



SUMMER FANCY FOOD SHOW 2024

23rd TO 25th JUNE, 2024

JAVITS CENTER, NEW YORK CITY

EVENT REPORT

India's Participation in the Summer Fancy Food— 2024

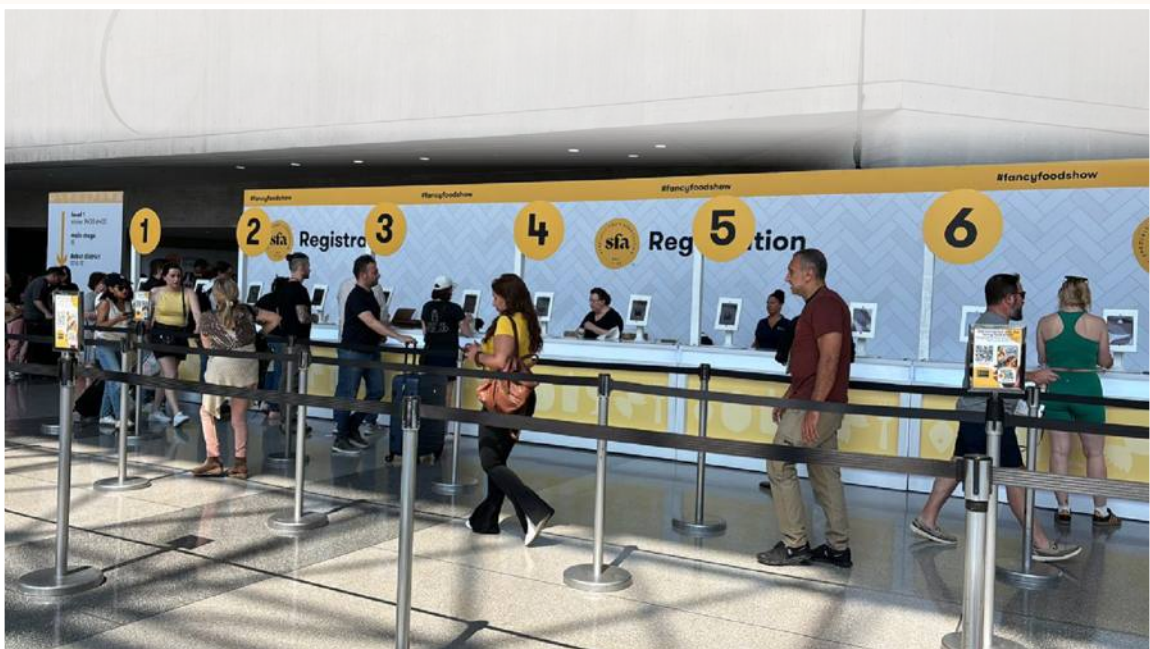


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Overview

The Summer Fancy Food Show is a speciality show having exhibitor booth space covering more than 330,000 square feet (nearly six football fields) of floor space at the Jacob K Javits convention centre, New York with participation of more than 2,300 domestic and global specialty food and beverage manufacturers, buyers, distributors, investors, across dozens of categories. This year was the 68th edition of the event having product pavilions categorised into Bakery; Beverage; Confectionery, Sweets & Snacks; Deli; Plant Based etc with participation of exhibitors from 56 countries, Africa, Asia, Europe, North America, Oceania, and South America, including the Show's partner country, Spain.

India Pavilion

APEDA had taken space under the Indian Pavilion along with India Trade Promotion Organisation (ITPO), Trade Promotion Council of India (TPCI) of 300 sq mt. in hall no. 1B and 1C of Summer Fancy Food Show-2024, New York, USA. Twenty-one (21) exporters participated in the event under the APEDA. The List of co-exhibitors of APEDA is given below

1. Allfun Foods (India) Private Limited
2. Aaswad Foods
3. Amar Singh Chawal Wala
4. Bihar State Milk Co-Operative Federation Ltd.
5. Basillia Organics Pvt. Ltd.
6. Chandigarh Sweets Ltd.
7. Caryopses Private Limited (Theo Rice & Millets)
8. Deccan Grainz Private Limited
9. Ess Pee Quality Products-India
10. Nexton Foods Pvt. Ltd.
11. Popat Raja & Sons
12. Khalsa
13. Karma Nuts
14. Kay Bee Exports International Pvt. Ltd.
15. Rajmudi Organics Private Limited
16. Rajesh Industries
17. Suminter India Organics Pvt. Ltd.



