COMPETITION IN AGRI EXPORTS & STRATAGIES





AMD

Building sustainable partnerships

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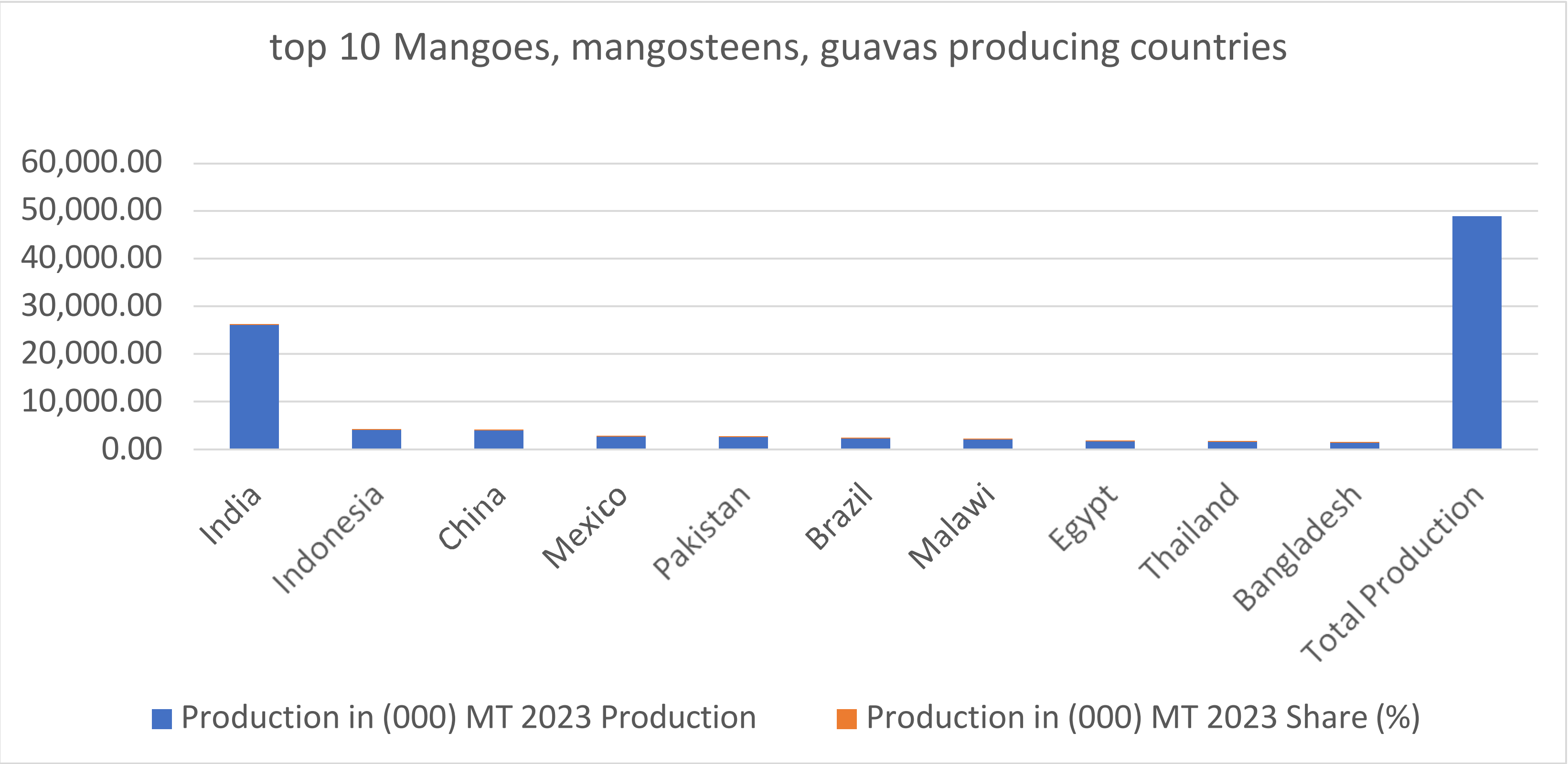
IDENTIFY COMPETITORS IN MANGO EXPORT AND REQUIRED STRATEGIES

