

Incredible India



# AGRICULTURE AND FOOD



PLANTING SEEDS OF GROWTH



# INDIAN AGRO & FOOD INDUSTRY



India's agrarian culture and varied regional climate have made a significant contribution to the global food basket. Indian curries, mangoes, snacks and spices are known for their excellent quality world wide. Globally, India holds the top position in the following food segments:

- India is the largest producer of milk in the world (121 million tonnes).
- India has the largest buffalo population (105 million).
- It is the largest producer of mangoes in the world (15 million tonnes).
- It is also the largest producer of bananas (29 million tonnes).
- It occupies the second position in fruit (74.8 million tonnes ) and vegetable production (146.5 million tonnes).
- It is the third-largest producer of fish in the world (8.3 million tonnes).

Agriculture is the mainstay of the Indian economy, providing employment to 52 per cent of its workforce. The agriculture and food processing sector plays an instrumental role in augmenting the growth of the economy, as it is an important source of raw material for the industrial sector.

INDIAN AGRICULTURAL/  
HORTICULTURAL PRODUCTS  
ARE EXPORTED TO MORE  
THAN 100 COUNTRIES. TOTAL  
EXPORTS OF AGRICULTURE  
AND PROCESSED FOOD  
PRODUCTS WERE US\$ 9,571  
MILLION IN 2010-11

The Indian agriculture and food industry

## Agriculture and Food Processing: Product Categories

Sub-segment	Production
Floriculture (2010-11)	
Flowers (Loose)	1 million tonnes
Fresh fruits and vegetables (2010-11)	
Fruits	74.8 million tonnes
Vegetables	146.5 million tonnes
Animal products (2010-11)	
Milk	121 million tonnes
Eggs	61.4 billion
Wool	43.1 million kg
Fish	8.3 million tonnes
Meat	4.8 million tonnes
Cereals (2010-11)	
Rice	95.3 million tonnes
Wheat	85.93 million tonnes
Processed foods	
Confectionery (2007)	147 million kg
Alcoholic beverages (2008)	2,249.5 million litres
Non-alcoholic beverages (2007)	6.9 billion litres
Savoury snacks (2008)	887.1 million kg

Source: National Horticulture Board,  
Department of Animal Husbandry, Dairying & Fisheries,  
DACNET - Directorate of Economics and Statistics (GOI),  
Datamonitor



can be categorised into five broad segments, namely:

- Fresh fruits and vegetables
- Floriculture, comprising fruit and vegetable seeds and flowers
- Processed fruits and vegetables and other processed foods
- Animal products, including meat, poultry, dairy and honey
- Cereals such as rice and wheat

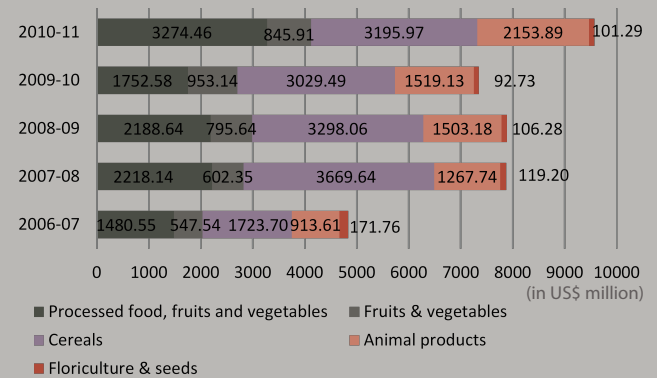
## AGRICULTURAL PRODUCTS

The exports of agricultural products touched US\$ 26,373 million in 2010–11, growing at a rate of 40 per cent over the previous year. Exports of cereals, fresh and processed fruits and vegetables, animal products and other processed foods generated a revenue of US\$ 9,571 million, accounting for 36 per cent of total agricultural exports.

## EXPORT HIGHLIGHTS

- During the year 2010–11, exports of agricultural and processed food products were to the tune of US\$ 9,571 million, registering a growth of 30 per cent over the previous year.
- Indian agricultural/horticultural and processed foods are exported to more than 100 countries, chief among them being the Middle East, South-East Asia, SAARC countries, the EU and the US.
- Major export items are Basmati rice and other cereals, processed meat, fresh onions, groundnut, guar gum, Jaggery and Confectionery, etc.
- Of the total agricultural and food processing exports in 2010-11, cereals accounted for 33 per cent.

Segment-wise Export Data (2006-07 to 2010-11)



Source: APEDA

Segment-wise Export Destinations

Commodity	Major markets
Floriculture and seeds	US, Pakistan, Netherlands, Germany, UK, Japan, Bangladesh, Italy, UAE, Nepal
Fresh fruits and vegetables	Bangladesh, UAE, Malaysia, Sri Lanka, Netherlands, UK, Saudi Arabia, Nepal, Indonesia, Kuwait
Processed food, fruits and vegetables	US, Indonesia, Pakistan, Bangladesh, UAE, Malaysia, Sri Lanka, UK, Saudi Arabia, Netherlands, China, Germany, Philippines, Nepal, Russia, Somalia, Angola, Yemen, Canada, Australia
Animal products	Vietnam, Egypt, Malaysia, Saudi Arabia, Philippines, UAE, Jordan, Myanmar, Kuwait, Algeria, Angola, Iran, US, Syria, Iraq
Cereals	Saudi Arabia, UAE, Iran, Kuwait, Bangladesh, Vietnam, Malaysia, Indonesia, UK, Yemen, US, Nepal, Jordan, Iraq, Netherland, Canada

Source: APEDA

## KEY PLAYERS

The major companies in the domestic sector include Dabur, Amul, Godrej, ITC, Britannia, Parle, Rasma, Haldirams, Marico, MTR, Markfed, United Breweries Limited, ITC (agri-business division), Anik Industries Ltd., Vimal Oil & Foods Ltd. and Kothari Products Ltd., among several others.

- Prominent global players include Nestle, Cargill, Kellogg's, SABMiller, Unilever, Danone, PepsiCo, Cadbury, McCain Foods, Heinz, ConAgra Foods, Ferrero, Perfetti, Hershey's and Heineken, among others.
- Leading global retailers such as Tesco, Carrefour and Lulu's source agricultural and food products from India.



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(29 MILLION TONNES)  
IN THE WORLD



# AGRICULTURE AND FOOD

## ADVANTAGE INDIA

- India has the largest cultivable land (52 per cent) as against 11 per cent globally.
- There are 45 agricultural universities in India, which supply a large number of agri-technologists.
- The country has a large food consumption market domestically.

## MAJOR TRADE FAIRS

- International FoodTec India, September 11-13, 2012, Mumbai
- Annapoorna, World of food, September 26-28, 2012, Mumbai
- AAHAR, March 14-18, 2013, New Delhi

## AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY

The Agricultural and Processed Food Products Export Development Authority (APEDA) plays a significant role in tapping India's agricultural strengths and works towards expanding the export potential of Indian agricultural and food products.

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