

# 2017

## REPORT ON APEDA'S PARTICIPATION

# NATURAL EXPO WEST 2017



Anaheim, California, USA

9<sup>th</sup> to 12<sup>th</sup> March 2017

## **Introduction**

*India in the World Market:* India has joined other countries as one of the potential suppliers in the global organic market. Various categories of organic food products are exported under NPOP and NOP certification. The major organic commodities exported are Basmati Rice, Tea, Sugar, Spices, Dry Fruits, Sesame, Soybean, Medicinal Plants & their processed products. During 2015, Approx. 39% of Indian organic products were exported to USA followed by the EU (34%), and rest to other countries viz. South-East Asian countries, Middle East and Africa realising a value of 42% of the value in USD.

There has also been a shift in preference of export destination to USA and other new markets. USA is a good export destination for organic processed food products. India has conformity assessment with United States Department of Agriculture (USDA) for export of organic products to USA. India's export of organic products has risen from Rs. 498.83 crores to USA during 2013-14 to Rs. 744.63 during 2015-16.

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 exports to USA, India started participating in the Natural Expo West Trade Show in 2015.

This was the 3<sup>rd</sup> consecutive year of India's participation in this show. The Show was held from 9<sup>th</sup> to 12<sup>th</sup> March 2017 at Anaheim, California, USA. Natural Products Expo West is the world's largest event devoted to natural and specialty food and beverages, organics, supplements, health and beauty

and natural living products. This is the place where the foreign companies meet the biggest distributors specialized in the natural and certified organic market in the US.

## About Natural Expo West -2017

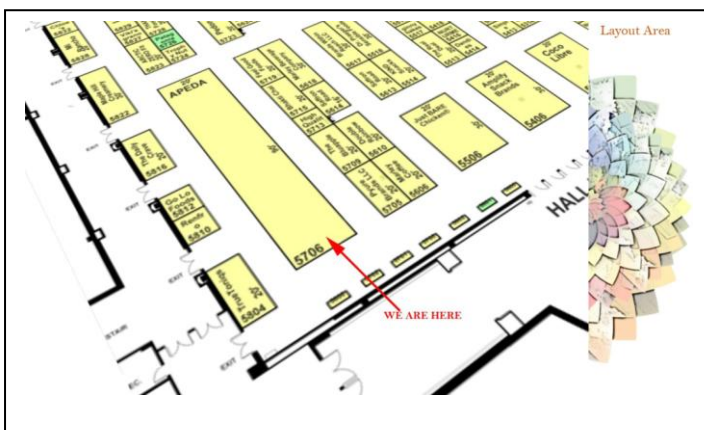
The 37th annual Natural Products Expo West & Engredea, the World's largest natural, organic and healthy products event, experienced another record-setting year playing host to more than 80,000 attendees including industry pioneers and a new generation of innovators shaping the future of healthy products. The show, produced by New Hope Network, was held March 9th-12th at the Anaheim Convention Centre and brought together 3,100 exhibiting companies, including more than 500 first-time exhibitors.

## India Pavilion

APEDA was allotted 162 Sq m space in hall E of Anaheim Convention Centre (Booth No. 5706). An attractive India pavilion was set up at this space for promotion of organic foods from India, which was appreciated by the exporters and the visitors. 12 exporters participated in the event under India Pavilion.

## APEDA's Representatives at Anaheim

1. Dr. Saswati Bose, DGM
2. Ms. Samidha Gupta, AGM





India showcased its strength in organic products and varieties that it can offer by displaying Basmati Rice, Herbal Tea, pulses, medicinal and aromatic products, Spices and Condiments and processed products.

The details of the exporters are given below:







## Product display at the Indian Pavilion

- ⦿ Basmati Rice
- ⦿ Pulses
- ⦿ Oilseeds
- ⦿ Dry fruits
- ⦿ Spices
- ⦿ Tea
- ⦿ Medicinal & Aromatic Plant Products
- ⦿ Essential Oils
- ⦿ Processed Products (Mango Pulp, Guava Pulp etc)

## 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 provided by Ms Sarveshwar Foods Ltd . Herbal tea sampling was done by M/S Euroasia Ingredients Pvt. Ltd.

An Exhibitor's Directory and Recipe Book on India Cuisine was distributed at the Stall.



## Natural Expo West Show –A look around

A wide range of products were at display in the various booths specially the value added organic products.



## **Meeting with the Organizers**

A Meeting was fixed by the Organizers of the Show at Expo West 2017 with APEDA officers to discuss about future participation of APEDA in the Show.

The Meeting was held on 11th March 2017. It was attended by the Marketing and Standards Team of the Organizers New Hope Network and Dr. Saswati Bose, DGM and Ms. Samidha Gupta, AGM from APEDA.

The Organizers appreciated the promptness and professionalism with which APEDA has met the requirements of the Expo. They acknowledged that APEDA was an important participant representing Government of India and hoped that APEDA would continue to participate in this show.

APEDA also appreciated the support and cooperation received from the organizers during the course of participation in the Show.

## **Opportunities for future**

- 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.
- As USA has a huge population of non residential Indians, the scope of market for Indian products is always high, what is required is a platform to showcase these products at right place and at the right time.
- This Show provides the right platform to our Indian Organic Exporters to explore opportunities and business in the US Market.
- There is stringent regulatory requirements in place from USDA and US FDA and the Indian organic exporters certified by certification bodies accredited under NOP by APEDA has the potential to tap this market by meeting their regulatory requirements.
- For participation in this Fair, space booking has to be initiated as early as possible to get a prominent location as the space are sold out one year in advance.