Agri-exports - An overview

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INTRODUCTION

❑ Agriculture being the main sector of Indian economy is essential to achieve sustainable self-reliance at national level, food security at household level, equity in distribution of income and resulting in reduction of poverty level & marketable surplus for exports.

❑ Over 200 million farmers and farm workers are engaged in agriculture providing employment to more than 57% of the work force and generates one fourth of the country's GDP.

HENCE AGRICULTURE EXPORTS HAVE AN PREDOMINENT ROLE IN INDIA

PRODUCTS

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.,Coir products
- Floriculture and Floriculture Products
- Herbal and Medicinal Plants
- Rice (Non-Basmati).
- In addition to this, APEDA has been entrusted with the responsibility to monitor exports of some non-scheduled items such as Basmati Rice, Wheat, Coarse Grains and also import of sugar.

A to Z of Agri Exports

PRIVATE ENTREPRENEUR

MARKET → IDENTIFICATION OF PRODUCT & QUALITY PARAMETERS

MARKETING

INPUTS → SEEDS, FERTILIZER, NUTRIENTS, WATER, PESTICIDES, CREDIT

TRANSPORTATION

RESEARCH & DEVELOPMENT

PRE HARVEST → TECHNOLOGY & PRACTICES

PACKAGING
PROCESSING
SORTING & GRADING
TRANSPORTATION

POST HARVESTING

HARVESTING → TECHNOLOGY & PRACTICES

CENTRAL GOVT. & ITS AGENCIES

STATE GOVT. & ITS AGENCIES

1. APEDA
2. NHB
3. MFPI
4. SFAC
5. DGFT
6. MOA
7. NCDC

PARTNERSHIP

1. DOA
2. DOH
3. MARKETING BOARDS
4. SIDC
5. SEB
6. FINANCE DEPTT.
7. RESEARCH AGENCIES

CONVERGENCE & FOCUS

MAJOR PRODUCTS EXPORTED FROM INDIA

- ❖ RICE
- ❖ PULSES (SOYABEAN, LENTILS)
- ❖ OILSEEDS (SESAME, GROUNDNUTS)
- ❖ SUGARCANE PRODUCTS (JAGGERY & SUGAR)
- ❖ FRUITS (PASSION FRUIT/MANGOES/PINEAPPLE/LICHI)
- ❖ COTTON
- ❖ SPICES
- ❖ COFFEE & TEA
- ❖ DRY FRUITS
- ❖ HONEY
- ❖ COCONUT PRODUCTS

ADVANTAGE FOR INDIA

❖ **Recognition of Indian standards by the European commission**

❖ **Potential to produce and supply varied product categories**

❖ **Vast farm lands available for conversion**

❖ **Progressive farmers**

❖ **Rich knowledge base**

❖ **Government initiatives in promotion of organic products**

Rice, Wheat and Other Cereals
(Minimal processing)

Basmati Rice   -   Saudi Arabia, UK, Kuwait, UAE, USA

Non Basmati Rice   -   Bangladesh, South Africa, Saudi Arabia, Nigeria, UAE,

Wheat   -   Bangladesh, Indonesia, UAE, Yamen, Sri Lanka

Other Cereals   -   Bangladesh, Malaysia, Korea, Dem. Rep., Sri Lanka, UAE

LIVESTOCK PRODUCTS
Major Markets

Buffalo Meat   -   Malaysia, Philippines, Jordan, Angola, UAE

Sheep/Goat Meat   -   UAE, Saudi Arabia, Oman, Qatar, Malaysia

Poultry Products   -   Japan, UAE, Saudi Arabia, Oman, Denmark

Dairy Products   -   Germnay, USA, UAE, Bangladesh, Nepal

Animal Casings   -   Germany, Portugal, Hong Kong, UAE, France

Processed Meat   -   UAE, Japan, Taiwan, Philippines, Bangladesh

PROCESSED FRUITS AND VEGETABLES
Major Markets

Dried and Preserved. Vegetables	-	Bangladesh, USA, Nepal, UK, UAE
Mango Pulp	-	Saudi Arabia, Netherlands, Yamen, UAE, Kuwait
Pickles & Chutneys	-	Russia, USA, France, Spain, Belgium
Other Processed Fruits &	-	USA, UK, UAE, Netherlands, Saudi Arabia

OTHER PROCESSED FOOD
Major Markets

Groundnuts	-	Indonesia, Malaysia, USA, Philippines, UK
Guar Gum	-	USA, Germany, China, France, Italy
Jaggery & Confectionery	-	Bangladesh, Sri Lanka, Indonesia, Malaysia, USA
Cocoa Products	-	Nepal, South Africa, USA, Sri Lanka, UAE
Cereal Preparations	-	UK. USA, Nepal, UAE, Thailand
Alcoholic Beverages	-	UAE, Bhutan, Japan, USA, Thailand
Misc. Preparations	-	UAE, UK, Yamen, USA, Tanzania,
Milled Products	-	Indonesia, UAE, Yamen, Malaysia, South Africa

