

With support from



Federal Ministry  
of Food  
and Agriculture

by decision of the  
German Bundestag



Indo-German Cooperation on **Agricultural Market Development**

*Building sustainable partnerships*

# PRODUCT & MARKET IDENTIFICATION FOR EXPORTS



Compiled by

**Dr. Ramesh Mittal**

Course Director- "Agri-Export and Import Management Training Program"  
Director, CCS National Institute of Agricultural Marketing

Indo-German Cooperation on  
**Agricultural Market Development**

## Preface

The Indo-German Cooperation on Agricultural Market Development (AMD) Project is intended to contribute to the sustainable economic growth of India's agricultural sector and improve livelihoods in rural regions. The project's goal is to support India's strategy for modernizing agricultural markets and enhance knowledge and skills on the various key aspects of international Agribusiness management, specifically targeting the European Union (EU) markets. The project further focuses enhancing the knowledge on international market management; outlook to identify markets and buyers; Indian and EU trade policies; import regulations and associated incentives; agri trade logistics & management; emerging foreign trade policies; and tools for enhancing price competitiveness in the global markets.

It is with great pleasure that we present an e-book, "Product and Market Identification for Exports" The e-book comprises information on export food trade policies and showcasing the need and scope of export opportunities in Rajasthan, Odisha, and Uttar Pradesh states. The e-book will give information and knowledge to upcoming entrepreneurs and learn the details to start a foreign trade operation. The e-book has been prepared to provide basic knowledge about the export-import management of agri. commodities in seven parts. This e-book is a part of the series of seven e-books as

1. India's agri-food trade policies and export incentives
2. European union agri-food trade policies and import regulations
3. Product and market identification for exports
4. International marketing management
5. Trade operations and documentation
6. Agri-trade logistics and customs regulation
7. International trade and finance

We wish all the officials from the agriculture and marketing division/ APMCs, state representatives from the Directorate of Marketing and Inspection (DMI), and leading exporters/ agri-startups/ FPO CEOs/ FPOs resource institutions that will benefit from the e-book and get knowledge about export-import operations.

**Dr. Ramesh Mittal, Director,  
CCS National Institute of Agricultural Marketing**

# Table of Content

Chapter No	Topics
1	Discuss The Methodology of Identifying the Best Products
2	Flory Agro Export LLP
3	The Most Potential Agri Export Markets Based on Import Demands
4	Competition In Agri Exports & Strategies
5	Tariff And Non-Tariff Barriers in Agri Exports
6	Sanitary And Phytosanitary Agreements on Trade (SPS) & Technical Barriers to Trade (TBT)
7	Buying Leads in Importing EU Countries

# Product and Market Identification for Exports



**Dr. Parashram Patil**

Agricultural and Natural Resources Economist



## Indo-German Cooperation on Agricultural Market Development

# **Chapter No 1**

**Discuss The Methodology of Identifying  
the Best Products**

## DISCUSS THE METHODOLOGY OF IDENTIFYING THE BEST PRODUCTS

---



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## DISCUSS THE METHODOLOGY OF IDENTIFYING THE BEST PRODUCTS

---



## METHODOLOGY TO ADOPT RIGHT PRODUCTS AND MARKET

---

- Identify the HS Code of your commodity
- Identify the current target markets
- Analyze the import growth in the targeted market
- Who are my competitors in target market?
- Business tools in WTO context



## Starting Export

---

Export in itself is a very wide concept and lot of preparations is required by an exporter before starting an export business. To start export business, the following steps may be followed:

### **1) ESTABLISHING AN ORGANISATION**

To start the export business, first a sole Proprietary concern/ Partnership firm/Company has to be set up as per procedure with an attractive name and logo.

### **2) OPENING A BANK ACCOUNT**

A current account with a Bank authorized to deal in Foreign Exchange should be opened.

### **3) OBTAINING PERMANENT ACCOUNT NUMBER (PAN)**

It is necessary for every exporter and importer to obtain a PAN from the Income Tax Department.

## Starting Export

---

### 4) OBTAINING IMPORTER-EXPORTER CODE (IEC) NUMBER

- As per the Foreign Trade Policy, it is mandatory to obtain IEC for export/import from India. Para 2.05 of the FTP, 2015-20 lays down the procedure to be followed for obtaining an IEC, which is PAN based.
- An application for IEC is filed online at [www.dgft.gov.in](http://www.dgft.gov.in) as per ANF 2A, online payment of application fee of Rs. 500/- through net Banking or credit/debit card is made along with requisite documents as mentioned in the application form. (For more information.

### 5) REGISTRATION CUM MEMBERSHIP CERTIFICATE (RCMC)

For availing authorization to import/ export or any other benefit or concession under FTP 2015-20, as also to avail the services/ guidance, exporters are required to obtain RCMC granted by the concerned Export Promotion Councils/ FIEO/Commodity Boards/ Authorities.

## Starting Export

---

### 6) SELECTION OF PRODUCT

All items are freely exportable except few items appearing in prohibited/ restricted list.

After studying the trends of export of different products from India proper selection of the product(s) to be exported may be made.

### 7) SELECTION OF MARKETS

An overseas market should be selected after research covering market size, competition, quality requirements, payment terms etc. Exporters can also evaluate the markets based on the export benefits available for few countries under the FTP. Export promotion agencies, Indian Missions abroad, colleagues, friends, and relatives might be helpful in gathering information.

### 8) FINDING BUYERS

Participation in trade fairs, buyer seller meets, exhibitions, B2B portals, web browsing are an effective tool to find buyers. EPC's, Indian Missions abroad, overseas chambers of commerce can also be helpful. Creating multilingual Website with product catalogue, price, payment terms and other related information would also help.

### 9) SAMPLING

Providing customized samples as per the demands of Foreign buyers help in getting export orders. As per FTP 2015-2020, exports of bonafide trade and technical samples of freely exportable items shall be allowed without any limit.

# Starting Export

## 10) PRICING/COSTING

Product pricing is crucial in getting buyers' attention and promoting sales in view of international competition. The price should be worked out taking into consideration all expenses from sampling to realization of export proceeds on the basis of terms of sale i.e. Free on Board (FOB), Cost, Insurance & Freight (CIF), Cost & Freight (C&F), etc. Goal of establishing export costing should be to sell maximum quantity at competitive price with maximum profit margin. Preparing an export costing sheet for every export product is advisable.

## 11) NEGOTIATION WITH BUYERS

After determining the buyer's interest in the product, future prospects and continuity in business, demand for giving reasonable allowance/discount in price may be considered.

## 12) COVERING RISKS THROUGH ECGC

International trade involves payment risks due to buyer/ Country insolvency. These risks can be covered by an appropriate Policy from Export Credit Guarantee Corporation Ltd (ECGC). Where the buyer is placing order without making advance payment or opening letter of Credit, it is advisable to procure credit limit on the foreign buyer from ECGC to protect against risk of non-payment. (To know more about ECGC.

## Harmonized System Code HS Code)

- ❑ The Harmonized System (HS) codes are an international method of classifying products for trading purposes. This classification is used by customs officials around the world to determine the duties, taxes and regulations that apply to the product.
- ❑ The Harmonization Code System (HS-Code) is a system of progressively more specific identifiers for a commodity. This number is an aggregate of a series of codes starting with a broad category assigned a 2-digit identifier. It is then assigned a 4-digit identifier and goes down further.



# For example:

---

04: Dairy Products, bird's egg, natural honey, edible products of animal origin.(2 digit)



0401: Milk and cream, not concentrated nor containing added sugar or other sweetening matter.(4 digit)



04011000: Milk and cream containing fat not exceeding 1%.

04012000: Milk and cream containing fat > 1% but < 6% by wt.

04013000: Milk and cream containing fat > 6% by wt.  
(6 digit)

## Use of HS Code

---

- Classify physical goods for shipment to a foreign country;
- Complete required shipping documentation such as shipper's letter of instructions, commercial invoice or certificate of origin;
- Determine import tariff (duty) rates and figure out if a product qualifies for a preferential tariff under a free trade agreement;
- Conduct market research and obtain trade statistics;

## List of HS Code [2 digit level] important for GMS region

S.No.	HSCode	Commodity
1	'030617	Frozen shrimps and prawns
2	'030799	Molluscs
3	'080132	Cashew nuts, without shell, fresh or dried
4	'080610	Grapes, fresh
5	'090111	Coffee,
6	'100620	Rice, husked (brown)
7	'120740	Sesamum seeds,
8	'151530	Castor oil&its fractions
9	'230400	Soya-bean oil-cake&
10	'240120	Tobacco, unmanufactured,

## Comparative advantage?

**Revealed Comparative Advantage  
RCA**

# Revealed Comparative Advantage

- It is defined as a country's sectoral share divided by the world sectoral share.
- The values of an RCA indicate the country's competitiveness vis-à-vis the world.
- It also helps to assess a country's export potential.
- The RCA indicates whether a country is in the process of extending the products in which it has a trade potential



# Revealed Comparative Advantage

- The RCA index of a country  $i$  for product  $j$  is often measured by the product's share in the country's exports in relation to its share in world trade:
- $RCA_{ij} = (x_{ij}/X_{it})/(x_{wj}/X_{wt})$
- Where  $x_{ij}$  and  $x_{wj}$  are the values of country's  $i$ 's exports of product  $j$  and of world exports of product  $j$  and where  $X_{it}$  and  $X_{wt}$  refer to the country's total exports and world total exports.

## Revealed Comparative Advantage

---

- ▣ The benefit of comparative advantage is **the ability to produce a good or service for a lower opportunity cost.**
- ▣ A comparative advantage gives companies the ability to sell goods and services at lower prices than their competitors, gaining stronger sales margins and greater profitability.

## Lessons of Comparative Advantage

---

- ▣ Comparative Advantage is **the economic basis for specialization and trade.**
- ▣ If individuals and countries specialize in producing the goods in which they have the comparative advantage and trade for the goods in which others have the comparative advantage, both parties will be better off.



# Importance of Comparative Advantage

---

- ❑ The values of RCA indicate the country's competitiveness vis-à-vis the world.
- ❑ An RCA value of greater than 1 for a certain product signifies that the country has exported that commodity more intensively than the rest of the world in that year and generally this is taken as a proxy measure of a country's competitiveness.

## Example

---

- ❑ Example: in 2010, soybeans represented 0.35% of world trade with exports of \$42 billion.
- ❑ Of this total, Brazil exported nearly \$11 billion, and since Brazil's total exports for that year were \$140 billion, soybeans accounted for 7.9% of Brazil's exports.
- ❑ Because  $7.9/0.35 = 22$ , Brazil exports 22 times its "fair share" of soybean exports, and so we can say that Brazil has a high revealed comparative advantage in soybeans.

---

Select the product with high comparative advantage for exports



RCA?

---

- ❑ Mango
- ❑ Turmeric
- ❑ Ginger
- ❑ Cumin
- ❑ Coriander

## Steps towards the Right Product-Market Matrix



Identify HS code of your commodity

Trend Analysis of Exports of your HS code

Do I have the comparative Advantage?

Trend Analysis of Major Export Targets

Who are my competitors in target markets?

Do I have competitive Advantage?

Checking on Trade Complementarity of target markets?

