

2018

REPORT ON APEDA'S PARTICIPATION

NATURAL PRODUCTS EXPO WEST 2018



Anaheim, California, USA

8th to 10th March 2018

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Introduction

Organic is the fastest growing sector of the U.S. food industry. USA is prospective market for Indian organic products. Export of Indian organic products such as Basmati Rice, Tea, Sugar, Spices, Dry Fruits, Sesame, Soybean, Medicinal Plants & their processed products are growing to USA.

Natural Products Expo West held every year **at Anaheim Convention Centre Anaheim, CA, USA** is a leading trade show in the natural and organic products industry in USA. The Expo provides a good platform for enhancing business opportunities for the Indian Exporters. Natural Products Expo West is the world's largest event devoted to natural and specialty food and beverages, organics, supplements, health and beauty.

Agricultural and Processed Food Products Export Development Authority (APEDA) under the Ministry of Commerce & Industry, Government of India has been participating in several International trade fairs to provide a platform to their exporters to explore new opportunities in the global market. Due to requests received from the Indian organic Exporters and increasing trend of organic exports to USA, India started participating in the Natural Expo West Trade Show in 2015.

This was the 4th consecutive year of India's participation in this show. APEDA participated in this show from **8th to 10th March 2018 at Anaheim Convention Centre (North Hall), Anaheim, CA, USA.**

About Natural Expo West -2018

The 38th annual Natural Products Expo West & Engredea, the world's largest natural, organic and healthy products event hosted more than 85,000 attendees including industry pioneers and a new generation of innovators shaping the future of healthy products. The show, produced by New Hope Network, a part of Informa, was held March 7th to 11th at the Anaheim Convention Center and brought together 3,521 exhibiting companies, including more than 600 first time exhibitors.

New Hope Network again increased the event's campus to encompass the entire Anaheim Convention Center, extending exhibits into the newly expanded North Halls that held over 800 companies. (Source <http://images.info.newhope.com> press release)

APEDA Pavilion

APEDA participated in this event and was allocated 150 Sqm space in the newly expanded North Hall (Booth Nos N 1030 to N 1045 North Hall –Level 2), Anaheim Convention centre. 13 Indian exporters showcased their organic product profile under the APEDA pavilion. Products on display included basmati rice, pulses, oilseeds, spices &



condiments, essential oils and processed products. Also on display was new product Jackfruit and its value added products, superfoods such as quinoa and chia seeds, herbs such as ashwagandha, basil and moringa. Wet sampling of Organic Basmati rice veg and non veg biryani was also arranged. A glimpse into India's traditional culture was provided by heena tattooing.

Ministry Official at Anaheim

Sh. Sandeep Verma, Under Secretary,
Department of Commerce, Govt. of India.

APEDA's Representatives at Anaheim

1. Dr. Saswati Bose, DGM
2. Ms. Simi Unnikrishnan



India Companies who co exhibited under APEDA PAVILION

1. Veeral Agrotech
2. Euroasian Chemicals Pvt. Ltd
3. Aromatic & Allied Chemicals
4. Rapid Overseas
5. Grow Well Organic and Eco Products Pvt Ltd
6. Nature Pearls Private Limited
7. Sache Wellness Pvt. Ltd.
8. Earth Organic Foods Pvt. Ltd.
9. Excel Foods Pvt. Ltd.,
10. Kilaru Naturals Pvt Ltd
11. Agronic Foods Inc
12. Cultivator Natural Products Pvt. Ltd
13. Artocarpus Foods Pvt Ltd



Product display at the Indian Pavilion

- ⦿ Basmati Rice
- ⦿ Pulses
- ⦿ Oilseeds
- ⦿ Spices and Condiments
- ⦿ Herbal Tea
- ⦿ Medicinal & Aromatic Plant Products
- ⦿ Essential Oils
- ⦿ Processed Products (Mango Pulp etc)
- ⦿ Jackfruit and its value added products
- ⦿ Superfoods such as quinoa and chia seeds
- ⦿ Herbs such as ashwagandha, basil and moringa

Promotional activities

A wet sampling of Veg/Non Veg Biryani was done at the APEDA Pavilion to provide the taste of Indian Cuisine made from Organic Basmati rice. Herbal tea sampling was done by Sache Wellness Pvt. Ltd. A glimpse into India's traditional culture was provided by heena tattooing.

Jute Bags with APEDA' logo, pamphlet on India Organic, Exhibitor's Directory and Recipe Book on India Cuisine was distributed at the Stall.



Heena tattoo – showcasing Indian tradition



Learning from the participation of the event

- i) Natural Products Expo West is one of world's largest event devoted to natural and specialty food and beverages, supplements, health natural living products including organic products.
- ii) USA being the largest market for organic products in the World, there are plenty of opportunities to meet the market demand. India has the potential to supply all varieties of organic products to US.
- iii) Presently, India is a commodity supplier while there is a wide range of processed products in the US market and there is a demand for processed and value added products. During the show, an exporter of Jackfruit participated under the India pavilion and received good response and inquiries for their value added Jackfruit products.
- iv) There is much scope for our exporters to diversify to value added processed organic products which would expand the export basket and fetch good returns in terms of value.
- v) Since there is a large segment of ethnic Indian population in USA, scope and potential for Indian products included ready to eat products is high and needs to be tapped with proper market linkage and regulatory processes.