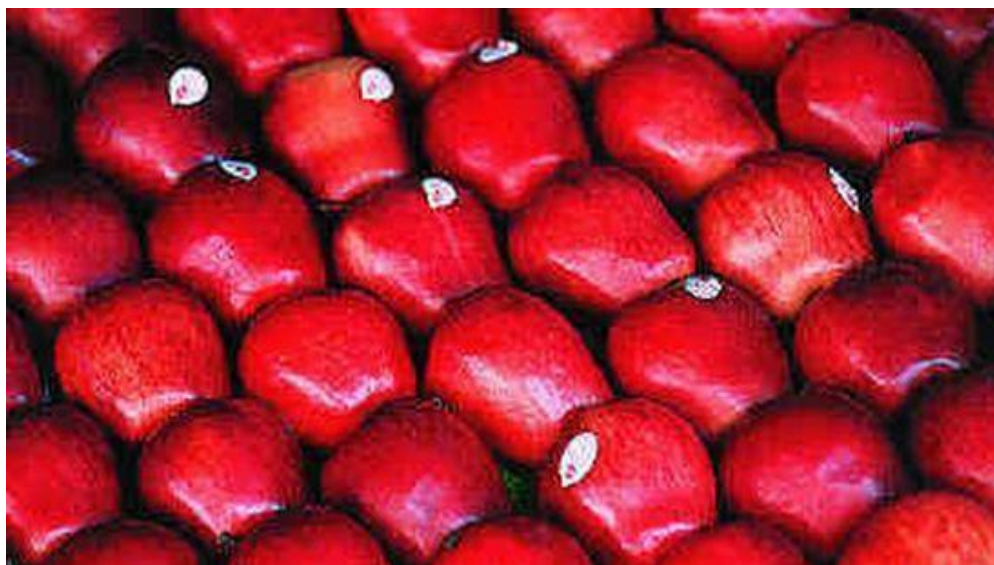


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# THE HINDU BusinessLine

APEDA to focus on fruits, vegetables



## List of clusters for development for phase-I

Product	State	Districts
Banana	Andhra Pradesh	Kurnool, Kadapa, and Ananthapuramu
Pomegranate		Kurnool, Kadapa, and Ananthapuramu
Nendran Banana	Kerala	Thrissur
Pineapple	Meghalaya	Ribhoi district
Banana	Gujarat	Bharuch to Narmada
Mango		
Vegetables	West Bengal	Murshidabad, Nadia, Midnapur North & South 24 Parganas
Rose Onion, Mango	Karnataka	Bengaluru Rural, Belagavi, Dharwad, Bagalkot, Kolar, Chikkaballapur, Ramnagar
Mango	Telangana	Rangareddy, Karim Nagar, Mehboob Nagar, Khammam, Warangal

Basmati, bovine exports have already plateaued

With export earnings from basmati and bovine meat — the flagship agricultural and processed export sectors — hitting a plateau, the Agricultural and Processed Food Products

Export Development Authority (APEDA) is exploring newer avenues, Chairman Devendra Kumar Singh said on Wednesday.

According to data available with APEDA, export earnings from agricultural and processed food products have drastically dropped from \$21.5 billion in 2014-15 to \$16.25 billion in 2016-17, thanks to declining basmati rice and bovine meat exports.

While the export value of bovine meat dwindled from a high of \$4.78 billion to \$4.07 billion in 2015-16 and \$3.93 billion in 2016-17, basmati exports plummeted from \$4.52 billion in 2014-15 to \$3.23 billion in 2016-17.

Increasing revenues further from these areas is next to impossible because of stringent conditions imposed by importing countries on these products, Singh told a CII seminar on agricultural supply chain here.

“At the same time, if we have to double our farmers’ income by 2022, a good share of it has to come from exports. But doubling export earnings from the agricultural sector in such a short span is an ardent task,” he said.

### **Clusters identified**

However, an attempt is being made to identify fruits and vegetables that can be explored for exports. As it has already done with grapes in Nashik, APEDA has identified new clusters in seven states that can be tapped to produce export quality fruits and vegetables, he said. Among the products identified are mangoes, pineapple, pomegranate, banana, rose onion and vegetables. APEDA has already identified clusters in Andhra Pradesh, Gujarat, Karnataka, Kerala, Meghalaya, Telangana and West Bengal.

“We have set a time frame of three years to develop these clusters and accordingly, agreements have been signed with the respective State Governments,” an APEDA official told *BusinessLine*.

According to Singh, the mandi or wholesale market-based approach will not work when it comes to exports as these perishables have to enter the cold chain at the earliest. “There is a need to get these products to the port within 24 hours of harvesting,” he said.

The APEDA Chairman gave the example of how the authority helped develop infrastructure for the export of grapes from Nashik in the past. “There are pack-houses in 200 villages in and around Nashik. Grapes meant for export reach these pack houses within 3 to 4 hours of harvest and from thereon, the fruits become part of the cold chain,” he said.

