



MARKET INTELLIGENCE UPDATES FOR POTATOES

RED/PURPLE POTATOES WHICH WERE IMPORTED, TO BE GROWN BY ITC IN INDIA

Continuing its push to promote healthier variants of potatoes, FMCG major ITC is set to begin trial cultivation of red potatoes at Chandrala village of Gandhinagar district in Gujarat. Red potatoes are a variety recently launched by the company, which are high on anthocyanin, which gives it antioxidant properties. Red and purple potatoes are currently available in India at specialty gourmet stores for about Rs.1,000-1,500 per kg; and are consumed at five-star hotels and upmarket restaurants, primarily in salads. This can open up a new market for export to Nepal and Sri Lanka.

OPPORTUNITY FOR INDIA DUE TO THE TRADE RESTRICTION ON CHINA

In the wake of the Covid-19 outbreak, the Centre has identified potato as one of the many goods, which Indian exports could benefit from trade restrictions against Chinese exports. There may be opportunities for Indian exporters of agri-items, in case some countries impose restrictions on Chinese goods in response to outbreak of COVID-19. Opportunities may arise in case of other countries imposing import restriction on these tariff lines. The finance ministry has submitted a proposal to analyse the government's response to global supply chain disruptions due to Covid-19. According to our analysis, India has the benefit to fill the demand gap experienced by countries which rely on China mainly for the import of Potatoes.

BANGLADESH EMERGES AS A COMPETITOR MARKET FOR POTATO EXPORT

A drive to increase Bangladesh's potato exports reached an important landmark in March 2020 with the inauguration of a special shipment, destined for Singapore, Malaysia, and the United Arab Emirates. This opens up Bangladesh as a direct competitor to India for exporting to the neighboring country of Nepal. Bangladesh produces 11 million tonnes of Potato, but hardly used to export any due to lack of quality control, limited cold storage facilities, and restricted access to foreign buyers. Now as the Food and Agriculture Organization of Bangladesh (FAO) is providing aides to the farmers to export more, India faces a challenge while exporting to neighboring countries like Sri Lanka and Nepal. Focusing the limelight onto Bangladesh, the government will most likely implement latest technology for cultivation of potatoes since the ROI is high.

Source :- <https://www.potatopro.com/news/2020/itc-begin-red-potato-cultivation-trials-gujarat>
<https://www.thehindu.com/business/Industry/covid-19-outbreak-could-help-agri-exports/article31026024.ece>
<https://thefinancialexpress.com.bd/trade/drive-to-increase-potato-exports-reaches-landmark-1584275314>