Decision Making tools in WTO era

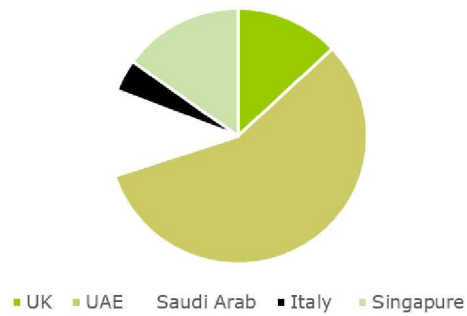
### Status of Current Export Destinations for **Guavas, Mangoes & Mangosteens, fresh/dried, (2020)**

Country	India's major export market share
U S A	0.03
NETHERLAND	0.07
Germany	0.58
HONG KONG	0.04
U K	5.62
France	0.1
KOREA RP	0
Canada	0.61
Spain	0
RUSSIA	0.05
U ARAB EMTS	24.57
Portugal	0
SAUDI ARAB	4.71
Switzerland	0.5
Italy	1.76
Belgium	0
Singapore	6.51
Japan	0.57
Poland	0

## India's Important Export Market For Guavas, Mangoes & Mangosteens, fresh/dried

---

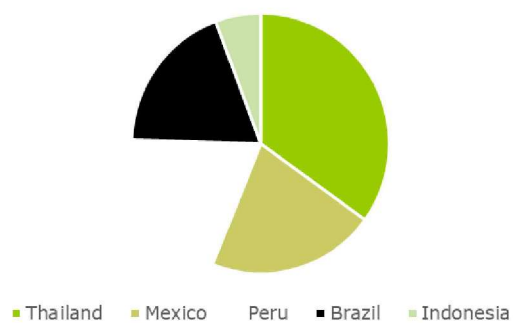
India's major export market for  
0804050



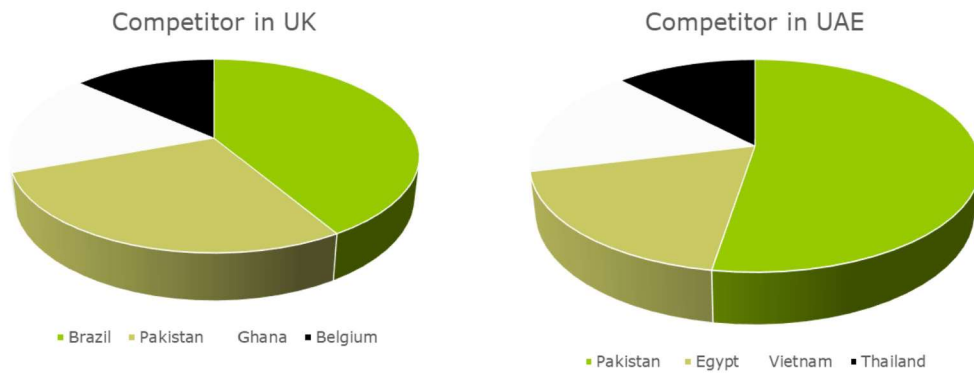
## India's Major Competitor in the World for Mango Export

---

India's major competitors in world  
Mango Export



## Comparative Competitor

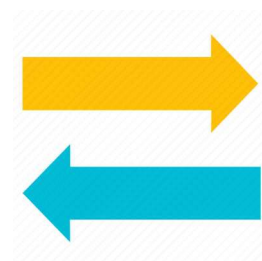


## Trade intensity index

Trade intensity index is based on an actual observation of bilateral trade flow, and it measures the intimacy of the trading relationship between any given two countries.

$$I_{ij} = (X_{ij}/X_i) / (M_j/W)$$

where  $X_{ij}$  denotes exports from Country  $i$  to Country  $j$ ,  
 $X_i$  equals the total exports from Country  $i$ ,  
 $M_j$  is the total imports of Country  $j$ , and  
 $W$  represents the world trade volume



## DATA REQUIRED

---

- ❑ World imports and exports trends
- ❑ India's imports and export trends
- ❑ Major export and import markets for India
- ❑ Market Share in each export market
- ❑ Main competitors in the export market
- ❑ International Price
- ❑ Domestic price
- ❑ Tariff & Non tariff barriers
- ❑ Existence of Preferential Trade arrangements



## Databases Available at IIFT

---

- ❑ World Trade Atlas
- ❑ India Trades
- ❑ TRAINS
- ❑ UNCTAD
  - Trademap.org
  - Macmap.org

## CONCLUSION:

---

- ❑ Identify HS Code
- ❑ Export and Import Analysis
- ❑ Comparative advantage analysis
- ❑ Competitor analysis
- ❑ Trend analysis
- ❑ Import Export gap analysis
- ❑ Select product and market

---

Thank you!!



Questions please...



[patilparashram9@gmail.com](mailto:patilparashram9@gmail.com)

[www.drparashrampatil.com](http://www.drparashrampatil.com)

# **Chapter No 2**

## **Flory Agro Export LLP**

## FLORY AGRO EXPORTS LLP



*Building sustainable partnerships*

**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## FLORY AGRO EXPORTS LLP

**India's first Foliage export Start-up**



**Founder:**

**Dr. Parashram Patil**  
**(Agricultural economist)**

# FLORY AGRO EXPORT LLP

- ▶ Flory Agro Exports is Fresh Green Young Foliage Export Company.
- ▶ It is established in 2021 to exports ornamental foliage.
- ▶ Dr. Parashram Patil (Agricultural Economist) is the founder of Flory Agro Exports LLP.



## PROBLEMS TO BE SOLVED

- ▶ India has world's best agro climatic conditions to produce fresh greens (Ornamental foliage) but our export is zero in International market.
- ▶ India can producer very well **Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messangerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu and Murraya Paniculata.**
- ▶ These all verities of fresh greens have tremendous export potential and in great demand in European market.
- ▶ Cultivation and export of decorative greens is a good remunerative business.
- ▶ Columbia, Ecuador, Guatemala, Costa Rica are market leaders in the export of decorative greens to Europe.
- ▶ But if these countries can, why can't India? With this basic germ in mind, Flory Agro Exports LLP was born.



# PRODUCT INNOVATIONS/SOLUTIONS



- ▶ There is good demand in Royal Flora Holland Market for fresh greens like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messangerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu and Murraya Paniculata.
- ▶ The Flory Agro Export LLP has started with Murraya paniculata and planted 4000 plants as a piolet.
- ▶ This piolet plantation has been successful. Further, Flory Agro Export LLP will cultivate all the fresh greens varieties like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messangerana, Calathea Lutea, Heliconia and it will be exported to the Europe through Royal Flora Holland.
- ▶ Our Farm locations is perfectly suitable for cultivation of above mentioned exportable fresh green which has tremendous demand in developing countries especially Europe.
- ▶ Flory Agro Export LLP aspires to become exporter of above mentions exportable items and contribute into the mission of doubling farmers income and doubling agricultural exports.

## ABOUT THE STARTUP

- ▶ Flory Agro Exports LLP is a young company in the field of ornamental foliage. Presently, Columbia, Ecuador, Guatemala, Costa Rica are market leaders in the export of decorative greens to Europe.
- ▶ Flory Agro Exports LLP has taken up a pioneer project in exporting fresh greens (Ornamental foliage) to Netherlands.
- ▶ In Nov 2020, at Gudewadi village near Chandgad Kolhapur region in India, we planted 4000 saplings of Murraya Paniculate ornamental foliage plants and launched this project.

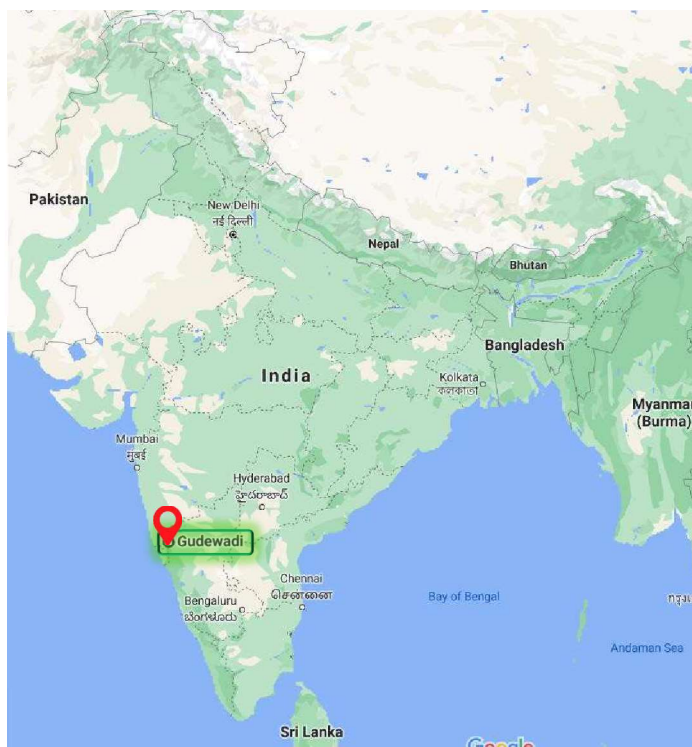


## GLANCE OF THE STARTUP



## SITE LOCATION

**Gudewadi,  
Chandgad,  
Maharashtra**



# ENVIRONMENTAL IMPACTS



- ▶ To cut our carbon footprint, we employ sustainable agricultural processes.
- ▶ These processes include the use of organic fertilizers and pesticides. Because use of organic fertilizers and pesticides our farm run offs during monsoon rains and not hazardous to nature.
- ▶ It restricts deforestation and promotes biodiversity. Hence, we are able to produce exportable quality green leaves which can be exported worldwide. With this quality product we will participate in the auction of Royal Flora Holland.

# COMPETITORS

- ▶ This is India's first project of Fresh Greens exports, so there are no competitors in this sector.
- ▶ Worldwide competitors can be Caribbean countries, however India has competitive advantage in this market.
- ▶ In a nut shell, there is very less competition for India existing in this market.



# REVENUE MODEL



- ▶ The revenue model for Flory Agro Exports LLP is through export of fresh greens (branches and leaves) in Royal Flora Holland auction market. Royal Flora Holland will guarantee timely payment of the sale proceeds of the members.
- ▶ Total Funding Requirements: Rs. 25,00,000
- ▶ Total Revenue Projections:

YEAR	REVENUE
Year 1	Rs.10,00,000
Year 2	Rs.15,00,000
Year 3	Rs.30,00,000
Year 4	Rs.35,00,000
Year 5	Rs.40,00,000

# BUSINESS GOALS

- ▶ Flory Agro Exports LLP endeavours to cultivate the 20000 plants in upcoming year since piolet plantations has been successful.
- ▶ Also, Flory Agro Exports LLP aspires to include other verities like Cordyline Fruticosa, Cordyline Red-edges, Cordyline Thai-Choco, Cordyline Compacta, Dracaena Messengerana, Calathea Lutea, Heliconia, Variegated, Philodendron Xanadu in the upcoming year.



# SOCIAL IMPACT

1. *Flory Agro Exports LLP will stand as a trend setter and motivate other young agri entrepreneurs to inter into agricultural exports business.*
2. *Flory Agro Exports LLP aspires to convert ordinary village into agricultural exports hub.*
3. *It will influence farmers to change cropping pattern which is more economically viable and environment friendly.*
4. *It will provide alternative source of income to the farmers.*
5. *It will promote environment friendly organic agricultural practices.*
6. *It will generate employment opportunity at village level.*
7. *Doubling farmers income and doubling agricultural exports.*
8. *Promotes afforestation.*
9. *Contributes in sustainable economic development of the village.*



Sr no	Training to farmers to cultivate	Buy back agreement	Farmer's sales
1st year		NIL	NIL
2nd Year	5 (5000 plants)	Yes	500000
3rd Year	5 (5000 plants)	Yes	500000
4 <sup>th</sup> Year	10 (10000 plants)	Yes	1000000
5 <sup>th</sup> Year	20 (20000 plants)	Yes	2000000

# FUNDING NEED

	Deliverables and mile stones	Actions	Total fund required
1	Man power appointment	1 Farm Manager, 2 field investigators.	240000
2	Seed plant	10000 seed plant	300000
3	Transportation of seed plant	Transportation from Kerala	50000
4	Irrigation	Water pipe line, sprinkling.	500000
5	Land preparation	Land levelling (2 hectares)	200000
6	Refrigerator refer van	Transport from farm to JNPT	400000
7	Marketing	Visit to Royal Flora Holland	300000
8	Marketing	Membership of Royal Flora Holland	80000
9	Training	Training to farmers, new agri entrepreneurs	200000
9	Artificial shading	Net shading	230000
	<b>Total</b>		<b>2500000</b>

# REVENUE PROJECTIONS

Sr no	Particulars	1 <sup>st</sup> year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
1	Sales:	1500000				4000000
2	10000 cut fresh greens @ Rs 15					
3	15000 cut fresh greens @ Rs 15		1500000	3000000		
4	20000 cut fresh greens @ Rs 15					
5	25000@Rs 15					
6	30000@ Rs 15					



# TEAM MEMBERS



Sr no	Name	Designations	Specialisation
1	Dr. Parashram Patil	Founder	Agricultural Economist
2	Sanjeevani Redekar	Co-founder	Company Secretary
3	Mr Milind Joshi	Mentor	Exports
4	Dr. B R Patil	Adviser	Agriculture
5	Dr Vishwanath Sadamate	Adviser	Trade Expert
6	Pradeep Ganu	Expert	Horticulture Expert

## SCOPE



**Demand** for these greens in European market is huge. Presently Guatemala, Costa Rica, Israel Kenya and Ethiopia supply these to the Netherlands.

However, their supplies are inconsistent because of political and economic instability in these countries.

Demand is so huge that supplies from these countries are not able to meet the demand.

