

⑩ What are the various policy measures that have helped increase exports in food processing industries in the country? Explain

Indian Agricultural export reached \$50 billion mark for the first time, which is commendable given pandemic challenges, Russia-Ukraine war, WTO's cases on pesticide residue on India products etc

Various policy measures that helped

1] cluster development

46 unique product - district cluster identified for export promotion as part of Agriculture export policy

Ex) - Rose onions clusters - Karnataka
Banana clusters - Ananthapur

2] country specific strategies

Interaction with various stakeholders understand their potential, products & opportunities

3] Virtual meets & trade fairs

APEEDA initiative developed
Virtual catalogues, trade fairs participated by various countries, even AgriCells

opened at different embassies of India

4] Product diversification

Expanding agri product basket & searching new markets for our products

Ex: - Red rice first ^{was} shipped to us
organically certified mango leaves powder to Australia
Pomegranate, mango to Serbia etc

5] Resolving issues

Export inspection council testing has been made mandatory for Basmati export to EU as it complained to WTO on Pesticide residue

Way Forward

- ✓ Abundant horticulture products must be exported as processed food which it lacks (white et of grapes where US -70%, Brazil 30%)
- ✓ Resolving ambiguity in certifying organic product as it done by FSSAI (for imports) & APB DA for exports
- ✓ Prioritise R&D in agriculture especially develop high-yield seeds, develop pest forecast, reduce post harvest losses