18. Sarveshwar Foods Limited
19. S.K. EXPORTS
20. Sunder Biscuit Industries
21. Shakti Nutrition's Pvt. Ltd.

***Details of the co-exhibitors are given in Annexure-1.**

Product on display were:-

1. Fresh fruits and vegetables
2. Frozen fruits and vegetables
3. Millets and millet-based products
4. Basmati Rice
5. Pulses
6. Oilseeds
7. Dry Fruits
8. Spices & condiments
9. Essential oils
10. Processed products
11. Honey
12. Organic products

Government Officials at Summer Fancy Food Show 2024 :-

1. Dr. Vijaya Lakshmi, IAS, Principal Secretary of Animal & Husbandry & Fish Resources, Government of Bihar
2. Dr. Yogita Rana, IAS, Joint Secretary, Department of Agriculture & Farmers Welfare, Ministry of Agriculture, Govt. of India,
3. Mr. Bal Mukand Sharma, Chairman, Punjab State Food Commission

APEDA Representatives at Summer Fancy Food Show 2024 :-

1. Dr. Saswati Bose, General Manager, APEDA
2. Smt. Sunita Rai, Deputy General Manager, APEDA

APEDA Theme Pavilion

- APEDA's theme pavillion was built in an area of 40 sqmtrs. displaying wide range of agri-horti products.
- APEDA India Pavilion was inaugurated by the Consul General India, New York along with Dr. Yogita Rana, IAS, Joint Secretary, Department of Agriculture & Farmers Welfare, Ministry of Agriculture, Govt. of India, representatives from India Trade Promotion Organisation (ITPO), Trade Promotion Council of India (TPCI) and other delegates.
- The member exhibitors showcased wide array of Indian products such as Processed food products (Biscuits, Millet cookies, papad, pasta, snacks), Basmati & non-basmati rice, fresh mangoes, jaggery, dry fruits, oil seeds, pulses, honey, organic products etc.
- The Consul General and other officers interacted with the co-exhibitors participating under the APEDA India Pavilion and appreciated the wide range of display of products.

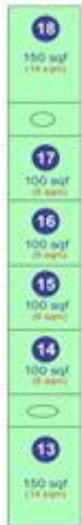
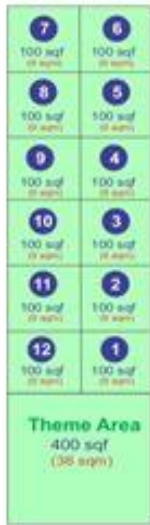
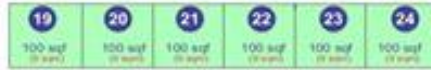


Inauguration by Consul General of India, New York, along with Dr. Yogita Rana , Joint Secretary , Ministry of Agriculture, Govt. of India at APEDA India pavilion @ Summer Fancy Food Show 2024