India has got solid **competitive advantages** for these products having tropical weather, strong and growing economy and stable political conditions.

## STRENGTHS



**Location** of our land, which climatically and geographically is one of the best locations in India (Western Ghat of India).

**Proximity** to India's largest international sea port and airport, which means good connectivity with Europe.

**Core team** consists of an expert from International Trade, veteran horticulturist and guidance of APEDA officials.

**Business model** has got very low risk, extremely good growth potential, very good upward scalability and huge market demand throughout the year





Prototype is Ready





## Government Officials visit



## Farmers Interaction





## Awareness programme cum workshop for Women Farmers



## Media Coverage





## Awareness programme cum workshop for Farmers



## Recent Transactions



## Recent Transactions



**Video Link of the Flory Agro Export LLP Startup:**

[https://www.youtube.com/watch?v=kxHRf3\\_VxWQ](https://www.youtube.com/watch?v=kxHRf3_VxWQ)

*Thank You*

# **Chapter No 3**

## **The Most Potential Agri Export Markets Based on Import Demands**

## THE MOST POTENTIAL AGRI EXPORT MARKETS BASED ON IMPORT DEMANDS



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

### 3-3 THE MOST POTENTIAL AGRI EXPORT MARKETS BASED ON IMPORT DEMANDS



## INDIA'S TOP EXPORT (APEDA PRODUCTS)



Rank	APEDA Product	2021-22			
		Qty in 000'MT	Value in Rs.Crore	Value in USD Mill	%age Share in value
	Total India's Export	42763.9	184769.2	24774	100
1	Non Basmati Rice	17262.2	45652.4	6124.3	24.7
2	Basmati Rice	3948.2	26416.5	3540.4	14.3
3	Buffalo Meat	1175.2	24613.2	3303.3	13.3
4	Wheat	7239.4	15840.3	2121.7	8.6
5	Maize	3690.5	7615.4	1020.9	4.1
6	Miscellaneous Preparations	946.5	7407	993.9	4
7	Cereal Preparations	415.5	4862.2	652.3	2.6
8	Groundnuts	514.2	4697.1	629.3	2.5
9	Processed Vegetables	460.6	3986.5	535	2.2
10	Processed Fruits, Juices & Nuts	374.3	3626.1	486.6	2
	Other Products	6737.3	40052.5	5366.3	21.7

Source: DGCIS

## INDIA'S TOP EXPORT DESTINATION (APEDA PRODUCTS)



Rank	Country	2021-22			
		Qty in 000'MT	Value in Rs.Crore	Value in USD Mill	%age Share in value
	Total India's Export	42763.9	184769.2	24774	100
1	Bangladesh Pr	8405.1	21154.7	2839	11.5
2	U Arab Emts	1971.5	11972.9	1604.8	6.5
3	U S A	694.2	9328.8	1250.8	5
4	Vietnam Soc Rep	2258.6	9254	1240.5	5
5	Saudi Arab	1078.5	8394.4	1125	4.5
6	Nepal	3371.1	8203.9	1100.4	4.4
7	Malaysia	1415.6	7866.7	1054.9	4.3
8	Indonesia	1319.8	7431	997.2	4
9	Iran	1211.7	7171.1	959.8	3.9
10	Egypt A Rp	373.6	6102.1	819.1	3.3
	Other Countries	20664.2	87889.6	11782.5	47.6

Source: DGCIS

## 20 PRODUCTS HAVING EXPORT POTENTIAL



Products	
Banana	Pig meat
Potato	Poultry
Fresh Flower	Dairy Products
Dried Flower	Moringa
Vegetable Seeds	Millet & Millet Products
Juices & Concentrated	Makhana
Jaggery	Potato Flakes/Powder
RTE (Ethnic Food)	Biscuits
IQF	Wine
Cereal Preparations	Organic Products

Source: APEDA

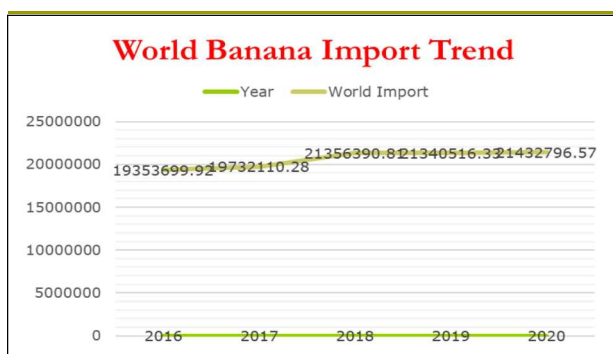
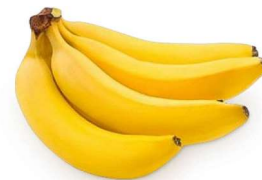
## WORLD IMPORT ANALYSIS



Serial No.	Product	Total Import		India's status as Exporter			
		Quantity	Value	Quantity	Value	% Share in value	Rank
	World Total Import to Country	1057794675	1030532.345	14927784	14284.039	1.38	21

Major Exporting Countries (% Share in Value)				
U S A (9.02)	NETHERLAND (6.74)	Germany (6.48)	France (5.53)	Spain (4.58)

## BANANA IMPORT ANALYSIS



India's rank in  
Banana export

23

23

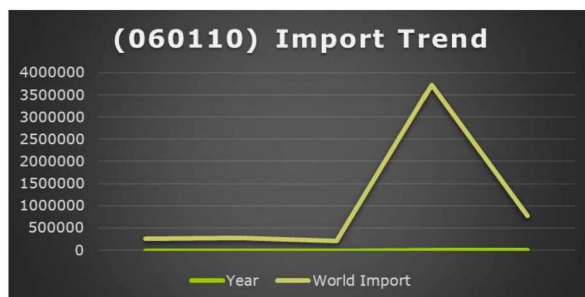
25

32

33

Major Exporting Countries(%age Share in Value)				
Ecuador (26.76)	Costa Rica (13.24)	Colombia (12.15)	Philippines (11.79)	Guatemala (9.1)
Ecuador (26.97)	Costa Rica (13.22)	Philippines (12.83)	Colombia (11.18)	Guatemala (9.1)
Ecuador (27.69)	Costa Rica (12.4)	Philippines (12.32)	Colombia (10.4)	Guatemala (9.44)
Ecuador (28.37)	Costa Rica (12.58)	Philippines (11.92)	Colombia (9.98)	Guatemala (9.1)

## IMPORT ANALYSIS OF BULBS, TUBERS, TUBEROUS ROOTS, CORMS, CROWNS & RHIZOMES, DORMANT



India's  
Rank in  
Export

17

15

19

23

22

Major Exporting Countries(%age Share in Value)				
NETHERLAND (81.99)	Chile (3.56)	New Zealand (3.4)	Germany (1.58)	U S A (1.26)
NETHERLAND (80.91)	Chile (3.96)	New Zealand (3.68)	Germany (1.65)	France (1.55)
NETHERLAND (81.81)	New Zealand (3.34)	Chile (2.84)	Germany (1.84)	France (1.34)
NETHERLAND (80.76)	New Zealand (3.46)	Chile (2.68)	Germany (2.42)	Peru (1.29)
NETHERLAND (82.18)	New Zealand (2.88)	Germany (2.63)	Chile (2.05)	Peru (1.39)



## WORLD GROUNDNUT IMPORT TREND



Groundnut World import trend

Year	World Import
2016	492685.417
2017	303122.525
2018	362551.319
2019	213816.185
2020	469036.498



## USA's IMPORT MARKET ANALYSIS AND SCOPE FOR INDIAN PRODUCTS

Serial No	Product	Total Import		India's status as Exporter			
		Quantity	Value	Quantity	Value	%age Share in value	Rank
	World Total Import to Country	64377711.66	118789.714	755501.005	1542.882	1.29	18
1	ALCOHOLIC BEVERAGES	7910782.632	22253.935	1806.17	6.16	0.03	41
2	MISCELLANEOUS PREPARATIONS	6551991.397	14681.104	31309.352	92.63	0.63	22
3	OTHER FRESH FRUITS	12042502.45	13978.42	124.173	0.48	0	48
4	CEREAL PREPARATIONS	4029542.085	10214.013	71145.33	173.099	1.69	9
5	OTHER FRESH VEGETABLES	7687455.64	10144.391	751.822	1.769	0.02	24
6	PROCESSED FRUITS, JUICES & NUTS	5984300.793	6953.22	29387.7	69.168	0.99	21
7	BUFFALO MEAT	1132109.634	6761.077	0	0	0	9
8	COCOA PRODUCTS	1345462.692	5189.358	4623.058	24.221	0.47	24
9	PROCESSED VEGETABLES	3260422.679	5026.733	35634.514	78.002	1.55	11
10	JAGGERY & CONFECTIONERY	3555266.291	3939.492	19279.215	20.965	0.53	26
11	FLORICULTURE	468980.226	2560.642	3618.286	18.293	0.71	10
12	DAIRY PRODUCTS	263296.063	2161.182	2535.409	19.303	0.89	17
13	FRESH GRAPES	679081.601	1918.398	11.599	0.05	0	16
14	OTHER MEAT	423640.149	1603.836	41.349	0.525	0.03	20



## USA's IMPORT MARKET ANALYSIS AND SCOPE FOR INDIAN PRODUCTS

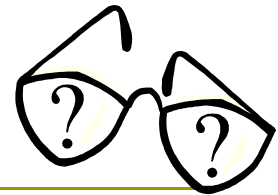
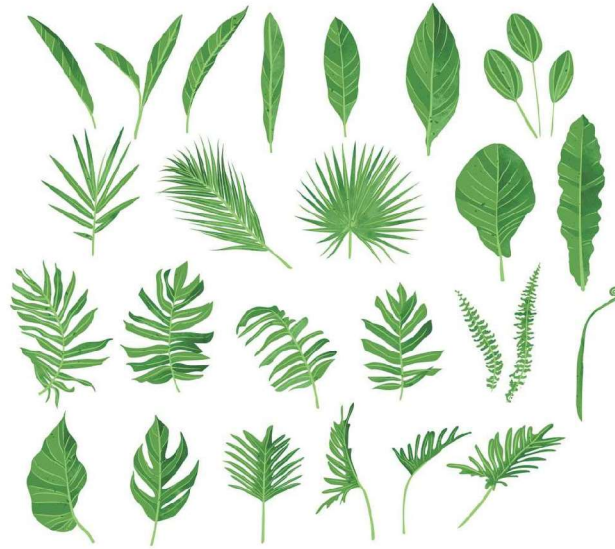
15	RICE	1187970.216	1284.207	261997.323	302.94	23.59	2
16	CASHEW KERNELS	167151.324	1104.408	2471.52	19.541	1.77	4
17	CASHEWNUT SHELL LIQUID	33851.518	1025.16	4540.537	335.415	32.72	1
18	SHEEP/GOAT MEAT	137012.32	1021.92	0	0	0	11
19	PROCESSED MEAT	133596.394	916.604	0	0	0	61
20	OTHERS (BETEL LEAVES & NUTS)	205291.283	816.078	31451.253	24.508	3	3
21	MILLED PRODUCTS	882943.448	549.224	71142.861	58.581	10.67	3
22	FRUITS & VEGETABLES SEEDS	60914.627	520.755	1558.059	25.603	4.92	6
23	CASEIN	54599.032	505.446	583.722	4.938	0.98	11
24	OTHER CEREALS	2033443.566	499.249	2120.07	2.866	0.57	6
25	POULTRY PRODUCTS	110767.613	478.431	0	0	0	48
26	FRESH ONIONS	561344.186	471.342	114.54	0.087	0.02	10
27	WHEAT	1909894.953	467.784	4.438	0.009	0	12
28	PULSES	484653.67	448.226	33479.207	50.907	11.36	3
29	NATURAL HONEY	196641.472	441.408	37563.964	62.126	14.07	4
30	MAIZE	696708.848	337.389	0	0	0	40



## USA'S IMPORT MARKET ANALYSIS AND SCOPE FOR INDIAN PRODUCTS

31	GUARGUM	58381.478	165.549	48675.034	84.35	50.95	1
32	CUCUMBER AND GHERKINS( PREPD. & PRESVD)	86903.603	110.417	59530.5	66.345	60.09	1
33	ALBUMIN( Eggs & Milk)	9016.768	95.138	0	0	0	15
34	ANIMAL CASINGS	16839.72	89.649	0	0	0	39
35	WALNUTS	5346.614	37.523	0	0	0	27
36	GROUNDNUTS	9604.672	18.005	0	0	0	2

## CASE STUDY OF FOLIAGE EXPORT TO EU



Thank you!!  
Questions please...

