ravindranath told the media on Friday that the project was also aimed at checking the loss of fruits and vegetables at the farms due to lack of proper storage facilities. "Karnataka is a major producer of fruits and vegetables, but its exports account for just seven percent of the country's total export output, mainly due to post-harvest losses for lack of pack house cold storage facilities," Ravindranath said. To address the problem, the Karnataka State Agricultural Produce Processing and Export Corporation Limited (KAPPEC), which sets up integrated cold storages in the State, has approached the Agricultural and Processed Food Products Export Development Authority (APEDA), the central agency which sanctions storage projects. Accepting KAPPEC's proposal, APEDA sanctioned Rs 6.53 crore out of 8.04 crore required for the project. The remaining sum of Rs 1.51 crore will have to be pumped in by the KAPPEC. A memorandum of understanding (MoU) to the effect was signed by Ravindranath and APEDA Chairman Asit Tripathy. According to the Minister, the facility will have a pack house, washing, grading, waxing line, two pre-cooling units (of 6 metric tonnes capacity each), four export cold rooms (will handle 50 metric tonnes each), three commercial cold storage rooms and a reefer van. Bidar produces 36,941 tonnes of grapes, pomegranates, mango, banana, and lime annually. Further, it also produces 1,21,028 tonnes of tomatoes, cabbage, onion, cauliflower, etc every year. The project would result in a minimum increase of 500 metric tonnes in the export of pomegranates and grapes, the Minister hoped.

Farm output surges, growth may touch 7% this year

Zia Haq
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NEW DELHI: India's sluggish agriculture sector — its biggest impediment to a high growth rate — is finally poised to take off. Farm growth won't just meet its target of 4% this year, it could even climb to never-seen levels, says a 7% government official. "I see 6-7% growth, depending on how the rabi (winter) crops go," Planning Commission member Abhijit Sen said. The main reason for this optimism is the outstanding kharif (summer) output, which alone delivered nearly 8% farm growth over last year, Sen added. Agriculture secretary P.K. Basu too said a turnaround was in the offing.



Farm growth may touch 7 per cent

CONTINUED FROM PAGE 1

This will mean more money in the hands of two-thirds of all Indians, who spending will rise, which will push up manufacturing and thereby, the economy. Prone to seasonal swings and dependent on the monsoon, farm growth has been volatile in recent years. In 2009-10, the worst drought in three decades shrank farm growth to almost zero. High farm growth won't quite alter the overall projected growth of 8.5% this year, as in gross value added in all sectors, not just economy," said Chawla. "Another reason is the 'leakage' effect: following last year's drought, growth was practically nil, so this year may show a comparison. But the shrinkage also meant farmers this year worked aggressively to make good their losses, Bhanumurthy said.

अंगूर की फसल पर मौसम की मार

नई दिल्ली (एजेंसी)। देश में अंगूर के सबसे बड़े उत्पादक राज्य महाराष्ट्र में बेमौसम बरसात के कारण हुए नुकसान से दिल्ली में इसकी अगुआई 50 प्रतिशत से ज्यादा घट गई। अंगूर उत्पादकों का कहना है कि वर्ष के दौरान इस वर्ष महाराष्ट्र और अंगूर की अगुआई लगभग 12,000 बॉन्स की रकम से घटे उत्पादक 5,000 बॉन्स रह गई है। प्रत्येक बॉन्स अंगूर के 100 किलोग्राम अंगूर होता है। नुकसान के कारण से अंगूरों के टाउन में अंगूरों की कमी बढ़ी होगी।



MoU signed for gum testing laboratory

JAIPUR: Rajasthan State Industrial Development & Investment Corporation and Agricultural and Processed Food Products Export Development Authority here have signed a memorandum of understanding for setting up a guar gum testing laboratory at Boranada near Jodhpur. The laboratory will be known as Agro Test & Research Centre. APEDA will provide a non-refundable grant of Rs. 3.83 crore as financial assistance for the project. The MoU was signed by IICo general manager Pravin Kumar and APEDA Director Rajendra...