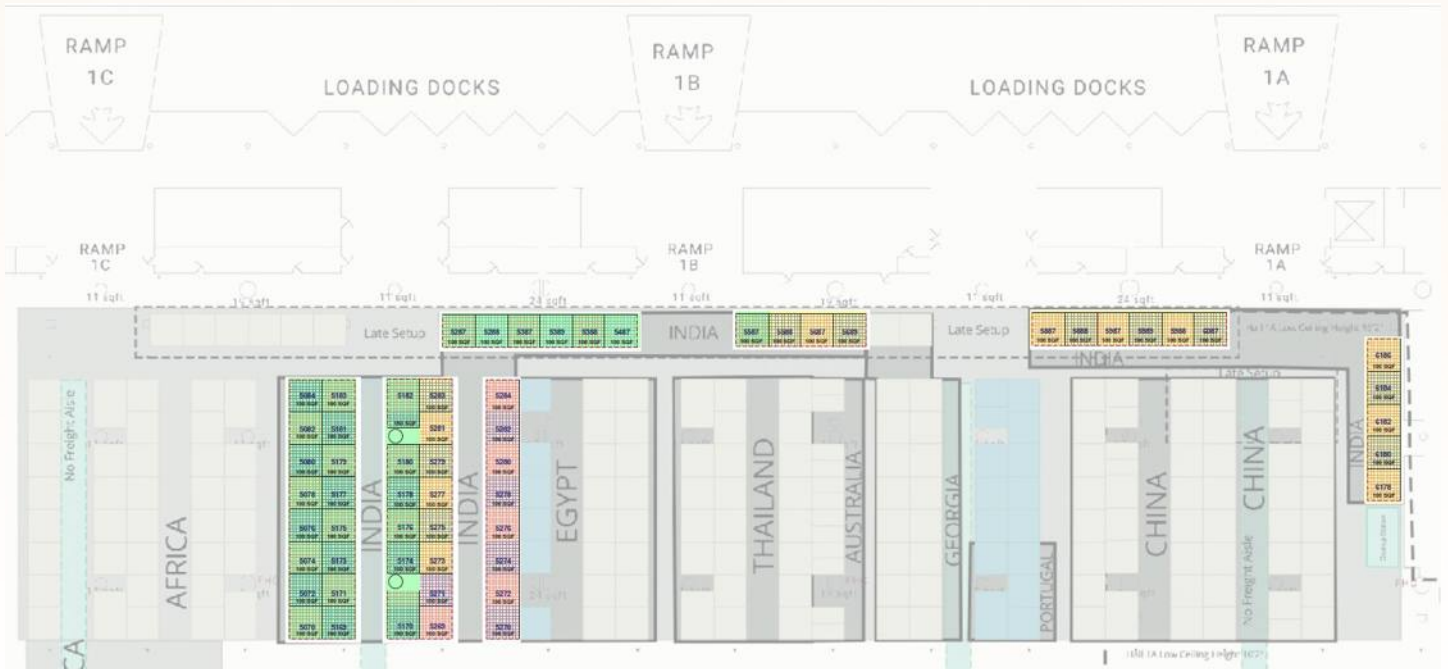


Layout Plan



APEDA

Summer Fancy Food Show 2024
JUNE 23-25, 2024
JAVITS CENTER, NEW YORK CITY









Promotional Activities

- Sampling of Basmati Biryani
- Millet noodles, millet khichdi
- Indian Mangoes

To provide the taste of Indian cuisines to the visitors, APEDA organized tasting and sampling of Basmati rice Biryani (veg and non-veg), millet noodles, millet khichdi and mango sampling.



Millets Noodle



Traditional Kesar Mango Sampling



Heena Art at APEDA Pavilion

Henna tattoo application on the hands of visitors was one of the major highlights of the show. Visitors were ecstatic and showed a great deal of interest in this art..



Promotional Materials

Promotional materials such as APEDA's brochure, Recipes of Indian Cuisines , Exhibitor Directory and Jute bags were distributed during the event



Consul General of India Interaction with Indian Exporters





Round Table Discussion on Food and Agri Sector on June 24, 2024

The Consulate General of India, New York organized a roundtable discussion for Exporters of Food and Agricultural Products who participated in the Summer Fancy Food Show. This event served as a crucial gathering for Indian exporters eager to explore the US market.

The primary aim of the roundtable was to provide a platform for exporters to interact with the Consul General and engage with key players in the New York restaurant and food industry. The event sought to foster meaningful connections and collaborations, enabling Indian exporters to network with prominent US buyers and stakeholders.

The Consul General opened the event with remarks on the growth potential within the Food and Agriculture market. Keynote speakers included Dr. Vijaya Lakshmi, IAS, Principal Secretary of Animal & Husbandry & Fish Resources, Government of Bihar; Dr. Yogita Rana, IAS, Joint Secretary, Agriculture & Farmers' Welfare, Ministry of Agriculture, Government of India; Dr. Saswati Bose, General Manager, APEDA; Col. Pushpam Kumar, Senior General Manager, ITPO; and Mr. Sachin Kumar, Deputy Director, TPCI who shared their insights on the sector's scope and discussed strategies for enhancing Indian exports to the US.

Dr. Saswati Bose, General Manager, Agricultural and Processed Food Products Export Development Authority (APEDA) spoke on the initiatives of APEDA for exports and the role of APEDA in facilitating exports of its scheduled products. She also informed the role of APEDA as the Secretariat in implementing the National Programme on Organic production (NPOP).

An engaging Question & Answer session followed, allowing for a robust exchange of ideas and feedback.







Key Takeaways and Recommendations:

- Several exporters / exhibitors connected with the US based buyers and distributors in food and Agri sectors.
- Several importers expressed interest in visiting production facilities in India and sought assistance in arranging such visits.
- There was a collective request for assistance in securing premium booth locations at future trade shows to enhance visibility.
- Exporters highlighted the significant potential for Indian mangoes in the US market, emphasizing New York as an optimal distribution hub due to its extensive reach.
- Suggestions were made regarding the establishment of a dedicated warehouse facility in New York to better support the logistics of Indian agricultural exports.
- Suggestions were also made to have an online / e—portal for display and marketing of Indian products.
- The Punjab delegation also mentioned plans to set up a Punjab Mart .