- Indian mangoes come in various shape, size and color with a wide variety of flavor, aroma and taste.
- The Indian mango is a special product that substantiates the high standards of quality and bountiful nutrients packed in it.
- Varieties: UTTAR PRADESH: Bombay Green, Chausa, Dashehari and Langra.
- The major mango-growing states are Andhra Pradesh, Uttar Pradesh, Karnataka, Bihar, Gujarat and Telangana. Uttar Pradesh ranks first in mango production with a share of 23.58 % and the highest productivity in 2021-22.
- India is also a prominent exporter of fresh mangoes to the world. The country has exported 27,872.78 MT of fresh mangoes to the world for the worth of Rs. 327.45 crores/ 44.05 USD Millions during the year 2021-22.
- Major Export Destinations (2021-22): United Arab EMTs, the U.K., Qatar, Oman and Kuwait

World Mango Production



International Mango Production

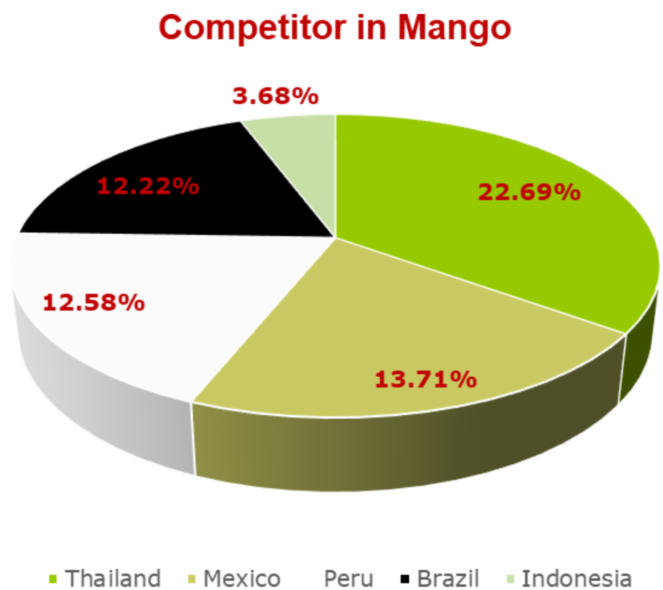
Production in (000) MT		
Country	2023	
	Production	Share (%)
India	26,236.00	42.84
Indonesia	4,104.45	6.7
China	3,994.81	6.52
Mexico	2,706.11	4.42
Pakistan	2,594.33	4.24
Brazil	2,340.95	3.82
Malawi	2,131.45	3.48
Egypt	1,715.37	2.8
Thailand	1,618.79	2.64
Bangladesh	1,508.55	2.46
Total Production	48,950.81	

Source: Food & Agricultural Organisation (FAO)

COMPETITORS IN MANGO

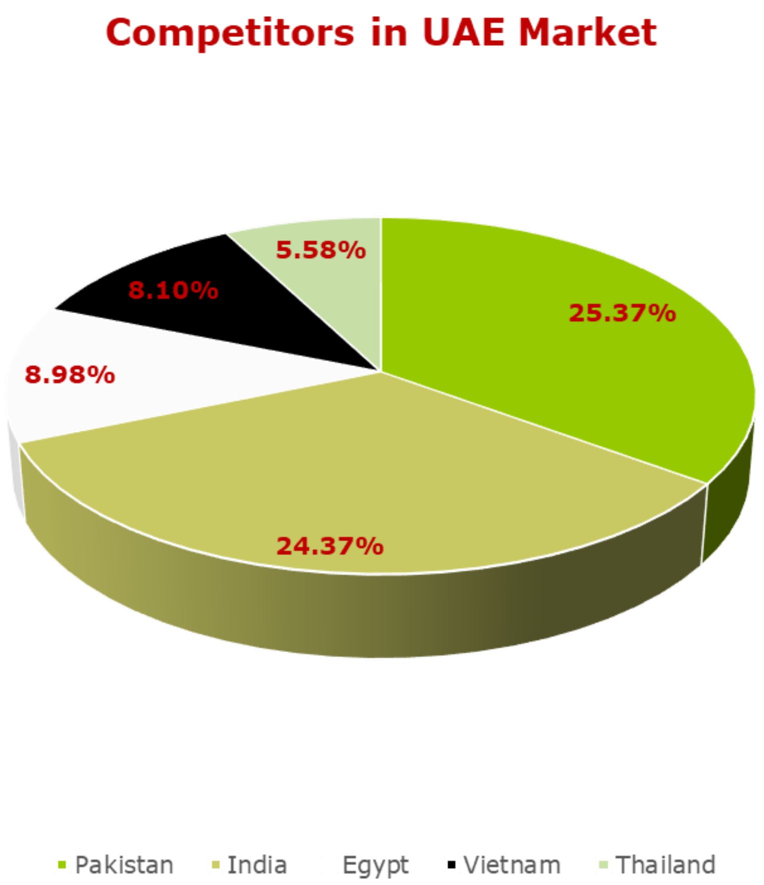
India's status as Mango Exporter			
World Import	India Export	India’s share	Rank
2247770.84	29557.663	1.4	14