Riico, Apeda join hands to set up guar gum testing lab

Rajasthan State Industrial Development and Investment Corporation (Riico) and Agricultural and Processed Food Products Export Development Authority (Apeda) on Tuesday inked a Memorandum of Understanding (MoU) for setting up a guar gum testing laboratory at Boranada near Jodhpur. The lab will be known as Agro Test and Research Centre. APEDA will provide a non-refundable grant of Rs. 3.83 crore as financial assistance for the project. The MoU was signed by Riico general manager Pravin Kumar and APEDA Director Rajendra...

India steps up agro-diplomacy in Nepal

KATHMANDU: New Delhi is stepping up its agro-diplomacy in Nepal's food sector, known as the "bread basket" of the country. The construction of over 3,000 small-scale irrigation canals in Nepal will help boost its agricultural production. The Indian government's economic cooperation projects in Nepal, the Indian Embassy in Kathmandu and the Nepal trade ministry have already signed a memorandum of understanding to invest 1,000 crore rupees in the two border districts of Mahottari and Dhanusha. New Delhi has also signed two more MoUs that will cover 30 additional districts. India will fund 2,700 crore rupees in the western districts.

आलू की वायदा कीमतों में गिरावट

उत्पादक क्षेत्रों से ताजा आवक के बाद स्थानीय बाजार में पर्याप्त स्टॉक होने के कारण व्यापारियों ने अपने सौदों का कटौत किया जिससे आलू की वायदा कीमत 7.10 रुपये की हानी के साथ 645 रुपये प्रति क्विंटल रह गई। मल्टी कम्पोजिट एक्सचेंज में आलू के मई डिलिवरी वाले अनुबंध की कीमत 7.10 रुपये अथवा 1.09 प्रतिशत की गिरावट के साथ 645.20 रुपये प्रति क्विंटल रह गई। जिसमें एक लॉट के लिए कारोबार हुआ। इसके अप्रैल डिलिवरी वाले अनुबंध की कीमत 4.70 रुपये अथवा 0.75 प्रतिशत की गिरावट के साथ 615 रुपये प्रति क्विंटल रह गई, जिसमें 13 लॉट के लिए कारोबार हुआ। इसके मार्च अनुबंध की कीमत 3.30 रुपये प्रति क्विंटल के साथ 630.10 रुपये प्रति क्विंटल रह गई जिसमें 29 लॉट के लिए कारोबार हुआ।

Crackdown on overloaded trucks lifts wheat

Our Correspondent
Karnal, Nov. 12

A move by the traffic police to implement a ban on overloading of trucks and tractor trailers has led to drop in arrivals of wheat in and around Delhi markets. Farmers are happy to pay higher charges for transporting their stock to the mandis. Extra freight charges and low arrivals resulted in wheat prices in Delhi surging to Rs 1,290 a quintal. Despite the good margins they get on delivering their stock in Delhi, Uttar Pradesh farmers find it beneficial to deliver their stocks to flour mills in Karnal. There was a difference of Rs 70-80 a quintal in wheat prices at the Karnal and at the Narela mandi, Delhi. Mill delivery of the Dara wheat at Karnal was around Rs 1,210-1,220 a quintal, before taxes, while prices at the retail outlets were between Rs 1,230-1,240 a quintal. Mr Subhash Chander, a wheat trader, told Business Line that the police were prohibiting overloaded carriers to run on highways and even imposed penalty on them. Due to this, arrivals in Delhi are low, while arrivals at Karnal have more than doubled. Around 500 quintals of dara were offloaded in mills against around 150-250 quintals till last weekend. Heavy arrivals were not the only reason for low prices at Karnal. Release of stocks by the Food Corporation of India, meant for flour mills and for sale through the open market for bulk users, also played an important role. The stocks meant for below poverty line and above poverty line ration card holders are coming into the open market too. But the thin demand pulled the wheat prices down.