Outcome, Feedback and Suggestions

Feedback

The feedback submitted by the exporters is summarized as under:

- India pavilion was at far end almost in an isolated area.
- Few exporters were happy with the business queries and orders generated.

Some exporters were hoping to receive/negotiate business with them in future

Suggestions:

- The Indian exporters should participate under one umbrella for better branding of the country and effective showcasing the strength of Indian products.
- Planning and adequate resource needs to be spent on publicity about the participation of India.
- Participation should be followed up with promotion programmes in retail outlets with support of Indian Embassy.
- ITPO should negotiate with the Summer Food organizers for better location of Indian pavilion.



Details of Co-Exhibitors under APEDA Pavilion

S no.	Name of the Company	Product Dealing with
1	Allfun Foods (India) Private Limited Plot No. 32, Satara Mega Food Park, A/P. Degaon Tal/Dist- Satara, Maharashtra – 415004 Shri Mr. Avinash Gurav M: +91 70289 17101 E-Mail: bdm@allfunfoods.co.in	Milk and Milk Products (Ghee, Paneer, Butter, Shrikhand, Curd, Buttermilk and many More)
2	Aaswad Foods 816/A, Metoda Gidc, Gate No:3, Rajkot- 360021, Gujarat Shri Shital Doshi M: +91 94282 98211 T: 0282 7296698 E-Mail: contact@aaswadexports.com	Flours, Rice, Oil, Jaggery, Makhana
3	Amar Singh Chawal Wala Chabba, Tarn Taran Road, Amritsar – 143001, Punjab Shri Jaskirat Singh M: +91 99159 51051 +91 98140 51243 E-Mail: ascw@lalqilla-rice.com	Basmati, Non-Basmati Rice, Soya Chunks, Soya Granules, Spice Chunks, Quinoa, Mustard Oil and Green Tea
4	Basillia Organics Pvt. Ltd. Plot No.2, Sai Industrial Estate, Gujarwadi Road, Katraj, Pune 411046, Maharashtra Shri Shubham Oswal M: +91 8669031516 E-Mail: shubham@basillia.in	Organic Pulses, Dals, Spices, Millets, Rice, Oils, Seeds, Sweetners, Immunity, Dry fruits
5	Bihar State Milk Co-Operative Federation Ltd. Dairy Development Complex, Bihar Veterinary College, Patna- 800014, Bihar Shri Kumar Amarendra M: +91 94731 99907 +91 94371 99135 E-Mail: marketingcomfed@gmail.com	Brand Name- Sudha Product: Milk, Paneer, Ghee, Gulabjamun, Soanpapdi, Peda, Breads, Butter, Ice-Cream, Flavoured Milk, Premium Sweets, Salted Snacks, Cookies, Drinking Water.
6	Chandigarh Sweets Ltd. 315, Industrial Area Phase 1, Chandigarh- 16002, Shri Rahul Shrivastava T: 0172 4641315 M: +91 62833 68664 E-Mail: info@chandigarhsweets.com	Sweets, Savouries , RTE , Bakery Products , Snacks

S no.	Name of the Company	Product Dealing with
7	Caryopses Private Limited (Theo Rice & Millets) PLOT NO: 13/A, Ratna Co-Op Housing Society, Tadbubd, Hyderabad- 500009 Ms. Preeti Biyani T: 040 40275125 M: +91 75664 79241 E-Mail: preeti@caryopses.com	Rice, Raw Millets, Pasta, Noodles, Pulses, & Gluten- Free Flour
8	Deccan Grainz Private Limited Plot no. G27, General Park, IP Sulthanpur, Sulthanpur(vi), Ameenpur (Md), Sangareddy, Telangana- 502319 Mr. Kiran Kumar Pola M: +91 99599 42024 E-Mail: kiran@thedeccangroup.com	Non-Basmati Rice, Parboiled Rice, Brown Rice, Basmati Rice, Long Grain Par Boiled Rice, Idly Rice, Snacks, Sweets, Cookies, Oils
9	Ess Pee Quality Products-India Plot No.507, Sector 82, Mohali- 160062, Punjab Mr. Surender Pal Singh M: +91 90414 95989 E-Mail: spsingh@beeshoney.in	Honey, Cookies, Fruit Jam And Tea
10	Nexton Foods Pvt. Ltd. 001-A, wing,07th Floor, City Vista ,Downtown Road, Kharadi Pune- 411014, Maharashtra Dr. Pradyumna Agrahar M: +91 99701 64759 E-Mail pradyumna.agrahari@nextonfoods.com	Fresh, frozen and Processed Fruits and Vegetables
11	Popat Raja & Sons Popat Raja & Sons 111, A-2 Shah N Nahar Indl Estate, Dhanraj Mill Compound, Lower Parel (W), Mumbai- 400013, Maharashtra Shri Neel Gutka M: +91 98202 62199 E-Mail: info@gutkafoodexports.com	Lijjat Papad
12	Khalsa Sco No – 59, 2nd Floor, Opp. PIMS Hospital, Choti Baradari Part 2, Jalandhar – 144001, Punjab Shri Amarbeer Cheema M: +91 73475 75600 E-Mail: sales@indiangroceryus.com	Food Import and Distribution