Competitors in Mango	
Competitors	Share
Thailand	22.69%
Mexico	13.71%
Peru	12.58%
Brazil	12.22%
Indonesia	3.68%



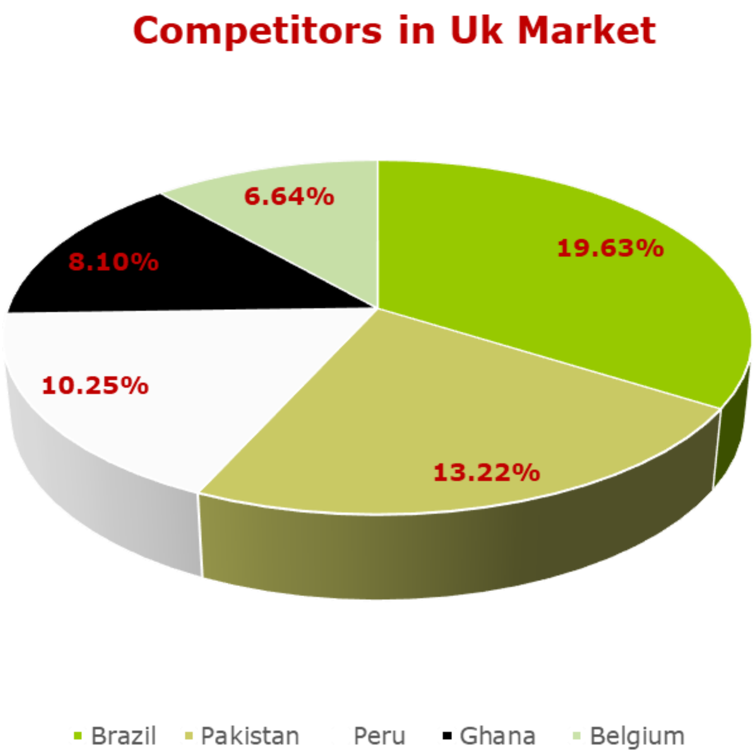
COMPETITORS IN INDIA'S MAJOR MANGO EXPORT MARKET (UAE)

Competitors in UAE Market	
Competitors	Share
Pakistan	25.37%
India	24.37%
Egypt	8.98%
Vietnam	8.10%
Thailand	5.58%



COMPETITORS IN UK MARKET

Competitors in UK Market	
Competitors	Share
Brazil	19.63%
Pakistan	13.22%
Peru	10.25%
Ghana	8.10%
Belgium	6.64%



STRATEGIES SHALL FOCUS ON:

- More producer exporters. Right now, there are mainly commercial exporters who source mangoes from mandis.

- Due to the presence of fruit flies in Indian mangoes, importing countries like South Korea, Japan, Australia, New Zealand, and the US have specific mitigation measures like VHT and irradiation, which are costly and cumbersome. They are also only available in limited numbers.

- There are few irradiation facilities in India — two in Maharashtra, one in Karnataka, and another being set up in Uttar Pradesh. The irradiation facility set up by the Maharashtra State Agricultural Marketing Board (MSAMB), Pune, is a major hub.