The Event Synopsis



Fine Food Australia Fair

September 13-16, 2010, Melbourne

APEDA actively participated in the Fine Food Australia Fair, which was held at the Exhibition and Convention Centre, Melbourne from September 13-16, 2010. Fine Food is Australia's largest food and hospitality event. APEDA was represented by its advisor, Mr A K Gupta. The All India Rice Exporters Association (AIREA) was represented by its Executive Director, Mr D N Pathak. Three exporters namely M/s LT Overseas Ltd., M/s Sabi Food International Pty. Ltd., and M/s Sunstar Overseas Ltd. participated in the exhibition through the APEDA stall.

The theme was, 'Generic Promotion of Basmati Rice from India'. Samples of different varieties and special value-added products such as two-minute rice, rice with spices, and organic Basmati rice were displayed. APEDA's stall was visited by Dr Alan W Barclay, Chief Scientific Officer of Glycemic Index Foundation, Australia. This foundation has the international right to license GI symbol for use in assisting consumers to identify foods that have been properly GI tested and displayed nutritional criteria ■

Bio Fach America

Organic Product Expo, Boston,
October 14-16, 2010

Bio Fach America 2010 was held in Boston, USA from October 14-16, where more than 190 exhibitors across the organic produce value chain participated with approximately 20,000 visitors thronging the expo. APEDA represented India and promoted Indian organic products in the world market through the expo. Leading organic companies participated at the India pavilion. Some of them were M/s Agronic Food Inc., M/s Geo-fresh Organics, M/s Kashmir Apiaries/Little Bee Impex, M/s Kittu Exports, M/s KRBL Limited and M/s Umalaxmi Organics Pvt. Ltd. The highlight of the India pavilion was the vibrant ambience accompanied by exotic aromas of organic Indian spices and tea. The effort was directed towards positioning India as an active participant in the world organic produce market. The event was successfully managed by Mr Ranajit Kumar Mondal, Assistant General Manager, APEDA and Ms Vinita Sudhanshu, Assistant General Manager, APEDA ■



SIAL 2010

October 17-21, 2010, Paris, France

The SIAL Fair, Paris, France is considered to be one of the largest and best specialised food fairs in the world. It is very popular amongst the importers and exporters of agro products around the world, and is also the largest international meeting forum for industry and the global growth engine. APEDA has been regularly participating in this event due to the growing demand of Indian food products in the European region. This year, the SIAL Fair, was held from October 17-21, 2010. A total of 5,700 exhibitors from 106 countries participated in the fair.



APEDA, along with the Ministry of Food Processing Industries (MFPI), had participated in such a large scale international event for the first time by taking 960 square metre of space. 53 members participated and exhibited their products at the APEDA-MFPI pavilion in the event. Mr Asit Tripathy, Chairman, APEDA led the delegation of the exporters. The All India Rice Exporters' Association (AIREA) too participated in the event through APEDA, and also played a significant role in mobilising participation of the rice exporters. AIREA was represented by Mr D N Pathak, its Executive Director. Special arrangements were made at the pavilion for wet sampling of Indian Basmati rice biryani and wine ■



FHC 2010

November 10-12, 2010, Shanghai, China

APEDA participated in FHC which was organised from November 10-12, 2010 in Shanghai, China. It is China's premier business event for the global food and hospitality sector.

M/s Dhulichand Narendra Kumar and M/s Dharamveer Exports Pvt. Ltd., were the two exporters who participated with APEDA in this event. Basmati rice booklets were distributed during the fair. A large product range like Basmati rice, walnuts, fruits juices, snacks, custard powder, organic food products, alcoholic products, ready-to-eat-food, pickle and chutneys, and other processed food products were promoted for exports from India. It was well-appreciated by Shri Ninad Deshpande, Consule (Economics & Commerce), Consulate General of India, Shanghai who visited the APEDA pavilion. Wet sampling of Basmati rice, fruit juices, sugar syrups and Indian snacks were organised at the APEDA pavilion.

Mr T Sudhakar, Deputy General Manager and Mr Man Prakash Vijay, Assistant General Manager organised APEDA's participation in the event ■



For a Greener Future...