[patilparashram9@gmail.com](mailto:patilparashram9@gmail.com)

[www.drparashrampatil.com](http://www.drparashrampatil.com)

# **Chapter No 4**

## **Competition In Agri Exports & Strategies**

## COMPETITION IN AGRI EXPORTS & STRATAGIES



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## 3-4 COMPETITION IN AGRI EXPORTS & STRATAGIES



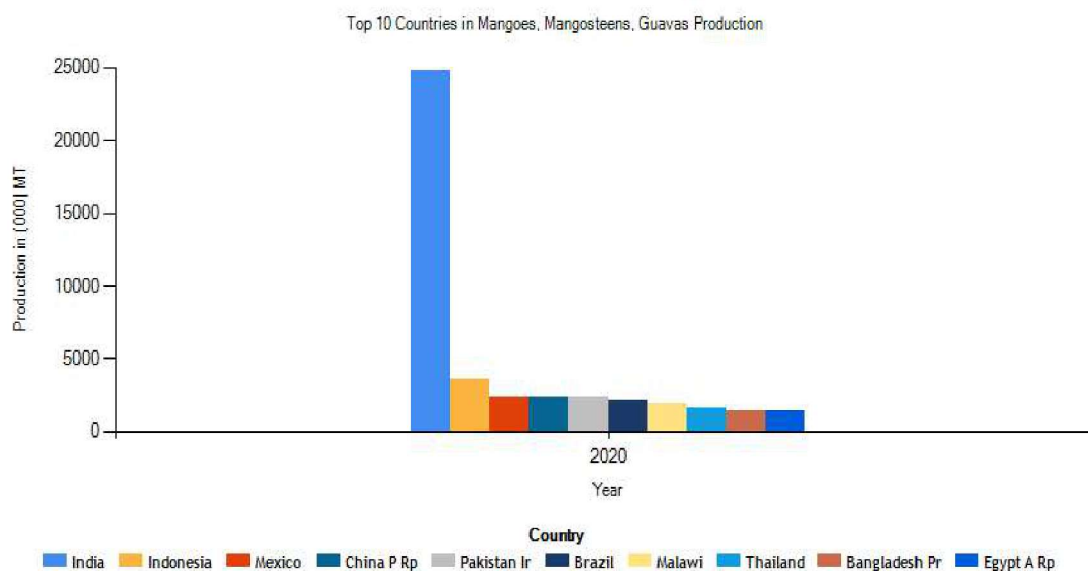
**Dr. Parashram Patil**

## IDENTIFY COMPETITORS IN MANGO EXPORT AND REQUIRED STRATEGIES



- Indian mangoes come in various shape, size and color with a wide variety of flavor, aroma and taste.
- The Indian mango is a special product that substantiates the high standards of quality and bountiful nutrients packed in it.
- Varieties: UTTAR PRADESH: Bombay Green, Chausa, Dashehari and Langra.
- The major mango-growing states are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat and Telangana. Uttar Pradesh ranks first in mango production with a share of 23.58 % and the highest productivity in 2021-22.
- India is also a prominent exporter of fresh mangoes to the world. The country has exported 27,872.78 MT of fresh mangoes to the world for the worth of Rs. 327.45 crores/ 44.05 USD Millions during the year 2021-22.
- Major Export Destinations (2021-22): United Arab EMTs, the U.K., Qatar, Oman and Kuwait

## World Mango Production



## International Mango Production



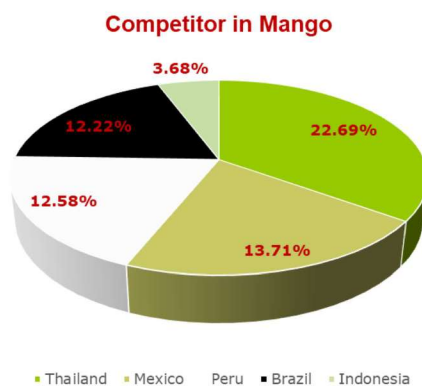
Sr No.	Country	Production	Share(%)
1	India	24,748.00	45.14
2	Indonesia	3,617.27	6.6
3	Mexico	2,373.11	4.33
4	China P Rp	2,368.18	4.32
5	Pakistan Ir	2,344.65	4.28
6	Brazil	2,135.30	3.89
7	Malawi	1,938.07	3.53
8	Thailand	1,657.59	3.02
9	Bangladesh Pr	1,448.40	2.64
10	Egypt A Rp	1,395.24	2.54

## COMPETITORS IN MANGO



India's status as Mango Exporter			
World Import	India Export	India's share	Rank
2247770.84	29557.663	1.4	14

Competitors in Mango	
Competitors	Share
Thailand	22.69%
Mexico	13.71%
Peru	12.58%
Brazil	12.22%
Indonesia	3.68%

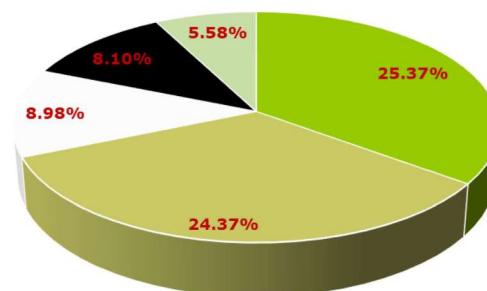


## COMPETITORS IN INDIA'S MAJOR MANGO EXPORT MARKET (UAE)



Competitors in UAE Market	
Competitors	Share
Pakistan	25.37%
India	24.37%
Egypt	8.98%
Vietnam	8.10%
Thailand	5.58%

Competitors in UAE Market



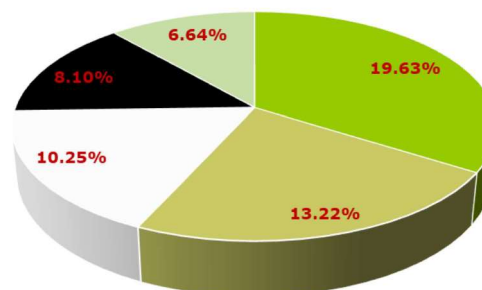
■ Pakistan ■ India ■ Egypt ■ Vietnam ■ Thailand

## COMPETITORS IN UK MARKET



Competitors in UK Market	
Competitors	Share
Brazil	19.63%
Pakistan	13.22%
Peru	10.25%
Ghana	8.10%
Belgium	6.64%

Competitors in Uk Market



■ Brazil ■ Pakistan ■ Peru ■ Ghana ■ Belgium

## STRATEGIES SHALL FOCUS ON:



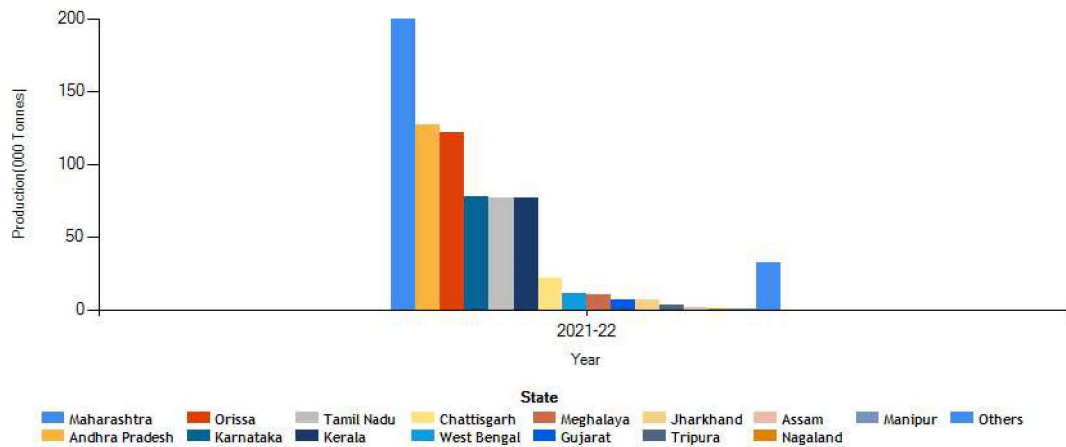
- More producer exporters. Right now, there are mainly commercial exporters who source mangoes from mandis.
- Due to the presence of fruit flies in Indian mangoes, importing countries like South Korea, Japan, Australia, New Zealand, and the US have specific mitigation measures like VHT and irradiation, which are costly and cumbersome. They are also only available in limited numbers.
- There are few irradiation facilities in India — two in Maharashtra, one in Karnataka, and another being set up in Uttar Pradesh. The irradiation facility set up by the Maharashtra State Agricultural Marketing Board (MSAMB), Pune, is a major hub.
- Markets like the US, the UK, and the Middle East are expected to grow at least 50 per cent over next year because they have large Indian diasporas, .
- Traceability, food safety, and residue free production based on Protected Health Information (PHI) and Maximum Residue Limit (MRL) standards

## IDENTIFY COMPETITORS IN CASHEW KERNEL EXPORT AND REQUIRED STRATEGIES



- India is the largest producer, processor and exporter of cashews in the world.
- India is the largest importer of raw cashew in the world.
- India is the leading cashew kernels exporter, however, recently there are fluctuations in cashew trade due to the strong competition from countries like Vietnam, Brazil and from Some African countries.
- Though India is one of largest cashew producing countries in the world, domestic raw cashew production is not sufficient to meet the demand of processing units and hence they have to import raw cashew.
- Recently, the Ministry of Commerce and Industries, Govt of India, put cashew nut export under the Agricultural and Processed Foods Export Development Authority (APEDA), earlier it was under the Cashew Export Promotion Council of India.

## INDIAN CASHEW PRODUCTION



## WORLD CASHEW PRODUCTION



PRODUCERS	PRODUCTION
Côte D'Ivoire	10,00,000
India	7,38,000
Cambodia	6,00,000
Vietnam	4,00,000
Nigeria	2,40,000
Guinea-Bissau	1,80,000
Tanzania	2,20,000
Benin	2,40,000
Ghana	1,80,000
Brazil	1,35,000

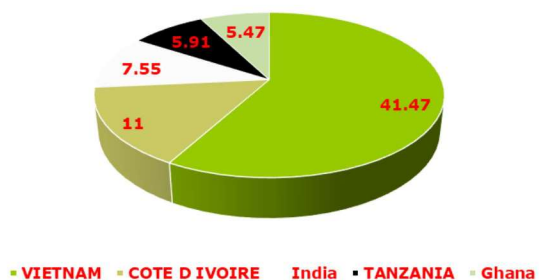
## COMPETITORS IN CASHEW KERNELS



India's status as Cashew Exporter			
World Import	India's export	India's share	Rank
2718177.624	67392.333	7.74	3

Competitors in Cashew	
Competitors	Share
VIETNAM	41.47
COTE D IVOIRE	11
India	7.55
TANZANIA	5.91
Ghana	5.47

Competitors in cashew export

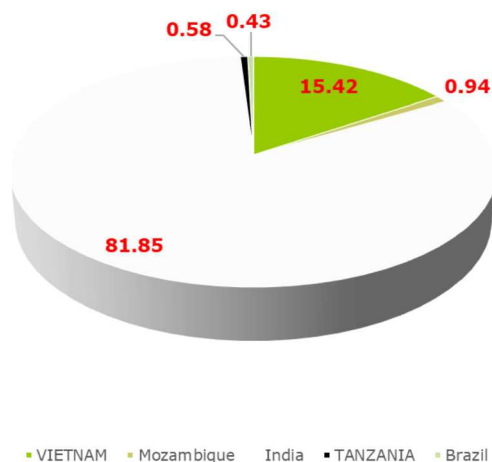


## COMPETITORS IN INDIA'S MAJOR CASHEW EXPORT MARKET (UAE)



Competitors in UAE Market	
VIETNAM	15.42
Mozambique	0.94
India	81.85
TANZANIA	0.58
Brazil	0.43
VIETNAM	15.42

Competitors in UAE Market

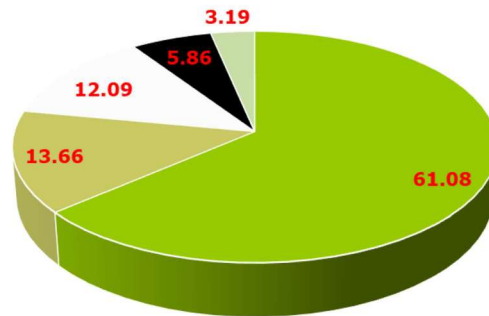


## Competitors in India's Major Cashew Export Market (UK)



Competitors in UK Market	
VIETNAM	61.08
Germany	13.66
NETHERLAND	12.09
France	5.86
India	3.19
VIETNAM	61.08

Competitors in UK Market



■ VIETNAM ■ Germany ■ NETHERLAND ■ France ■ India

## STRATEGIES SHALL FOCUS ON:



- Shortage of domestic production, growing demand from processing units leads for import of raw cashew.
- Some states like Maharashtra, Kerala, Tamil Nadu are doing well in terms of area of cultivation, productivity, and total production.
- However, in spite of having suitable agro-climatic conditions for cashew other states like Telangana, Karnataka, Gujarat, North East, are not utilizing their potential fully.
- Raw cashew market is not well organized in India. Farmers don't get fair price of their produce. They get cheat by agents at weighing and price. There is no direct procurement of raw material from farmers.
- International cashew kernel market is dynamic in nature. Farmers and small processors do not have access hence they can't predict the price of raw cashew and cashew kernel and market trend. High rise of price changes consumer preferences towards other nuts. Packaging and minimum residual level are the main challenges of Indian cashew export.