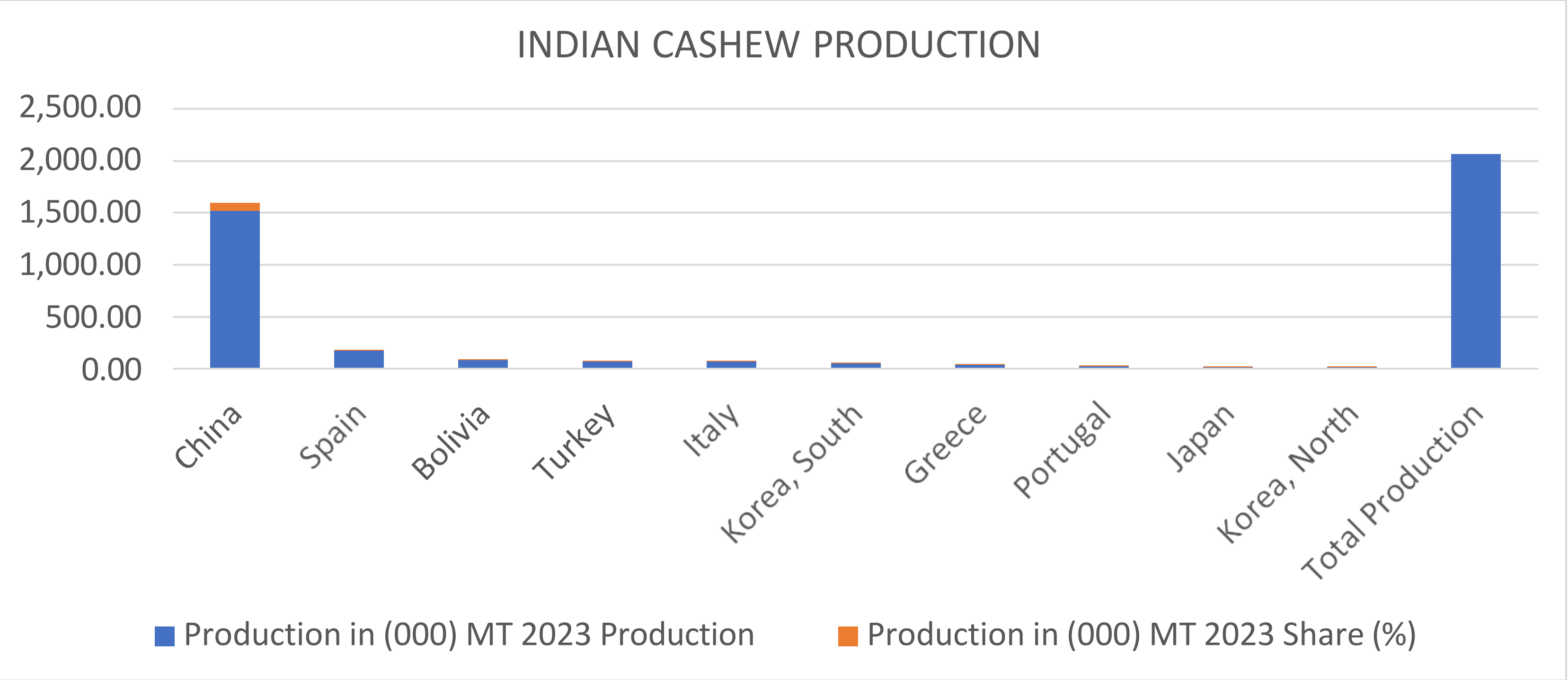
- Markets like the US, the UK, and the Middle East are expected to grow at least 50 per cent over next year because they have large Indian diasporas, .

- Traceability, food safety, and residue free production based on Protected Health Information (PHI) and Maximum Residue Limit (MRL) standards

IDENTIFY COMPETITORS IN CASHEW KERNEL EXPORT AND REQUIRED STRATEGIES

- India is the largest producer, processor and exporter of cashews in the world.
- India is the largest importer of raw cashew in the world.
- India is the leading cashew kernels exporter, however, recently there are fluctuations in cashew trade due to the strong competition from countries like Vietnam, Brazil and from Some African countries.
- Though India is one of largest cashew producing countries in the world, domestic raw cashew production is not sufficient to meet the demand of processing units and hence they have to import raw cashew.
- Recently, the Ministry of Commerce and Industries, Govt of India, put cashew nut export under the Agricultural and Processed Foods Export Development Authority (APEDA), earlier it was under the Cashew Export Promotion Council of India.