November 10, 2010, Chennai

A one-day conference on "Challenges and Way Forward for Agricultural Product Exports", was organised at Hotel Le Royal Meridien, Chennai on November 10, 2010 by APEDA. A total of 150 participants attended the conference. It was inaugurated by Dr P Rama Mohana Rao, IAS, Principal Secretary and Agricultural Production Commissioner, Tamil Nadu. Mr Atul Anand, IAS, Commissioner, Agricultural Marketing and Agri Business, Tamil Nadu, participated in the inaugural session and also chaired one of the technical sessions. The highlights of the technical session spoke about the economics of international trade, the export potential of Tamil Nadu, as well as the policy and support for promoting international trade. Eminent speakers from the Indian Institute of Foreign Trade, Kolkata; Institute for Social and Economic Change, Bengaluru; Multi Commodity Exchange of India, Mumbai; quality certification body, industry, etc., enhanced the conference with their insightful presentations. APEDA was represented by Dr Tarun Bajaj, Deputy General Manager, APEDA, Mr Sudhanshu, Assistant General Manager, APEDA, New Delhi and Mr R Ravindra, Assistant General Manager, APEDA, Bengaluru ■

Codex Coordinating Committee for Asia (CCASIA)

November 22-26, 2010, Bali, Indonesia

The 17th session of the Codex (FAO/WHO) Coordinating Committee for Asia (CCASIA) was held at Bali, Indonesia from November 22-26, 2010. CCASIA is the regional coordinating committee under Codex system, and plays an important role in ensuring the committee performance in responding to the interest of the territory. The meeting of CCASIA was chaired by Kukuh S Achmad, from the National Standardisation Agency of Indonesia. The session was attended by more than 130 participants from 20 nations in Asia and some international organisations. The major issues which were discussed in the session were the impact of private standards on exports of developing countries, the use of the Codex Trust Fund for participation by representatives of developing countries, and the implementation of the Codex Strategic Plan and standards for items like chilly sauce, sago flour and non-fermented soya bean products. The committee finalised the regional standards for sago flour and chilly sauce, both of which will now be sent to the Codex Alimentarius Commission for final adoption.

The Indian delegation was led by Shri P I Suvrathan, Chairperson, FSSAI. The other members of the delegation were Mr S Dave, Director, APEDA and Mr S K Tiwari, JIO (F&VP), FSSAI. They made some useful interventions during the session to facilitate the development of standards ■



International Horti Expo 2010

December 2-6, 2010, Thiruvananthapuram

International Horti Expo organised by the State Horticulture Mission, Kerala was held from December 2-6, 2010 at the Chandrasekharan Nair Stadium, Thiruvananthapuram. The exhibition showcased value-added products made from ornamental plants, vegetables, fruits, medicinal plants, spices, tubers, and honey amongst others. The expo was an effective medium to spread awareness about the new trends in horticulture.

The event was organised with active participation and collaboration of the Central Agricultural Ministry, APEDA, National Horticultural Mission, State Agricultural Department, Agricultural University, National Medicinal Plant Board, NABARD, CIAL, Coconut Development Board, Spices Board, Coir Board, Cochin International Airport Ltd., various State Horticulture Missions and other government as well as private institutions. Foreign institutions like Anthura BV-Holand, Fifi Plugs – Sri Lanka, Albani Rugeri – Italy, Ginigar Plastic – Israel, Renin Plants – Netherlands, etc. also participated. A floral arrangement, 'Paithrika Keralam', depicting the cultural heritage of Kerala was the main attraction of this expo. Seminars and cultural programmes were the other highlights of the expo.

This mega exhibition was inaugurated by Shri V S Achuthanandan, Honourable Chief Minister of Kerala, in a function presided over by Shri Mullakkara Ratnakaran, Honourable Minister for Agriculture, Kerala. Shri M Vijayakumar, Honourable Minister (Law & PWD), Sri Binoy Viswam, Honourable Minister for Forest, Sri K Jayakumar, IAS, Additional Chief Secretary and APC, Kerala and various other dignitaries attended the inaugural function ■



AgroTech 2010

December 3-6, 2010, Chandigarh

AgroTech 2010, the biennial event organised by the CII, was held at Chandigarh, the traditional venue from December 3-6, 2010. Another event, AppleFest 2010, was amalgamated into AgroTech this year, which was formally inaugurated by Mr Sharad Pawar, Honourable Union Minister of Agriculture.

