



NATIONAL AGRICULTURE & FOOD ANALYSIS & RESEARCH INSTITUTE
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AND

APEX CLUSTER DEVELOPMENT SERVICES PRIVATE LIMITED

Presents

CD on Export Market Identification
Under SIDBI supported BDS development project

As trade liberalization has extended the fruits and vegetables exporters from Pune cluster, has increased access to the international markets, it has also presented new challenges in terms of quality and safety of the domestic and exported food.

With the increased dependence of the consumers, in major importing destinations, on the processed and semi processed food items, the observation of the hygienic practices in food chain – processing, transport, storage etc has gained importance.

The chief concern of the exporters and Industry associations about Sanitary & Phytosanitary (SPS) requirements is that they will impede the access of the fruits & vegetables exporters from the cluster to the developed country markets. Like in case of other horticulture exports where there has been a lot of instances where market access have been lost due to the existence of stringent SPS barriers in both developed and developing country markets.

Exports of various fruits including mango, grapes, litchi etc and vegetables including onions, okra, frozen peas, green chilies etc have since been facing difficulties on the grounds of stringent food safety regulations in the form of low/ maximum residue levels, contaminants, presence of heavy metals, veterinary residues, pesticide residues, labeling, packaging requirements etc in both developed and developing country markets. However at certain times, these standards bear scientific justification and are actually meant to prevent safety hazards in the importing country.

IMPORTANCE:

In the light of the above mentioned issues, it becomes extremely important for the exporter players to be aware of the following issues:

- a) Identification of markets opportunities for various fruits and vegetable based products from Pune cluster across both developed and developing country markets
- b) What are the various standards prevailing in major export market for Pune based fruits and vegetables?
- c) How difficult are the challenges posed by rising private and public SPS standards for their exports?
- d) What are the similarities and distinctive features of the evolving standards for different F&V in relation to different country destination markets?
- e) Suggesting possibilities of export diversification for exporters dealing up to 6 digit level HS codes.

SALIENT FEATURES OF CD:

- Combined data from around 17 countries
- The inventory would include information on:
 1. Technical Regulations
 2. Certification Requirements
 3. Prohibition Labeling
 4. Packaging
 5. Food Additives
 6. Heavy Metals
 7. Mycotoxins
 8. Contaminants
 9. Pesticide Residue

Cost of CD: Rs. 10,000/- (Service Tax 10.30% extra)

For more details contact:

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