INDIAN CASHEW PRODUCTION



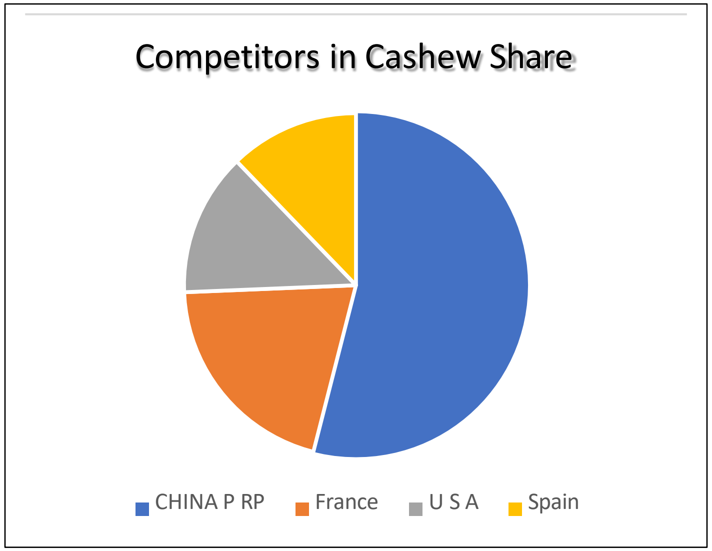
WORLD CASHEW PRODUCTION

Production in (000) MT		
Country	2023	
	Production	Share (%)
China	1,521.02	72.58
Spain	174.09	8.31
Bolivia	82.96	3.96
Turkey	71.16	3.4
Italy	70.37	3.36
Korea, South	52.78	2.52
Greece	34.9	1.67
Portugal	23.83	1.14
Japan	15	0.72
Korea, North	12.78	0.61
Total Production	2,058.89	
Source: Food & Agricultural Organisation (FAO)		

COMPETITORS IN CASHEW KERNELS

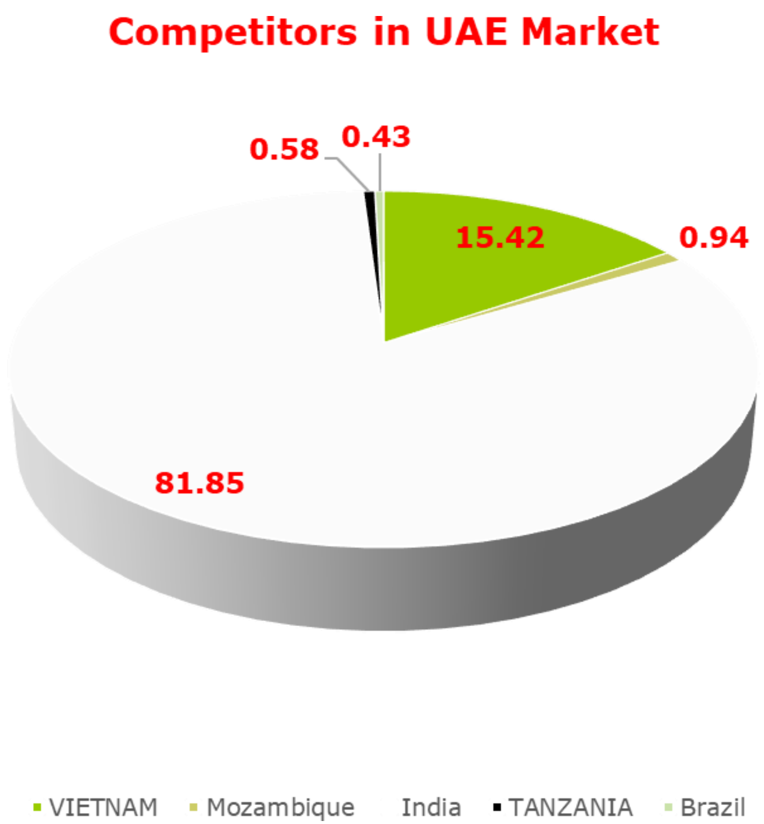
India's status as Cashew Exporter			
World Import	India'sexport	India;s share	Rank
344584.05	14088.25	16.03	2

Competitors in Cashew	
Competitors	Share
CHINA P RP	(24.92)
France	(9.4)
U S A	(6.21)
Spain	(5.63)