Also gracing the occasion were Mr Bhupinder Singh Hooda, the Honourable Chief Minister of Haryana, and Mr Paramvir Singh, the Honourable Minister of Agriculture, Punjab. The special guest was Mr Mohd Asif Rahimi, the Honourable Minister of Agriculture, Irrigation and Livestock from the Islamic Republic of Afghanistan. A delegation from UK, headed by Ms Patricia Hewitt, Chairperson, UK-India Business Council, and the former Cabinet Minister for Women as well as Secretary of State for Health-UK also participated in the event. Mr Vinod K Kaul made a presentation on Basmati rice at this seminar.

At the inaugural function, the progress made by India in the agriculture sector, was highlighted by the dignitaries.

Agriculture remains the stronghold of the Indian economy, which was amply borne out by the display of various agricultural implements and equipment at the venue. This spoke volumes about the rapid strides made by India in the field of agriculture and agricultural implements.

A host of apples varieties and apple products were displayed by entrepreneurs from Jammu & Kashmir and Himachal Pradesh, which drew visitors to those stalls.

APEDA at its stall displayed publications and some varieties of apple through its registered exporters, which also attracted many visitors. The stall was manned by Mr Fareed Ahmed, while Mr Vinod K Kaul, Deputy General Manager, APEDA, coordinated APEDA's participation at the event.

As a part of this event, a seminar on Business Opportunities in Basmati Rice Exports was organised on December 5, 2010. Mr Vijay Setia, President, AIREA, delivered the key address while Mr M B S Sandhu, Chief GM of Punjab, MARKFED highlighted the steps taken by the state government and MARKFED in promoting Basmati rice ■

Bio Fach India Exhibition for Organic Products

December 7-9, 2010, Mumbai, India

The Bio Fach India Exhibition for Organic Products was held in Mumbai, from December 7-9, 2010. It was inaugurated by Ms Agatha Sangma, Honourable Union Minister of State for Rural Development. A number of entrepreneurs from the North-Eastern states participated in this event. Besides, the event also saw huge participation from international exporters as well, and attracted sizeable crowd. North East displayed its delectable produce through chillies like Bird's eye Chilly and King Chilly, dehydrated ginger, turmeric, orange, pineapple and Seabuckthorn juice and evoked great interest from many international and Indian companies.



When the Honourable Minister, Ms Sangma, met the North-Eastern delegation, she expressed her enthusiasm and encouraged them to develop organic farming further in the state. The delegation was led by Mr B K Baruah, Assistant General Manager from APEDA's regional office in Guwahati ■

GOMA Meet in India

December 7-10, 2010, Mumbai, India

The third meeting of the working group of Global Organic Market Access (GOMA) was held at Mumbai, during December 7-10, 2010. Dr (Ms) P V S M Gauri, Advisor (Organic Products) is an active member of GOMA. APEDA, being a member of the working group of GOMA, facilitated holding of the meeting in India. Representatives from 12 countries viz. China PRC, Indonesia, Japan, Laos, Malaysia, Nepal, Philippines, South Korea, Taiwan (Province of China), Thailand, Vietnam, including India, attended the meeting.

The GOMA project, an initiative of FAO, UNCTAD, and IFOAM, was launched in 2009, with an objective to simplify the process of trade in organic products among the countries regulating the Organic Guarantee system. Mr Asit Tripathy, Chairman, APEDA, hosted a dinner at Intercontinental The Lalit in Mumbai for GOMA's working group members on December 9, 2010 ■





Prospects Further On

A Preview of the Future Events to be Participated by APEDA

The Indian agriculture and food processing industry is predominantly export-oriented, and APEDA works continuously to take it to a higher level. A catalyst in bringing international buyers and Indian sellers together on a common platform, APEDA participates in international trade events to promote the Indian agricultural and processed food products.