## STRATEGIES SHALL FOCUS ON:

---



- In light of the above challenges, commercial cultivation can be promoted for increasing cashew production and productivity.
- Market intelligence needs to improve to cope up the changes in the international market. Cashew Product and Processing Clusters should be increased after proper identification and analysis at each District level.
- Formation of the cashew export cluster at every district level that will address export address challenges will help in export promotions.
- In nutshell government of India should encourage Quality Standards and Specifications, implement Good Agriculture Practices, improving Packaging of Products, the transformation of Farm produce to FSSAI standards, interventions for rejuvenation of orchards, replacement of old senile plants and encouragement for Intercropping, promote the export of Value-added items, traceability to be established for all exportable items in a phased manner in order to establish credibility in the international market. Growth in the export of cashew kernel and it's by the product will also make a positive impact on prices in the domestic market.

## PRODUCTION COMPETITIVENESS

---

- India's present agricultural productivity is quite low as compared to productivity in the world.
- If India increases productivity up to the international level, then there will be added production which can be exported with competitive prices in international market.



## TARIFF COMPETITIVENESS

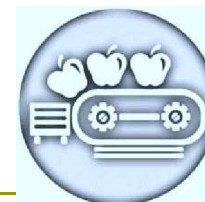


- India is the largest grower of mango in the world about 16 million tonnes per annum. In similar way India is also the largest exporter of mango puree in the world.
- We used to have a share of about 60% in world trade.
- Our mango pulp export share has come down to 160,000 MT in the recent years mainly due to tough competition from
  1. Mexico
  2. Columbia
  3. Peru
  4. Brazil

The first two countries at above have duty free advantage into EU, US market and many regions. However Indian mango pulp attract duty into US, EU and thereby making our pulp expensive uncompetitive in the said market. It is a fact that even mango pulp from Pakistan is duty free into EU market. Our main customers are Saudi Arabia, UAE, Oman, Kuwait, Middle East Countries, North Africa, EU, Japan, Bangladesh etc.

Our exporters of mango pulp are aware of the competitors from growing processing industries such as Brazil, South Africa, Costa Rica, Mexico, Ecuador and Peru. Moreover countries in East Africa have started their own mango processing units. This is a disadvantage for our mango pulp industry

## FOOD PROCESSING COMPETITIVENESS



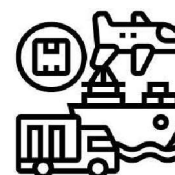
- **POLICIES:** nurturing food processing companies, high value addition, developing agri manufacturing base, low cost of production, and global food quality standards.
- **SUPPORT/PROMOTE:** export of processed food. Developed countries have fixed higher standards for import of food items. It is advisable to encourage Indian reputed brands for the export of processed foods globally as they can comply with the global standard of codex.
- **FOCUS:** cost competitiveness, global food quality standards, technology and tap the global processed food export market. India has competitive advantages in various agricultural commodities which can be passed on into processed foods. India has all potential to become a global leader in the food processing sector. In order to utilize the full export potential of processed foods India may need sector specific strategies for export promotion worldwide.
- **FOCUS:** export of high value-added processed food products rather than the primary processed agricultural commodities for exports.
- **FRESH COMMODITIES** rather than value added processed products: standard sea protocol for perishables is crucial to increasing agri exports. The Philippines and Ecuador have developed sea protocols for 40 days and 24 days respectively for transportation of bananas whereas we are struggling to do it for 3 to 4 days. APEDA shall collaborate with concerned research institutes/ Labs and develop result oriented and commodity specific sea protocols like developed by Philippines and Ecuador have developed sea protocols for Banana.
- It shall aggressively work on increasing high value-added agriculture products that will boost agriculture exports as well as income of the farmers. India has a strong competitive advantage of exporting processed products E.g. in the fruits and vegetables production India ranks second in the world. Despite that contribution of processed fruits and vegetables in the total agriculture exports is less than 15% where as Brazil (30%), China (49%) USA (70%) and Malaysia (82%).

## QUALITY COMPETITIVENESS



- Unified body is needed now to handle all Sanitary-phyto sanitary (SPS) issues pertaining to agriculture, f.g. USDA and USFDA in the US, and FSVPS in Russia are examples of bodies which deal with market access requests for imports as well as exports.
- Indian products do get rejected due to failure in quality parameters set by the importing nations like US rejected due to high pesticides. Sometimes exporters source their raw materials from middlemen or *mandis* without knowing the quality of the products. For meeting the food safety requirements APEDA can play a major role by creating quality awareness at gross route level.
- There is no uniformity in testing standards f.g. FSSAI for imports and domestic market, APEDA and EIC for exports. Farmers get confused while following the safety standards. There is a lag in implementation of laws and enforcement of safety standards in backwards states of these testing labs.
- It shall work with stakeholders starting from the seeds to marketing) farmers to ensure uniform quality of produce). At the local level better storage and processing technology has to be shared that will enable farmers to store and do the primary processing. Use of technology to ensure traceability to farms and technology and training facilities should be provided to farmers and SME producers cum exporters.
- The Agricultural & Processed Food Products Export Development Authority (APEDA) may organise campaigns to impart information about all pesticides used for management of pests and diseases in Basmati by farmers (Isoprothiolane, Tricyclazole, Propiconazole and Acephate etc.).

## EXPORT INFRASTRUCTURE COMPETITIVENESS



- Pack houses are the critical elements of the agricultural supply chain especially agricultural export supply chain. It has been observed that 80% of the total modern pack house infrastructure in India is located in the West part of the country and the remaining infrastructure i.e., 14%, 4% and 2% is located in the Southern, Northern and Eastern part of the country. In case of Rajasthan despite having tremendous agricultural export potential, the state has only 0.5% modern pack houses. APEDA shall take necessary steps to increase pack houses infrastructure in the state through various schemes.
- India has 80% of the total cold storages in India are single commodity based (mainly potatoes), 5% are processed food, 5% are Horticulture crops, 3% are Marine and Meat products. India has tremendous potential for horticulture crops and processed food therefore there is a need for a significant amount of cold storage to strengthen the horticulture corps and processed foods supply chain.
- with respect to its scheduled product may take initiatives to attract private investments in export-oriented activities and infrastructure, research and Development and research infrastructure.
- It needs to address logistic issues by putting logistics issues in front of concerned authority (Export Logistic Division, Ministry of Commerce & Industries). Due to poor logistics, product cost is nearly 8% to our FOB cost vis-à-vis developed countries like Germany, Singapore, Hong Kong, etc. The challenges like farm gate storage infrastructure, transportation bottlenecks, reefer van, CA containers, turnaround time at the port of exit etc are directly making a negative impact on export price competitiveness. The poor logistics are estimated to add 6 to 8% to our FOB cost vis-à-vis developed countries like Germany, Singapore, Hong Kong, etc. Thus, APEDA may take an initiative to address the logistic bottlenecks with concerned authorities.

## MARKET ACCESS COMPETITIVENESS



- Market access and market expansion are the long-standing issues faced by Indian agriculture. At present various bodies of govt of India dealing market access issues like Ministry of External Affairs, APEDA, MPEDA, Plant Quarantine, FSSAI, Export Inspection Council, Spice Board, Coffee Board, Coconut Board, Indian oilseeds & produce export promotion council and many others. Due to lack of coordination between various agencies APEDA sometimes may not be aware about market access requests of counterpart countries to India and, therefore, market requests get pending. APEDA needs to be coordinated with other concerned departments regarding APEDA scheduled products for better market access
- It shall conduct continuous research on potential markets, consumer tastes, customer etc while developing APEDA products brand. Attending exhibitions or buyer-seller meets is not sufficient. Aggressive branding and promotion strategies are needed like promotion of Ceylonese tea. APEDAs products like basmati rice, buffalo meat, tea, shrimp, processed products, Indian ethnic food, Indian Organic etc required sustain an aggressive campaign in selected markets to increase market share.
- Focusing on Market Research Information Network (MRIN) and making it a versatile unified platform for all the agricultural commodities in the export ecosystem.
- Export Leverage in ASEAN countries must be improved by developing Processing cum export units in ASEAN countries.

## ORGANIC PRODUCT COMPETITIVENESS



- It shall work on organic products integrity, traceability and use of blockchain technology. All laboratories and certification companies must be part of the blockchain system to avoid fake certificates and test reports.
- subsidies/grants available for getting organic product certification, however, there is no financial support for implementation of organic cultivation practices. This is one of the reasons that farmers are implementing organic cultivation practices. APEDA shall address this issue while supporting farmers at cultivation stages.
- It shall aggressively promote exports of locally-sourced Geographical Indication (GI) products besides indigenous, ethnic agricultural products For e.g. "Western Ghat Honey" which is one of the highest pollen count honey in the world.

## DIVERSIFIED MARKET AND PRODUCTS



- As far as processed food exports are concerned Juices & Concentrated, Jaggery, RTE (Ethnic Food), IQF, Cereal, Preparations, Pig meat, Poultry, Dairy Products, Moringa, Millet & Millet Products, Makhana, Potato Flakes/Powder, Biscuits, Wine, Organic Products, Mango Pulp, Dehydrate Onion, Gherkin, Ground nut, Buffalo meat, Basmati and non-basmati rice, these are the product where APEDA shall focused on its value addition and marketing.
- As far as export destinations are concerned UAE, Kuwait, Iran, Indonesia, USA, Saudi, Arabia, Egypt, Malaysia, UK, Canada, Argentina, Australia, Bangladesh, China, France, Germany, Indonesia, Italy, Japan, Kazakhstan, Mexico, Nepal, New, Zealand, Oman, Qatar, Russia, Singapore, Sri Lanka, Uzbekistan, Vietnam, these are the countries where trade negotiators need to push for greater market access.

## CONCLUSION



- ✓ Identify competition country-wise in export market.
- ✓ Identify competition commodity wise in export market.
- ✓ Need commodity specific and country specific export promotion strategies.
- ✓ Need to focus on developing export competitiveness in terms of price, quality, tariff, infrastructure, finance, packaging, logistics etc.

---

Thank you!!



Questions please...



[patilparashram9@gmail.com](mailto:patilparashram9@gmail.com)

[www.drparashrampatil.com](http://www.drparashrampatil.com)

# **Chapter No 5**

## **Tariff And Non-Tariff Barriers in Agri Exports**

## TARIFF AND NON TARIFF BARRIERS IN AGRI EXPORTS

---



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## TARIFF AND NON TARIFF BARRIERS IN AGRI EXPORTS

---



## Trade Barriers

---

### **Trade Barriers:**

The restrictions imposed on the movement of goods between import and export.

### **Purpose:**

It is to promote domestic goods than exported goods and there by safeguard the domestic industries.

### **Trade Barriers:**

Tariff Barriers

Non Tariff barriers.

## Tariff Barriers

---

- ❑ Trade tariff means tax or duty.
- ❑ Tariff barriers are the tax barriers or the monetary barriers imposed on international traded goods.

## Important Tariff Barriers

---

### ❑ **Specific Duty:**

It is based on the physical characteristics of the goods. A fixed amount of money can be levied on each unit of imported goods regardless of its price.

### ❑ **Ad Valorem tariffs:**

This tax is flexible and depends upon the value or the price of the commodity.