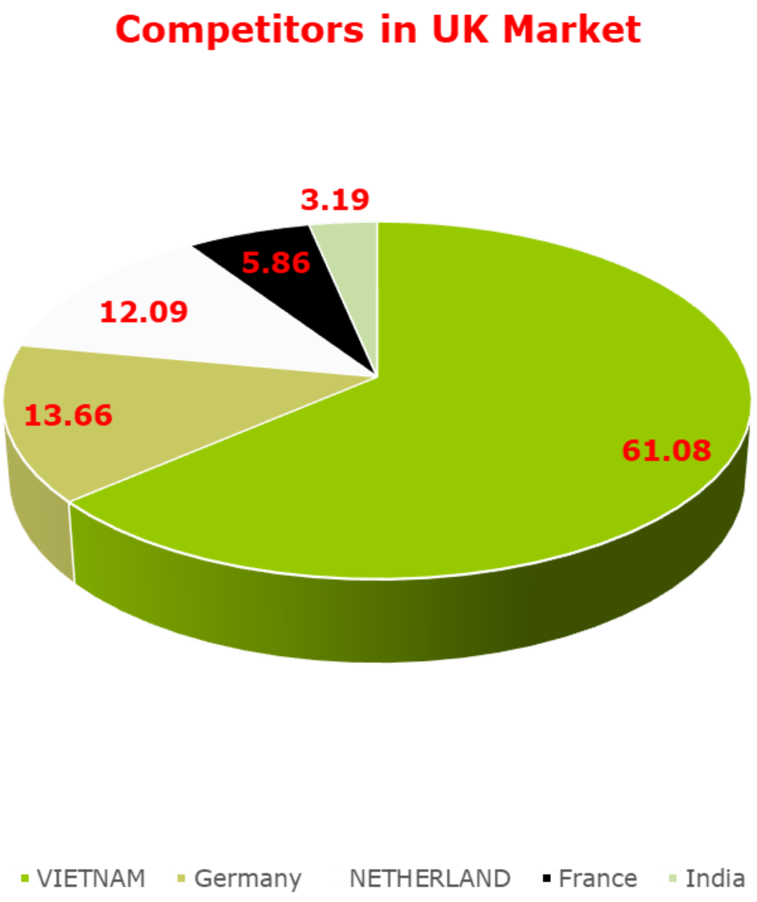
COMPETITORS IN INDIA'S MAJOR CASHEW EXPORT MARKET (UAE)

Competitors in UAE Market	
VIETNAM	15.42
Mozambique	0.94
India	81.85
TANZANIA	0.58
Brazil	0.43
VIETNAM	15.42



Competitors in India's Major Cashew Export Market (UK)

Competitors in UK Market	
VIETNAM	61.08
Germany	13.66
NETHERLAND	12.09
France	5.86
India	3.19
VIETNAM	61.08



STRATEGIES SHALL FOCUS ON:

- Shortage of domestic production, growing demand from processing units leads for import of raw cashew.
- Some states like Maharashtra, Kerala, Tamil Nadu are doing well in terms of area of cultivation, productivity, and total production.
- However, in spite of having suitable agro-climatic conditions for cashew other states like Telangana, Karnataka, Gujarat, North East, are not utilizing their potential fully.
- Raw cashew market is not well organized in India. Farmers don’t get fair price of their produce. They get cheat by agents at weighing and price. There is no direct procurement of raw material from farmers.
- International cashew kernel market is dynamic in nature. Farmers and small processors do not have access hence they can’t predict the price of raw cashew and cashew kernel and market trend. High rice of price changes consumer preferences towards other nuts. Packaging and minimum residual lever are the main challenges of Indian cashew export.

STRATEGIES SHALL FOCUS ON:

- In light of the above challenges, commercial cultivation can be promoted for increasing cashew production and productivity.
- Market intelligence needs to improve to cope up the changes in the international market. Cashew Product and Processing Clusters should be increased after proper identification and analysis at each District level.
- Formation of the cashew export cluster at every district level that will address export address challenges will help in export promotions.
- In nutshell government of India should encourage Quality Standards and Specifications, implement Good Agriculture Practices, improving Packaging of Products, the transformation of Farm produce to FSSAI standards, interventions for rejuvenation of orchards, replacement of old senile plants and encouragement for Intercropping, promote the export of Value-added items, traceability to be established for all exportable items in a phased manner in order to establish credibility in the international market. Growth in the export of cashew kernel and it's by the product will also make a positive impact on prices in the domestic market.

PRODUCTION COMPETITIVENESS

- India's present agricultural productivity is quite low as compared to productivity in the world.

- If India increases productivity up to the international level, then there will be added production which can be exported with competitive prices in international market.