Fruit Logistica

February 9-11, 2011, Berlin, Germany

It is the world's leading trade fair for fresh fruits and vegetables business. Fruit Logistica is an international event where more than 2,000 companies across the globe showcase the strength of their fresh produce value. The exhibition provides an excellent platform for initiating business deals and making worldwide contacts. It gives a unique opportunity to gain a complete overview of the latest trends in the fresh produce business.

Bio Fach Germany

February 16-19, 2011, Nuremberg, Germany

This is the German chapter of the Bio Fach show, and will focus on organic food products. This event is important for the food industry in Europe, and the entities who are looking forward to trade with them.

Gulf Food 2011

February 27-March 2, 2011, Dubai, UAE

It is the world's biggest annual food and hospitality event for the Middle East, Africa and South Asia. Considering the response of trade, this year also, APEDA has decided to participate at this mega event. It has been proposed to promote Indian food products like: ready-to-eat food/curries, soups, honey, fresh/frozen fruits & vegetables, *chutneys*, pickles, herbal tea, and Basmati rice through free sampling to visitors.

AAHAR 2011

March 10-14, 2011, Pragati Maidan, New Delhi

AAHAR is one of the important food fairs in India, in which APEDA and Ministry of Food Processing Industry (MOFPI) participates. The event provides an excellent platform to the manufacturers to showcase their products. The potential market players from India and the rest of the world participate in AAHAR. Considering the response of the exporters and processors, APEDA has decided to organise this event on a larger scale in 2011. It is scheduled to be held from March 10-14, 2011 at Pragati Maidan, New Delhi.

APEDA invites the participation of its member exporters and other stakeholders to this event which will enable exporters to showcase their products. The charges for nine square metre of furnished space would be approx. ₹ 50,000. To make the participation of the exporters more meaningful, APEDA intends to organise Buyer-Seller Meet (BSM) during the event. This would provide a forum to the exporters of processed food products to interact with the buyers directly, to showcase their product and negotiate best business deals. The BSM is scheduled to be held during the event on March 11-12, 2011 ■

A Story of Leaps and Bounds

Sam Agritech, the Company with an Eye for Innovation

SAM AGRITECH Limited is a pioneer in pomegranate aril exports from India. Considering the difficulties faced by the pomegranate exporters in getting the sufficient quantum of Class-I produce for exports, Sam Agritech did this innovation of culling out the arils and packing them for consumers in the rest of the world. The packs are usually displayed on shelves of retail stores in the international market. This innovation has led to the utilisation of Class-II produce for extracting arils.

Sam Agritech has collaborated with an Israel-based organisation for technical support in extraction of arils and stabilising the shelf life of the produce. It started its trials during the year 2007 and started with one of the super markets in the UK with about 200 kg a day. A spectacular trial it was, and the success can be testified by the recent figures of 1,000 kg of shipment a day. The company is sourcing its fruits from its captive pomegranate farms in Andhra Pradesh coupled with contract farming arrangements with other farms, and has been able to establish itself as the sole supplier of pomegranate arils the year around from India. The company engages more than 150 labourers on a daily basis at its processing facility and produces over 1,500 kg every day. With the existing infrastructure and the concentrated effort, the company has been able to reach an export volume of 300 MT of fresh arils valued at ₹ 12 crore.

This Andhra Pradesh-based company is also into exports of fresh grapes, mangoes and pomegranates since a decade. It has been successfully exporting the above produce to the super markets of the UK and US ■



For Your Information



Export Highlights

- The Gulf countries have increased their demand for Indian fruits and vegetables in the recent years
- APEDA is all set to launch a drive to enhance 100 per cent organic product exports. Subsidies will be offered to farmers, and this is aimed at raising awareness amongst them
- Single malt whisky from India ranked amongst the world's best
- India wastes 59 MT fruits and vegetables every year
- Government to provide more incentives to struggling export sectors such as tea, handicrafts and readymade garments in the first half of January 2011
- Exports set to touch USD 225 billion this fiscal
- India, US to jointly promote ayurvedic, herbal products in the US
- International fresh produce industry conference in New Delhi from March 2-4, 2011



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