❑ **Eg: Imposing tax of 5 USD for a 50 USD shoe and 10 USD for a 100 USD shoe.**

### ❑ **Combined or compound duty:**

It is a combination of specific and ad valorem duty on a single product for instance there can be a combined duty when 10 % of value (ad valorem ) and 2 usd per kilogram (specific tax ) are charged on any item.

### ❑ **Sliding scale duty:**

The duty which varies along with the price of the commodity is known as sliding scale duty or seasonal duties. These duties are confined to agricultural products as their prices frequently vary because of natural and other factors.

## Trade Barriers

---

### ❑ **Countervailing duty:**

It is imposed on certain imports where it is being subsidised by exporting governments. As a result of the government subsidy, imports become more cheaper than domestic goods to nullify the effect of subsidy, this duty is imposed in addition to normal duties.

### ❑ **Revenue tariff:**

A tariff which is designed to provide revenue or income to the home government is known as revenue tariff Eg. High tariff on import on luxury goods.

## Trade Barriers

---

- **Anti Dumping Duty:**
- An anti-dumping duty is a protectionist tariff that a domestic government imposes on foreign imports that it believes are priced below fair market value.
- In order to protect their respective economy, many countries impose duties on products they believe are being dumped in their national market; this is done with the rationale that these products have the potential to undercut local businesses and the local economy.
- While the intention of anti-dumping duties is to save domestic jobs, these tariffs can also lead to higher prices for domestic consumers.

## Trade Barriers

---

- **Protective tariffs:**
- Tariffs that are enacted with the aim of protecting a domestic industry.
- They aim to make imported goods cost more than equivalent goods produced domestically, thereby causing sales of domestically produced goods to rise, supporting local industry.

## Trade Barriers

---

- A single column tariff **has a uniform rate levied on all imported commodities** and is also known as a uni-linear tariff system. A common external tariff is uniformly applied by a common market or customs union.
- A Double Column Tariff is **a tariff system which has two different duty rates for a particular product**. Here, the import tax on the product depends on the country of its origin. The rate is assessed by the importing country's trade relationship with the exporting country.
- Triple-Column Tariff Schedule **Countries which have close political ties with other countries or which have colonial possessions, may have a lower level of tariffs for goods from their affiliated countries**. This preferential system is used by, for example, the members of the British Commonwealth.

•

## Non Trade Barriers

---

- **Any barriers other than tariff.**
- **It is meant for constructing barriers for the free flow of the goods.**
- **It do not affect the price of the imported goods.**
- **It affects the quality and quantity of the goods.**

•

## Non Trade Barriers

---

1. **Licenses:** Licenses is granted by the government and allows the importing of certain goods to the country.
2. **Voluntary export restrictions:** These type of barriers are created by the exporting country rather than the importing one. These restrains are usally levied on the request of the importing country.
  - Eg. Brazil can request Canada to impose VER on export of sugar to Brazil and this helps to increase the price of sugar in Brazil and protects its domestic sugar producers.

•

## Non Trade Barriers

---

3. **Quotas:** Under this system a country may fix in advance, the limit of import quantity of commodity that would be permitted for import from varous countries during a given period. This is divided into the following catagories:
  - **A Tariff quota:** Certain specified quantity of imports allowed at duty free or at a reduced rate om import duty.
  - **B. Unilateral Quotas:** The total import quaninty is fixed without prior consultations with the exporting countries.
  - **C. Bilateral quota:** here quotas are fixed after negotiations between the quota fixing importing country and the exporting country.
  - **D. Multi lateral quota:** A group of countries can come together and fix quotas for each country.

•

## Non Trade Barriers

---

**4. Product standard:** Here are imposing country imposes standards of goods. If the standards are not met, the goods are rejected.

**5. Domestic content requirements:** Government imposes DCR to boost domestic production.

**6. Product labelling:** Certain country insists on specific labelling of the products.

Eg. EU insists on products labelling in major languages in EU.

**7. Packaging requirements:** Certain nations insists on particular type of packaging of goods.

Eg. EU insists on packaging with recycle materials.

- 

## Non Trade Barriers

---

**4. Foreign exchange regulations:** The importer has to ensure that adequate foreign exchange is available for import of goods by obtaining a clearance from exchange control authorities prior to the concluding of contract with the supplier.

**5. State trading:** In some countries like India certain items are imported or exported only through canalising agencies like MMTT (Minerals and metals trading corporation of India)

**6. Embargo:** Partial or complete prohibition with any particular country, mainly because of political tensions.

-

## Other Non Trade Barriers

---

- Health and safety regulations.
- Technical formalities
- Environment regulations

•



### Tariff analysis of India's Mango export

# Indian Mango Production

According to National Horticulture Board India is one of the top mango producing country in the world.

Sr No.	State	Production (000 tones)	Share (%)
1	Uttar Pradesh	4,551.83	20.89
2	Andhra Pradesh	4,373.61	20.07
3	Bihar	2,443.47	11.22
4	Karnataka	1,760.60	8.08
5	Tamil Nadu	1,234.00	5.66
6	Gujarat	1,207.78	5.54
7	Telangana	1,080.14	4.96
8	West Bengal	918.35	4.22
9	Orissa	805.77	3.70
10	Maharashtra	791.36	3.63
	Total	19166.91	

Source: National Horticulture Board.

## Commercial varieties of Mango in India

<b>Andhra Pradesh</b>	<b>Banganapalli, Suvarnarekha, Neelum and Totapuri</b>
<b>Bihar</b>	Bombay Green, Chausa, Dashehari, Fazli, Gulabkhas, Kishen Bhog, Himsagar, Zardalu and Langra
<b>Gujarat</b>	Kesar, Alphonso, Rajapuri, Jamadar, Totapuri, Neelum, Dashehari and Langra
<b>Haryana</b>	Chausa, Dashehari, Langra and Fazli
<b>Himachal Pradesh</b>	Chausa, Dashehari and Langra
<b>Karnataka</b>	Alphonso, Totapuri, Banganapalli, Pairi, Neelum and Mulgoa
<b>Madhya Pradesh</b>	Alphonso, Bombay Green, Dashehari, Fazli, Langra and Neelum
<b>Maharashtra</b>	Alphonso, Kesar and Pairi
<b>Punjab</b>	Chausa, Dashehari and Malda
<b>Rajasthan</b>	Bombay Green, Chausa, Dashehari and Langra
<b>Tamil Nadu</b>	Alphonso, Totapuri, Banganapalli and Neelum
<b>Uttar Pradesh</b>	Bombay Green, Chausa, Dashehari and Langra
<b>West Bengal</b>	Fazli, Gulabkhas, Himsagar, Kishenbhog, Langra and Bombay Green

Source: APEDA

### Table 3 Productivity Profitability of Mango

Sr. No	Products	Productivity in India (ha/ton)	Highest Productivity in the world (ha/ton)	Difference	Area (a)	Existing Production (tones) (b) (a *21)	Potential Production with increase in productivity (tones) (c) (a*30)	Increase in production (tones) (d) (b-c)	Present Export value per unit (e) (US\$1000)	Increase in value (\$1000) (f) (d*e)
2	Mangos	6,50	15,83	9,33	2312000	15026000	21570960	6544960	1,04	6855720

Source: Based on FAO data calculated by Researcher.

## Indian Mango Exports

Sr No.	Country	Qty (MT)	Value (Lacs)
1	U Arab Emts	16,567.22	14,286.80
2	U K	4,356.26	6,761.57
3	U S A	1,095.42	3,056.49
4	Oman	3,636.81	2,756.97
5	Qatar	2,744.95	2,740.20
6	Nepal	11,975.04	2,451.14
7	Kuwait	1,170.85	1,605.08
8	Saudi Arab	1,517.39	1,299.53
9	Bangladesh Pr	3,038.11	903.51
10	Singapore	687.55	735.86

## Applicable Tariff rates for Mango into importing countries

Sr no	Country	Import duty
1	Malaysia	5% (Most Favoured Nation Tariff)
2	Indonesia	5%( Most Favoured Nation Tariff)
3	Iran	55% (Basic Custom duty)
4	Egypt	45% (Most Favoured Nation Tariff)
5	Saudi Arab	0% ( Most Favoured Nation Tariff)
6	UAE	0% ( Most Favoured Nation Tariff)
7	USA	6.6 dollar/per kg( Most Favoured Nation Tariff)
8	UK	0% ( Most Favoured Nation Tariff)
9	Canada	0% ( Most Favoured Nation Tariff)
10	Kuwait	0% ( Most Favoured Nation Tariff)

**Source: India Trade Portal**

## Tariff Duty for India's Competitor into Importing Countries for Mango Exports

India's Competitor in Mango Exports	Tariff rate applicable into for Malaysia Exporting countries	Tariff rate applicable into Indonesia for Exporting countries	Tariff rate applicable into Iran for Exporting countries	Tariff rate applicable into Egypt for Exporting countries	Tariff rate applicable into Saudi Arab Exporting countries
China	5%	0%	NA	45%	0%
Thailand	5%	0%	NA	45%	0%
Mexico	5%	10%	NA	45%	0%
Indonesia	5%	-----	NA	45%	0%
Pakistan	5%	10%	NA	45%	0%
Brazil	5%	10%	NA	45%	0%
Egypt	5%	10%	NA	45%	0%
Bangladesh	5%	10%	NA	45%	0%
Nigeria	5%	10%	NA	45%	0%

**Source: WTO Database**

## Tariff Duty for India's Competitor into Importing Countries for Mango Exports

India's Competitor in Mango Exports	Tariff rate applicable into for UAE Exporting countries	Tariff rate applicable into USA for Exporting countries	Tariff rate applicable into UK for Exporting countries	Tariff rate applicable into Canada for Exporting countries	Tariff rate applicable into Kuwait for Exporting countries
India	0%	NA	0%	0%	0%
China	0%	NA	0%	0%	0%
Thailand	0%	NA	0%	0%	0%
Mexico	0%	NA	0%	0%	0%
Indonesia	0%	NA	0%	0%	0%
Pakistan	0%	NA	0%	0%	0%
Brazil	0%	NA	0%	0%	0%
Egypt	0%	NA	0%	0%	0%
Bangladesh	0%	NA	0%	0%	0%
Nigeria	0%	NA	0%	0%	0%

Source: WTO Database

## Tariff disadvantages in Indonesia market for India in Mango Exports

India's Competitor	Applicable Import Duty	Extra duty paid by India over competitors.
India	5%	
China	0%	+5%

### Applicable Tariff rates for Mango Pulp into importing countries

Sr no	Country	Import duty
1	Malaysia	5% (Comprehensive Economic Cooperation Agreement Tariff)
2	Indonesia	5% (Most Favoured Nation Tariff)
3	Iran	55% (Basic Custom duty)
4	Egypt	45% (Most Favoured Nation Tariff)
5	Saudi Arab	0% ( Most Favoured Nation Tariff)
6	UAE	0% ( Most Favoured Nation Tariff)
7	USA	6.6¢/kg (Most Favoured Nation Tariff)
8	UK	0% ( Most Favoured Nation Tariff)
9	Canada	0% (Most Favoured Nation Tariff)
10	Kuwait	0% ( Most Favoured Nation Tariff)

**Source: India Trade Portal**

### Applicable Tariff rates for Mango Pulp into importing countries

Sr no	Country	Import duty
1	Malaysia	5% (Comprehensive Economic Cooperation Agreement Tariff)
2	Indonesia	5% (Most Favoured Nation Tariff)
3	Iran	55% (Basic Custom duty)
4	Egypt	45% (Most Favoured Nation Tariff)
5	Saudi Arab	0% ( Most Favoured Nation Tariff)
6	UAE	0% ( Most Favoured Nation Tariff)
7	USA	6.6¢/kg (Most Favoured Nation Tariff)
8	UK	0% ( Most Favoured Nation Tariff)
9	Canada	0% (Most Favoured Nation Tariff)
10	Kuwait	0% ( Most Favoured Nation Tariff)

**Source: India Trade Portal**

## Tariff Duty for India's Competitor into Importing Countries for Mango Pulp Exports

India's Competitor in Mango Pulp Exports	Tariff rate applicable into Malaysia for Exporting countries	Tariff rate applicable into Indonesia for Exporting countries	Tariff rate applicable into Iran for Exporting countries	Tariff rate applicable into Egypt for Exporting countries	Tariff rate applicable into Saudi Arabia for Exporting countries
India	5%	5%	55%	45%	
China	NA	0%	NA	45%	0%
Thailand	NA	0%	NA	45%	0%
Mexico	NA	10%	NA	45%	0%
Indonesia	NA	10%	NA	45%	0%
Pakistan	NA	10%	NA	45%	0%
Brazil	NA	10%	NA	45%	0%
Egypt	NA	10%	NA	45%	0%
Bangladesh	NA	10%	NA	45%	0%
Nigeria	NA	10%	NA	45%	0%
Philippines	NA	0%	NA	45%	0%