TARIFF COMPETITIVENESS

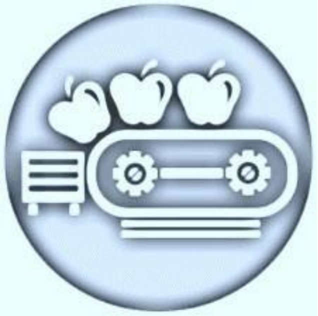
- India is the largest grower of mango in the world about 16 million tonnes per annum. In similar way India is also the largest exporter of mango puree in the world.
- We used to have a share of about 60% in world trade.
- Our mango pulp export share has come down to 160,000 MT in the recent years mainly due to tough competition from

    1. Mexico
    2. Columbia
    3. Peru
    4. Brazil

The first two countries at above have duty free advantage into EU, US market and many regions. However Indian mango pulp attract duty into US, EU and thereby making our pulp expensive uncompetitive in the said market. It is a fact that even mango pulp from Pakistan is duty free into EU market. Our main customers are Saudi Arabia, UAE, Oman, Kuwait, Middle East Countries, North Africa, EU, Japan, Bangladesh etc.

Our exporters of mango pulp are aware of the competitors from growing processing industries such as Brazil, South Africa, Costa Rica, Mexico, Ecuador and Peru. Moreover countries in East Africa have started their own mango processing units. This is a disadvantage for our mango pulp industry

FOOD PROCESSING COMPETITIVENESS



- POLICIES: nurturing food processing companies, high value addition, developing agri manufacturing base, low cost of production, and global food quality standards.
- SUPPORT/PROMOTE: export of processed food. Developed countries have fixed higher standards for import of food items. It is advisable to encourage Indian reputed brands for the export of processed foods globally as they can comply with the global standard of codex.
- FOCUS: cost competitiveness, global food quality standards, technology and tap the global processed food export market. India has competitive advantages in various agricultural commodities which can be passed on into processed foods. India has all potential to become a global leader in the food processing sector. In order to utilize the full export potential of processed foods India may need sector specific strategies for export promotion worldwide.
- FOCUS: export of high value-added processed food products rather than the primary processed agricultural commodities for exports.
- FRESH COMMODITIES rather than value added processed products: standard sea protocol for perishables is crucial to increasing agri exports. The Philippines and Ecuador have developed sea protocols for 40 days and 24 days respectively for transportation of bananas whereas we are struggling to do it for 3 to 4 days. APEDA shall collaborate with concerned research institutes/ Labs and develop result oriented and commodity specific sea protocols like developed by Philippines and Ecuador have developed sea protocols for Banana.
- It shall aggressively work on increasing high value-added agriculture products that will boost agriculture exports as well as income of the farmers. India has a strong competitive advantage of exporting processed products E.g. in the fruits and vegetables production India ranks second in the world. Despite that contribution of processed fruits and vegetables in the total agriculture exports is less than 15% where as Brazil (30%), China (49%) USA (70%) and Malaysia (82%).

QUALITY COMPETITIVENESS

- Unified body is needed now to handle all Sanitary-phyto sanitary (SPS) issues pertaining to agriculture, f.g. USDA and USFDA in the US, and FSVPS in Russia are examples of bodies which deal with market access requests for imports as well as exports.
- Indian products do get rejected due to failure in quality parameters set by the importing nations like US rejected due to high pesticides. Sometimes exporters source their raw materials from middlemen or *mandis* without knowing the quality of the products. For meeting the food safety requirements APEDA can play a major role by creating quality awareness at gross route level.
- There is no uniformity in testing standards f.g. FSSAI for imports and domestic market, APEDA and EIC for exports. Farmers get confused while following the safety standards. There is a lag in implementation of laws and enforcement of safety standards in backwards states of these testing labs.
- It shall work with stakeholders starting from the seeds to marketing) farmers to ensure uniform quality of produce). At the local level better storage and processing technology has to be shared that will enable farmers to store and do the primary processing. Use of technology to ensure traceability to farms and technology and training facilities should be provided to farmers and SME producers cum exporters.
- The Agricultural & Processed Food Products Export Development Authority (APEDA) may organise campaigns to impart information about all pesticides used for management of pests and diseases in Basmati by farmers (Isoprothiolane, Tricyclazole, Propiconazole and Acephate etc.).

EXPORT INFRASTRUCTURE COMPETITIVENESS

- Pack houses are the critical elements of the agricultural supply chain especially agricultural export supply chain. It has been observed that 80% of the total modern pack house infrastructure in India is located in the West part of the country and the remaining infrastructure i.e., 14%, 4% and 2% is located in the Southern, Northern and Eastern part of the country. In case of Rajasthan despite having tremendous agricultural export potential, the state has only 0.5% modern pack houses. APEDA shall take necessary steps to increase pack houses infrastructure in the state through various schemes.