How to start a export company

- ❖ **Merchant exporter/Manufacturer exporter/Deemed exporter/EOU**

- ❖ **Trade license-TIN No/TNGST/CST-State sales tax**

- ❖ **Bank account and facility**

- ❖ **Import and export code no (IE CODE)-DGFT**

- ❖ **RCMC No –APEDA,EEPC,CommodityPromotion councils**

- ❖ **Communication centre**

- ❖ **Identify product and market**

- ❖ **Logo and Own Brand**

How to identify a buyer

❖ **Friends/Relatives/Internet/Website/Embassy**

❖ **Yellow pages /Exhibitions/Trade fairs**

❖ **Buyers –Seller meets/Visits/Delegations**

❖ **Trade promotion organisations**

❖ **SALES PROMOTION :**

❖ **Company profile/Introduction letter**

❖ **Catalogues,Packing,Specs,Certifications, Samples,price list**

❖ **Websites**

How to make a export sales

- Forward enquiry to potential buyers

- Buyer request for quote

- Forward quote with specs,payment,delivery terms

- Negotiation on prices ,sample approval and terms

- Make a sales contract/proforma invoice

- Initially go for trial orders and then go for bulk

- Buyer send purchase order   and Letter of Credit

- Exporter arranges the order for shipment thro sea or airfreight or courier

- Documents send thro bank and money realised

Some important terms

- ❖ **PRICING:Ex Factory/FOB/CNF/CIF**

- ❖ **PAYMENT: DA/DP/CAD/Letter of credit/Advance payment**

- ❖ **DELIVERY:BY SEA/AIR FREIGHT /COURIER**

- ❖ **INSPECTION:PRESHIPMENT-BVQ/OMIC/COTECNA**

- ❖ **INSURANCE-ECGC**

- ❖ **BANK-EXIM BANK/ANY BANK**

- ❖ **PRE AND POST SHIPMENT CREDITS AND DOCUMENTS LIKE INVOICE ,PACKING LIST,B/L**

- ❖ **PLANT QUARANTINE (PHYTO SANITARY)**

- ❖ **FUMIGATION CERTIFICATE**

- ❖ **CERTIFICATE OF ORIGIN**

- ❖ **IMPORT DECLARATION FORM**

Some important words

- ❖ C & F AGENT AND LINERS

- ❖ EXPORT ZONES / CLUSTERS / SEZ

- ❖ DELIVERY:BY SEA/AIR FREIGHT /COURIER

- ❖ INSPECTION:PRESHIPMENT-BVQ/OMIC/COTECNA

- ❖ PLANT QUARANTINE (PHYTO SANITARY)

- ❖ PESTICIDE RESIDUE CERTIFICATE/GAP

- ❖ FUMIGATION CERTIFICATE,CNCA CERTIFICATE

- ❖ IMPORT DUTY/IMPORT DECLARATION FORM

- ❖ EXPORT INCENTIVES-DEPB/DRAW BACK/EPCG

- ❖ EXPORT PROMOTION-MDA,TRADE FAIRS,AWARDS

Websites

- www.dgft.org
- www.cbec.gov.in
- www.apeda.org
- www.eepcindia.org
- www.indiamart.com
- www.alibaba.com
- www.ieport.com
- www.cbi.eu
- www.tnau.ac.in
- www.zauba.com

SUCCESS TO EXPORTS

- ❖ **GLOBAL COMPETITIVE PRICING**

- ❖ **CONSISTENT QUALITY**

- ❖ **TIMELY DELIVERY**

- ❖ **EXCELLENT COMMUNICATION AND SERVICE**

- ❖ **LONG TERM ASSURANCE AND COMMITMENT**

- ❖ **BUILD BUSINESS THROUGH RELATIONS**

WHY MUST WE DO AGRICULTURE PRODUCE EXPORTS…?

- **TO INCREASE YOUR SALES AND REVENUE**

- **TO CREATE AND GENERATE EMPLOYMENT**

- **TO CREATE SUSTAINABLE LIVELIHOOD FOR FARMING COMMUNITY**

- **FOR TECHNOLOGY TRANSFER**

- **TO DIVERSIFY OUR MARKETS**

- **TO INCREASE OUR PRODUCT STANDARDS**

- **TO GET FOREIGN EXCHANGE FOR OUR COUNTRY**

Are you ready to sail……

Thank you