Source: India Trade Portal

## Tariff Duty for India's Competitor into Importing Countries for Mango Pulp Exports

India's Competitor in Mango Pulp Exports	Tariff rate applicable into UAE for Exporting countries	Tariff rate applicable into USA for Exporting countries	Tariff rate applicable into UK for Exporting countries	Tariff rate applicable into Canada for Exporting countries	Tariff rate applicable into Kuwait for Exporting countries
China	0%	6.6¢/kg	0%	0%	0%
Thailand	0%	NA	0%	0%	0%
Mexico	0%	NA	0%	0%	0%
Indonesia	0%	NA	0%	0%	0%
Pakistan	0%	NA	0%	0%	0%
Brazil	0%	NA	0%	0%	0%
Egypt	0%	NA	0%	0%	0%
Bangladesh	0%	NA	0%	0%	0%
Nigeria	0%	NA	0%	0%	0%
Philippines	0%	NA	0%	0%	0%

Source: WTO Data Base

## Tariff disadvantages in Indonesia market for India in Mango Pulp Exports

India's Competitors	Applicable Import Duty	Extra duty paid by India over competitors.
India	5%	
Thailand	0%	+5%
China	0%	+5%
Philippines	0%	+5%

## Key Points

- India's present mango productivity is 6.50 tones/ha which is quite low as compare to highest mango productivity in the world.
- If India increases productivity of Mangos up to 15.83 tones/ha which is highest in the world then there will be added production of 6544960 tons which can be exported with competitive prices in international market.
- China is the competitor for mango export in Indonesia market however, China get nil duty access, whereas, India have been charged 5% import duty. It made impact on price competitiveness of mango in Indonesia market.
- Therefore, government of India may have trade negotiations with Indonesia government and try to get nil duty access like China in Indonesia Mango Export Market.

## Key Points

- Egypt is important export market for Indian mango however due to lack of any trade agreement with respect of Mango export, India have been charged tremendous import duty. Its heavy burden on export price.
- India does not have tariff disadvantages in Egypt Mango export market over other competitors. However, India may negotiate import duty with Egypt government to bring down to acceptable limit. Egypt is important export market for Indian Mango Pulp however due to lack of any trade agreement with respect of Mango Pulp export, India have been charged tremendous import duty.
- Its heavy burden on export price. India does not have tariff disadvantages in Egypt Mango Pulp export market over other competitors. However, India may negotiate import duty with Egypt government to bring down to acceptable limit.
- Indonesia has free trade duty rates agreement with China, Thailand and Philippines under which they get nil duty access in Indonesia market. Whereas, India has been charged 5% import duty in Indonesia market.
- India has tariff disadvantage in Indonesia market of paying extra duty of 5% % over China, Thailand and Philippines. India may have trade negotiations with Indonesia market and try to get nil duty access like other countries.

Thank you!!



Questions please...



[patilparashram9@gmail.com](mailto:patilparashram9@gmail.com)

[www.drparashrampatil.com](http://www.drparashrampatil.com)

# **Chapter No 6**

**Sanitary And Phytosanitary Agreements on  
Trade (SPS) & Technical Barriers to Trade (TBT)**

## SANITARY AND PHYTOSANITARY AGREEMENTS ON TRADE (SPS) & TECHNICAL BARRIERS TO TRADE (TBT)



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## Sanitary and Phytosanitary Agreements on Trade (SPS) & Technical Barriers to Trade(TBT)



# Sanitary and Phytosanitary Agreement

## The SPS Agreement

---

The **Agreement on the Application of Sanitary and Phytosanitary Measures** (the '**SPS Agreement**' or just '**SPS**') came into being with the establishment of the WTO (World Trade Organization) on 1 Jan 1995.

---

It is an international treaty of the WTO that concerns the application of **food safety** and **animal and plant health** regulations.

---

It was negotiated during the Uruguay Round of the GATT (General Agreement on Tariffs and Trade)

# The health aspect of SPS Agreement

---

The health aspect of the SPS Agreement basically means that WTO members **can protect human, animal or plant life or health** by applying measures **to manage the risks associated with imports**.

---

The measures usually take the form of ‘**quarantine**’ or ‘**food safety requirements**’.

---

It recognises the need for WTO members to protect themselves from **the risks posed by the entry of pests and diseases** and also **minimise any negative effects** of SPS measures on trade.

## The health aspect of SPS Agreement

---

- Under the SPS Agreement, the SPS measures are defined as any measure **applied to protect animal or plant life or health from risks** arising from:
  - the entry, establishment or spread of a) pests, b) diseases, c) disease-carrying organisms or d) disease causing organisms;
  - to mitigate the risks arising out of use of a) additives, b) contaminants, c) toxins or d) disease-causing organisms in **food, beverages or feedstuff**;
  - prevent establishment and spread of a) diseases carried by animals, plants or products thereof, or b) from the entry, establishment or spread of pests.

# SPS and Indian Exports to European Union

---

- India is one of the largest producers of several of agriculture commodities and the European Union (EU) is one of the largest export markets for India.
- While the EU continues to be a key export destination for Indian agricultural exports, over the years a number of Indian agricultural products have been facing rejection and export bans in the EU due to 'standards related' to food quality, safety and health - also known as SPS measures.

## Some SPS Issues with EU

There are exports from India which have been rejected or banned in the EU, and from other markets in the past, due to SPS related issues such as

- **fruit flies or thrips infestation** (in mangoes, grapes and eggplants)\*

There are other products from India that were rejected by EU due to **maximum residue limits (MRLs)** – viz., levels of harmful chemicals and pesticides.

In some products **hardly any SPS related alerts** were raised by the EU

- **but their export potential is also low** – viz., green peas, beans and mushrooms

\*These issues have since been resolved by implementing such measures as hot water treatment for the mangoes exported to the EU; the Gamma irradiation treatment for the USA

# Ways to address SPS issues

---

- **Implement Traceability to the Farm**
  - considered the most successful way to address the SPS barriers on a long-term basis
- **Implement Traceability to the Product**
  - the most successful way of resolving the SPS issues, in the recent years, is by establishment of product traceability – viz., mangoes, fresh grapes, peanuts & eggplant
- **Proactive Measures**
  - When warned of rejection, stop immediately exports, put in place measures to address the problem before re-starting exports – for instance, Pakistan successfully tackled the potential rejections of its mangoes faced with the ban.
  - India took similar proactive measures for Okra to successfully counter a ban.

## SPS Barriers in the EU -Where They Arise and Their Impact

---

- The EU has higher food safety standards
  - than those set by international organisations such as Codex Alimentarius Commission.
  - for some products such as peanuts, the standards are higher than those set by other developed countries such as the US.
- There are times when the EU has frequently revised the MRL on chemical residue levels for various products, which makes the exports more prone to rejections.
  - Frequent changes to MRL lead to an uncertain business environment for exporters.
  - Specifically, in the case of the proposed reduction in the limits of CCC in grapes from 0.05mg/kg to 0.01mg/kg in the year 2016 by EU - there were doubts about the scientific justification!

## Specific Trade Concerns raised by India against the EU (between 1995 and 2016)

Year	STC Number	Description of Measure	Member Maintaining the Measure	Status*	Whether Discussed Again in 2016
1998	39	Maximum levels for certain contaminants (aflatoxins) in foodstuffs	EU	R	No
2001	96	Geographical BSE risk assessment	EU	R	No
2010	300	Regulation (EC) No. 1099/2009 <sup>218</sup>	EU	NR	No
2010	306	Maximum residue levels of pesticides	EU	NR	No
2012	335	EU testing of pesticide residues	EU	NR	No
2014	374	EU ban on mangoes and certain vegetables from India	EU	NR	Yes
2014	378	EU withdrawal of equivalence for processed organic products	EU	NR	Yes
2016	412	EU MRLs for bitertanol, tebufenpyrad and chlormequat (G/SPS/N/EU/168)	EU	NR	No

Source: WTO Committee on Sanitary and Phytosanitary Measures Document G/SPS/GEN/204/Rev.17 Dated 7 March 2017. Available at <http://spsims.wto.org/en/OtherDocuments/Search?DoSearch=True&DocumentSymbol=G%2FSPS%2FGEN%2F204%2FRev.17&DistributionDateFrom=07%2F03%2F2017&DistributionDateTo=07%2F03%2F2017&SubmittingMembers=&SubmittingObservers=&SubmittingObserverOrganizations=&Secretariat=&DevelopmentStatus=&GeographicGroups=&Title=&Keywords=&DocumentTypes=> (accessed on 12 April, 2017)

## Good Agricultural Practices (GAP)

### - Safe agriculture by addressing SPS measures

Studies show that the use of chemicals in Indian farming is high and few farms follow GAP which can lead to product rejection in export markets.

Indian farmers who use high levels of pesticides won't be able to export to high end markets or countries such as the US, the EU and Japan.

Also stop exports of pest-infected produce

GAP addresses the SPS issues by

- Reducing the use of chemicals and pesticides
- Not using chemicals and fertilisers that are banned in other countries
- Avoiding use of some chemicals that are globally banned but still available in India
- Restrict aflatoxin contamination by appropriate packaging, storage and shipping conditions.

\*there is greater demand for the organic foods in the EU.

# Good Agricultural Practices (GAP)

## - move to safe agriculture

---

- The strategy for farmers should be to move towards GAP and subsequently into organic farming\*
- Further, follow General Principles of Food Hygiene (GPH) based on the Hazard Analysis and Critical Control Points (HACCP) system all through supply chain.
- The resource poor farmers must have access to state-of-the-art infrastructure and hygienic methods – with help of the Government and or Exporters.

## Process of GAP Implementation

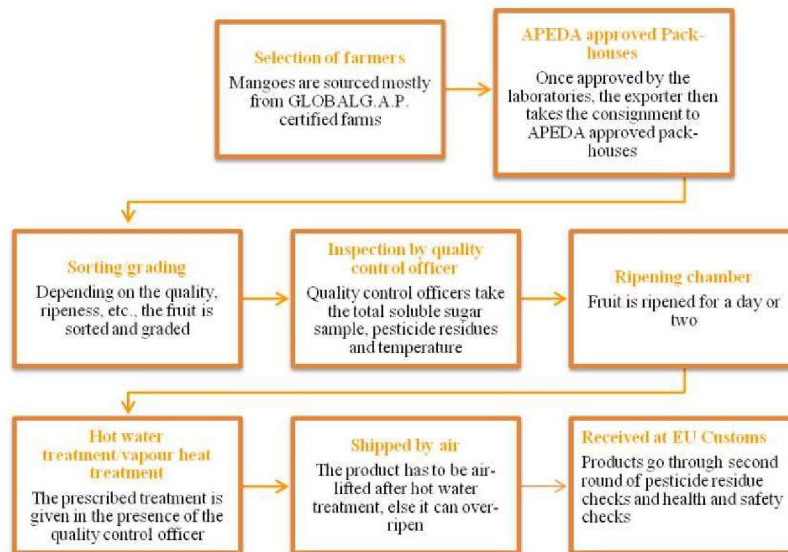
The farmer provides a GLOBAL G.A.P. or GAP certification number and details of his previous exports.

Sometimes, exporters help farmers register on the Grapenet system\* – by completing all formalities and payment of a nominal fee.

- It records the full contact details of the farmers, along with the exact location of the farm.
- The registered farmer keeps a record of each chemical and pesticide used in the farm – viz., a record of the package of practices followed by him.
- The farmer is not allowed to use chemicals that are under development trials/ not registered with the Central Insecticide Board & Registration Committee

\*The GrapeNet is a web based certification and traceability software system for monitoring fresh grapes exported from India to the European Union. APEDA can trace details of the consignment right upto the farm plot level. After integration Blockchain, GrapeNet will be more secure.

# Process of Export



## Process of Export



After GAP registration, the details of the crop are provided including the variety, details of the spray schedule to check whether it matches with the schedule prescribed by the nodal/ referral agency



Once the crop is ready for harvest, the exporters contact the farmers and they notify APEDA approved laboratories to collect samples and test them for EU requirements.



The representative of the APEDA approved laboratories collect the samples from the farm and test them for EU safety norms.

# Process of Export



After the samples are drawn and tests are conducted, the laboratory sends the reports to the exporter and identifies whether the product is fit for export to the EU.