- India has 80% of the total cold storages in India are single commodity based (mainly potatoes), 5% are processed food, 5% are Horticulture crops, 3% are Marine and Meat products. India has tremendous potential for horticulture crops and processed food therefore there is a need for a significant amount of cold storage to strengthen the horticulture corps and processed foods supply chain.

- with respect to its scheduled product may take initiatives to attract private investments in export-oriented activities and infrastructure, research and Development and research infrastructure.

- It needs to address logistic issues by putting logistics issues in front of concerned authority (Export Logistic Division, Ministry of Commerce & Industries). Due to poor logistics, product cost is nearly 8% to our FOB cost vis-à-vis developed countries like Germany, Singapore, Hong Kong, etc. The challenges like farm gate storage infrastructure, transportation bottlenecks, reefer van, CA containers, turnaround time at the port of exit etc are directly making a negative impact on export price competitiveness. The poor logistics are estimated to add 6 to 8% to our FOB cost vis-à-vis developed countries like Germany, Singapore, Hong Kong, etc. Thus, APEDA may take an initiative to address the logistic bottlenecks with concerned authorities.

MARKET ACCESS COMPETITIVENESS

- Market access and market expansion are the long-standing issues faced by Indian agriculture. At present various bodies of govt of India dealing market access issues like Ministry of External Affairs, APEDA, MPEDA, Plant Quarantine, FSSAI, Export Inspection Council, Spice Board, Coffee Board, Coconut Board, Indian oilseeds & produce export promotion council and many others. Due to lack of coordination between various agencies APEDA sometimes may not be aware about market access requests of counterpart countries to India and, therefore, market requests get pending. APEDA needs to be coordinated with other concerned departments regarding APEDA scheduled products for better market acces

- It shall conduct continuous research on potential markets, consumer tastes, customer etc while developing APEDA products brand. Attending exhibitions or buyer-seller meets is not sufficient. Aggressive branding and promotion strategies are needed like promotion of Ceylonese tea. APEDAs products like basmati rice, buffalo meat, tea, shrimp, processed products, Indian ethnic food, Indian Organic etc required sustain an aggressive campaign in selected markets to increase market share.

- Focusing on Market Research Information Network (MRIN) and making it a versatile unified platform for all the agricultural commodities in the export ecosystem.

- Export Leverage in ASEAN countries must be improved by developing Processing cum export units in ASEAN countries.

ORGANIC PRODUCT COMPETITIVENESS

- It shall work on organic products integrity, traceability and use of blockchain technology. All laboratories and certification companies must be part of the blockchain system to avoid fake certificates and test reports.
- subsidies/grants available for getting organic product certification, however, there is no financial support for implementation of organic cultivation practices. This is one of the reasons that farmers are implementing organic cultivation practices. APEDA shall address this issue while supporting farmers at cultivation stages.
- It shall aggressively promote exports of locally-sourced Geographical Indication (GI) products besides indigenous, ethnic agricultural products For e.g. “Western Ghat Honey” which is one of the highest pollen count honey in the world.

DIVERSIFIED MARKET AND PRODUCTS

- As far as processed food exports are concerned Juices & Concentrated, Jaggery, RTE (Ethnic Food), IQF, Cereal, Preparations, Pig meat, Poultry, Dairy Products, Moringa, Millet & Millet Products, Makhana, Potato Flakes/Powder, Biscuits, Wine, Organic Products, Mango Pulp, Dehydrate Onion, Gherkin, Ground nut, Buffalo meat, Basmati and non-basmati rice, these are the product where APEDA shall focused on its value addition and marketing.
- As far as export destinations are concerned UAE, Kuwait, Iran, Indonesia, USA, Saudi, Arabia, Egypt, Malaysia, UK, Canada, Argentina, Australia, Bangladesh, China, France, Germany, Indonesia, Italy, Japan, Kazakhstan, Mexico, Nepal, New, Zealand, Oman, Qatar, Russia, Singapore, Sri Lanka, Uzbekistan, Vietnam, these are the countries where trade negotiators need to push for greater market access.

CONCLUSION

- ✓ Identify competition country-wise in export market.
- ✓ Identify competition commodity wise in export market.
- ✓ Need commodity specific and country specific export promotion strategies.
- ✓ Need to focus on developing export competitiveness in terms of price, quality, tariff, infrastructure, finance, packaging, logistics etc.