S no.	Name of the Company	Product Dealing with
13	Karma Nuts Western India Cashew Co. Pvt. Ltd., 75, Beach Road, Kollam- 691001, Kerala Mr. Ganesh Nair M: +91 65038 79162 +91 94471 19050 E-Mail: ganesh@wenders.com	Mango, Pomegranate, Coconut
14	Kay Bee Exports International Pvt. Ltd. 605 Dev Corpora Opposite Cadbury Junction, Thane- 400601, Maharashtra Mr. Kaushal Khakhar M: +91 91378 60040 +91 98704 05667 E-Mail: varun@kaybeeexports.com	Mango, Pomegranate, Coconut
15	Rajmudi Organics Private Limited No 267, Ground Floor, Jnana Bharathi, Nagadevanahalli, Bengaluru- 560056, Karnataka Shri Nagendra Kumar H M: +91 99000 67666 E-Mail: nagendra@rajamudi.com	Organic Rice, Millets, Herbs/Spices, Cold-Pressed Oils, Dals/Pulses, Ready-To- Eat & Ready-To-Cook Products.
16	Rajesh Industries Daha, Madanpur, Karnal- 132001, Haryana Shri Sarvesh Goel M: +91 98966 12347 +91 92157 23859 E-Mail: info@ribasmatirice.in	Basmati & Non Basmati Rice
17	Suminter India Organics Pvt. Ltd. Ground Floor, Left Side, A Wing Indiana House, , Makwana Road, Marol Naka, Andheri (E), Mumbai- 400059, Maharashtra Ms. Meeti Mandani M: +91 98198 01707 T: 0224 2029000 E-Mail: info@suminter.com	Certified Organic Spices, Coconut, Oilseeds, Chia, Sesame, Sugar, Cocoa, Pulses, Ready to Eat Meals
18	Sarveshwar Foods Limited Seora, Baba Fareed Nagar, Po Dharap. Bishnah – Kunjwani Road, Jammu- 181152, Jammu & Kashmir Shri Deepak Sharma M: +91 94193 33000 +91 95419 03282 E-Mail: rohit@sarveshwarfoods.com	Basmati & Non-Basmati Rice, Organic Basmati & Organic Non-Basmati Rice

S no.	Name of the Company	Product Dealing with
19	S.K. EXPORTS Daha, Madanpur, Karnal- 132001, Haryana Shri Sarvesh Goel M: +91 92157 23859 +91 98966 12347 E-Mail: info@ribasmatirice.in	Basmati & Non-Basmati Rice
20	Sunder Biscuit Industries 152 Khaper Kheda Bypass Road, Nanda Koradi, Nagpur- 441111, Maharashtra Mr. Gaurang Chauhan M: +91 92265 37277 E-Mail: export@sunderbiscuit.com	Biscuits, Namkeen and Indian Sweets
21	Shakti Nutrition's Pvt. Ltd. Jagera Road, Ahmedgarh-148021, Punjab Mr. Naveen Goyal & Rajiv Goyal M: +91 9357040048 E-mail: info@shaktioils.in	Mustard oil, Sesame oil, Canola oil, Corn oil, Vegetable oil, Olive oil, Sunflower oil, Cottonseed oil



एपीडा
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कृषि और प्रसंस्कृत खाद्य उत्पाद
निर्यात विकास प्राधिकरण
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY (APEDA)**
(MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA)

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