If the product passes the laboratory test, his crop was certified fit for export to the EU market.



Once the exporter settles the price of the crop with the farmer, the crop is harvested and the exporters take the product to APEDA approved pack houses\*  
\*In the export supply chain, processing facilities such as pack houses, and pre-cooling and storage facilities have to be approved by APEDA, adhering to EU standards.



## Technical Barriers to Trade (TBT)

# TBT is a category of Non-Tariff Barriers to Trade

Use of Tariffs as a trade-policy tool has diminished.

At times, Governments use regulations and standards as an alternative – a less transparent means of restricting the entry of foreign products, such as TBT measures

TBTs are widely divergent measures that countries use to

- regulate markets
- protect their consumers, or
- preserve their natural resources (among other objectives).

They are also used to discriminate against imports in order to protect domestic industries.

# TBT is a category of Non-Tariff Barriers to Trade

TBT Agreement aims to ensure that

- technical regulations,
- standards, and
- conformity assessment procedures are

**non-discriminatory and do not create unnecessary obstacles to trade.**

However, in reality, technical regulations and standards can restrict or distort trade.

- While the **vast majority** of technical regulations and standards are designed to **achieve non-trade related objectives**, they can also have the **unintended effect of restricting or distorting trade**.

# Close linking of SPS and TBT

The **SPS** is closely linked to the **TBT** (the Agreement on Technical Barriers to Trade) - which has similar goals.

The TBT has the aim of **ensuring non-discrimination** in the adoption and implementation of **technical regulations and standards**



THANKS

# **Chapter No 7**

## **Buying Leads in Importing EU Countries**

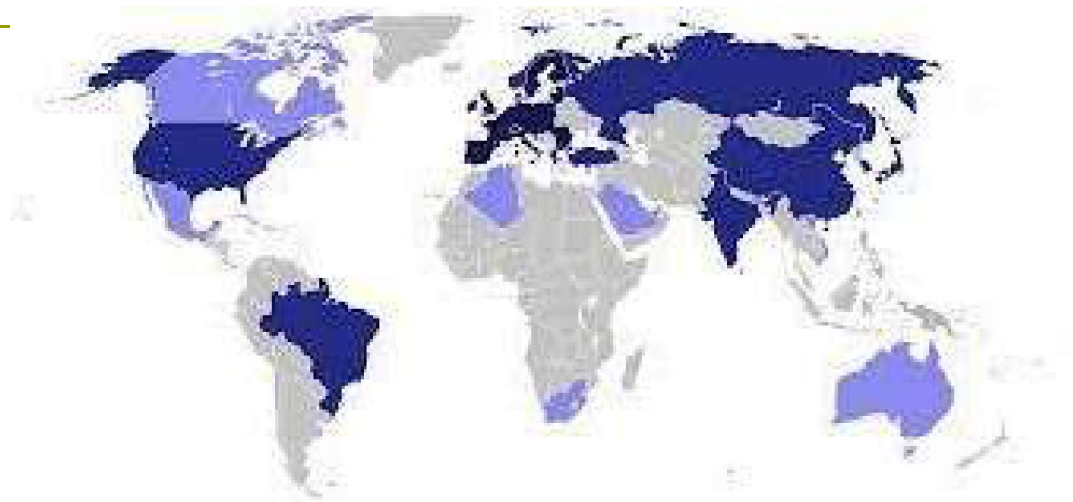
## BUYING LEADS IN IMPORTING EU COUNTRIES



**Dr. Parashram Patil**  
**National Expert**

Indo-German Cooperation on **Agricultural Market Development**

## Buying leads in importing EU countries



## Visit (online/ offline) trade fairs and use their catalogues

---

- A good way to find buyers is by visiting trade fairs.
- Many European businesses use these trade fairs to manage their relations and show their presence on the market.
- Trade fairs are therefore an ideal place to meet in person with various importers.
- They are also a great opportunity to find background information on your new target market(s) and present your company directly to your potential customers. Fg.
- The main trade fairs in the fresh fruit and vegetable sector are Fruit Logistica in February in Berlin (Germany).
- Fruit Attraction in October in Madrid (Spain).

•

## Important international trade fairs in Europe

---

- **Fruit Logistica:** Fruit Logistica in Berlin (Germany) is the largest and best-known trade event for fresh fruit and vegetables.
- The trade fair offers an exhibitors list, which you can use to find potential buyers. The trade fair normally attracts 3,300 exhibitors every year.
- **Fruit Attraction:** Fruit Attraction in Madrid (Spain) has gained importance over the last years, growing 10% in 2019 and attracting almost 100,000 visitors from 140 countries.
- **Macfrut:** Macfrut in Rimini (Italy) presents a wide variety of companies that are active in fresh produce. The trade fair is ideal to get to know Italian buyers of fresh fruit and vegetables, which you can find in the exhibitors catalogue. The event has less international appeal than Fruit Logistica and Fruit Attraction. In 2021, they attracted 800 exhibitors and 32,500 visitors. The Tropical Fruit Congress during the fair may attract a more selective group of potential buyers of tropical fruit.

- 
- **The London Produce Show:** The [London Produce Show](#) is a specific networking event and can be interesting when the United Kingdom is your target market. It mainly exhibits British companies that supply fresh fruit and vegetables, and related services and technologies.
  - **The German Fruit & Vegetable Congress:** The German Fruit & Vegetable Congress or "[Deutscher Obst & Gemüse Kongress](#)" (DOGK) is a 1-day event with plenary presentations and parallel forums about all the major current issues in the supply chain. [Participating companies](#) include European importers as well as German retailers.
  - **Medfel:** [Medfel](#) is a trade show in France for all types of companies that are active in fresh fruit and vegetables, mainly from the Mediterranean region. You can expect purchasers from retailers, producers, importers and technology providers, which you can find through the [exhibitor list](#) (mostly in French).

- 
- **Biofach:** [Biofach](#) is a relevant trade show for suppliers of organic food. Several specialised companies for organic fruit and vegetables also present themselves here. Normally, you can find them by searching the category of fruit, vegetable, potatoes, mushrooms in the [online exhibitor and product list](#).

## Visit wholesale markets

---

Visiting wholesale markets can give you an idea of the type of products that are sold in the region. However, they can also be a good place to find buyers; for example, by browsing the wholesale market website or by walking around in person. To meet with decision-makers from companies at the wholesale markets, it is recommended to schedule meetings.

1. Rungismarket (Paris, France): the most famous wholesale market in France;
2. Mercamadrid (Madrid, Spain): one of the main wholesale markets in Spain;
3. Mercabarna (Barcelona, Spain): one of the main wholesale markets in Spain;
4. Grossmarkt Hamburg (Hamburg, Germany): close to the port of Hamburg;
5. SogeMi Mercato Agroalimentare Milano (Milan, Italy): one of the largest wholesale markets for fresh fruit and vegetables in Italy;
6. New Spitalfields Market or New Covent Garden Market (the United Kingdom): wholesale markets for fresh products in London.

## Use online news platforms for information and promotion

---

Online news platforms are good sources of information about different markets, buyers, as well as other companies in the fresh fruit and vegetable sector. You can find news articles of private businesses, including from potential business partners, but you can also try to get your own story published. This option makes them the ideal place for promoting your own company. There are several publications and news sites that you can use for advertorials or publishing your own news item:

1. **Freshplaza:** Freshplaza.com (English) and Freshplaza.es (Spanish) are news sites for fresh produce with daily updates. They also publish stories, updates and innovations of specific companies.
2. **Fresh Fruit Portal:** Freshfruitportal.com is an online news site for fresh produce and also publishes industry announcements.
3. **Fruitnet:** Fruitnet has a number of regional publications in the fresh fruit and vegetable sector. If you are among the larger exporters in your country, advertising with Eurofruit can be a good option to show your dominance.

## Register with trade directories

---

- You can use trade databases to find potential buyers, but their directories are also useful to present your own products. Some trade directories charge for membership to publish your information or contact other traders. Sometimes, you can use a free trial to start with and then see whether it is worth paying the annual fee.
- After your registration, you can either join as a supplier or directly look for buyers. Be selective in the directories that you are using and make sure that you leave a professional impression. Posting randomly on many sites may look cheap and even desperate.
- Beside the listings of sector associations, there are no specific databases for the fresh fruit and vegetables sector. General databases and trade platforms are mentioned below.
- **Organic Bio**: International directory of organic food companies;
- **Green trade**: A marketplace for organic products;
- **Tridge**: Platform that provides data on global trading and a supplier database, and facilitates trade transactions;
- **Kompass**: Global Business-to-Business (B2B) database;
- **Global buyers online**: a place to search for the latest trade leads from buyers and importers from all over the world;
- **Europages**: Directory of European companies; a professional portal that encourages business-to-business exchanges.

## Contact your local business support organizations

---

- Contact your country's chamber of commerce, sector association or local business support organisations (BSOs) to see whether they have tips or services to find potential buyers of fresh fruit and vegetables in Europe.
- Sector associations in your home country will be able to provide you with relevant information about your sector. Some will also be able to give you information on your target market in Europe. As a registered member of a sector association, potential buyers from Europe also have a way of finding your company.
- Business support organisations and trade promotion agencies go further with their assistance in finding potential buyers. Among their activities are the organisation of trade missions and trade fair participations.
- **India**: The **Agricultural & Processed Food Products Export Development Authority (Apeda)** covers fresh fruit and vegetables, among other sectors, and has introduced the **trade portal Agri Exchange**, where they connect buyers and suppliers.

## Participate in European support programmes

---

- There are organisations in Europe that help exporters from overseas with support programmes and useful information. Several of them promote imports from developing countries and can also help you to get in contact with European importers. Check with them to see whether there are specific programmes for your country or possibilities to find buyers for your product.
- **Centre for the Promotion of Imports from developing countries (CBI):**
- **Import Promotion Desk (IPD):**
- **SIPPO:**
- **Finnpartnership:**
- **Open Trade Gate Sweden (OTGS):**
- **Enterprise Europe Network (EEN):**

## Use member lists of sector associations in Europe

---

- Look for sector associations in Europe, and find the names of fruit and vegetable traders in their member lists. You can find several associations and leading companies through [Freshfel Europe](#), the European Fresh Produce Association.
- “Freshfel Europe is a membership association, whose members and associated members are national associations, organisations, and companies with an interest in the European fresh fruit and vegetable sector. Freshfel Europe’s members are from across Europe, and work along the whole supply chain from producers to wholesalers, traders, logistics and retailers.” ([Freshfel](#))

## Attract buyers to your website

---

- Web searches are very popular among buyers, so be sure that your company can be found by using the most common search engines. Remember that your website is the main online communication channel, and should fully reflect your business and commercial strengths.
- Normally, a website is the first place where buyers will see whether you have a well-established company. If you do not appear in their web searches, or when you have an unprofessional or unfinished website, they may assume that you are not a suitable exporter and unable to fulfil their demands.
- An example of a modern website in fresh fruit is [Burke Agro](#) in Nicaragua, which uses storytelling and quality images to present their business. Their story includes their main strength of being a socially engaged and sustainable company.
- Provide a complete picture of your company
- Update your website regularly
- Share your website URL

## Attract buyers to your website

---

- In order to find buyers across Europe, you can use business networking platforms such as [LinkedIn](#). LinkedIn is the most important medium for professional use and includes relevant groups for many industries. You can join groups such as [Fruit import and export](#) (>48,000 professionals), which tripled in size in the past 2 years, the Dutch platform [Groenten & Fruit \(GFActueel.nl\)](#) (>3,600 professionals) or [Africa Import Export Trading](#) (>196,500 professionals), a networking community powered by Africa Business Communities for people who are professionally involved in international trade in Africa.
- Other country-specific sites such as [Xing](#) in Germany and [Viadeo](#) in France are used as well, but on a much smaller scale. Alternatively, you can choose to post articles and news about your company or share videos on [Vimeo](#) or [Youtube](#). These methods are more passive ways to let buyers find you.

---

Thank you!!



Questions please...



[patilparashram9@gmail.com](mailto:patilparashram9@gmail.com)

[www.drparashrampatil.com](http://www.drparashrampatil.com)



Indo-German Cooperation on **Agricultural Market Development**

*Building sustainable partnerships*

# Indo-German Cooperation on **Agricultural Market Development**

C/o CCS National Institute of Agricultural Marketing (CCS NIAM)  
Bambala, Kota Road, Jaipur, Rajasthan - 302033  
[www.amd-india.net](http://www.amd-india.net)