APEDA plans to help develop similar infrastructure in these newly identified clusters and will be involved with farmer producer groups for this, he said

(This article was published on August 9, 2017)

## **Farm exports decline to \$34 b**

India's agricultural exports have declined to \$33.87 billion in 2016-17 from \$43.23 billion in 2013-14, Parliament was informed on Wednesday.

The primary reasons for decline in export of agricultural commodities are low commodity prices in the international market, "which has made our exports uncompetitive," Commerce and Industry Minister Nirmala Sitharaman said in a written reply to the Rajya Sabha.

However, import of agricultural commodities (including plantation and marine products) in 2016-17 rose to \$25.09 billion from \$15.03 billion in 2013-14.

(This article was published on August 9, 2017)

## **Monsoon may revive in South on the back of 'low' off AP coast next week**

In the best yet scenario forecast for rain-deficient South India, there's an emerging consensus for gains from an expected revival of the monsoon next week.

A lower-level wind field outlook by the India Met Department (IMD) is being endorsed by both the US Climate Prediction Centre and the European Centre for Medium-range Weather Forecasts.

### RAINFALL DISTRIBUTION

Gains accruing for the the South, though later into the season, tends to support the IMD's consistent view that the monsoon rainfall would be well-distributed spatially and temporally for the most part.

The forecast comes at a time when the rain deficit over Karnataka and Kerala has worsened after most of July and the first week of August disappointed farmers in the region.

All three Met subdivisions in Karnataka are in deficit - South Interior Karnataka (-35 per cent); North Interior Karnataka (-20 per cent); and Coastal Karnataka (-21 per cent).

This is on top of a legacy of deficiency for the state as a whole during the last three seasons. Elsewhere, Kerala has a deficit of -27 per cent; Marathawada, -29 per cent; and Vidarbha, -26 per cent.

### HEAVY RAIN LIKELY

The expected revival of the monsoon around August 17 is seen bringing rain mostly to these areas, thanks to the prospects of a low-pressure area forming off the Andhra Pradesh coast.

Even otherwise, a helpful trough will remain at large covering the East Coast, extending from the Tamil Nadu coast towards the Odisha coast.

It is in this trough that the 'low' is likely to form. A US tracker charts an ideal west-northwest course for the 'low' to move across the peninsula until August 24.

In this manner, it would pass through Andhra Pradesh, Telangana, Maharashtra and South Madhya Pradesh before it reaches Mumbai.

The US agency sees heavy rain along coastal Karnataka and Kerala on the South-West Coast and coastal Andhra Pradesh and adjoining North Coastal Tamil Nadu (including Chennai).

(This article was published on August 10, 2017)

### **Water-smart practices needed to boost agriculture: WBCSD**

A kilo of rice that you consume today has often devoured at least 3,000 litres of water in the process of its growth from seed to a harvested crop. Staggering as that number is, it is how rice farming has been carried out for centuries. But with water availability coming down due to climate change as well as wasteful use by households and farmers, it is imperative to cut water consumption through the use of drip irrigation.

For instance, water usage for harvesting a kilo of rice can be brought down to just 1,000 litres, says Anil Jain, Vice Chairman and CEO, Jain Irrigation Systems.

In fact the idea of water soaked paddy fields, which he calls a 'romantic vision', may become a thing of the past as 'underground irrigation' practices catch on.

### **Big savings, better yield**

He said drip irrigation and sprinklers have brought a 50 per cent saving in physical water usage besides improving produce by anything from 30 per cent to 200 per cent for various crops, including banana and sugarcane.

These solutions along with other case studies were being shared with other countries as part of a report compiled by the World Business Council for Sustainable Development (WBCSD), a group of 200 top corporates that works on sustainable development goals.

The report, titled 'Co-optimizing Solutions to Water and Agriculture: Lessons from India for water security' is being released today, said Peter Bakker, President and CEO, WBCSD. He said that the world will soon face the problem of feeding 10 billion people globally and WBCSD was aiming to bring businesses together to share best practices, build awareness and work with governments to design the right kind of regulatory environment and a supportive financial infrastructure for sustainable development.

The aim is not philanthropy or corporate social responsibility but to integrate the way businesses made decisions that would align with development goals in a sensible way, Bakker said. The Indian members who are part of the WBCSD are companies such as Lafarge-Holcim (Ambuja Cements), ITC Limited, Jain Irrigation, Monsanto, Nestlé, Olam, PepsiCo, PwC, Rabobank, UPL, Yara International and Yes Bank.

(This article was published on August 9, 2017)

## Business Standard

**Uncompetitive globally, Indian agri exports fall 21% to \$34 bn in FY17**

However, imports rose to \$25 bn in 2016-17 from \$15 bn in 2013-14



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However, import of agricultural commodities (including plantation and marine products) in 2016-17 rose to \$25.09 billion from \$15.03 billion in 2013-14.

She added that export and import of agricultural products depend on various factors such as availability, international and domestic demand and supply situation and quality concerns.

"Edible oils and pulses, which are in short supply in India, account for the bulk of India's import of agricultural products," the minister said.

In a separate reply, Sitharaman said the share of agricultural exports in total exports of the country has declined marginally during the past three years.

It has declined to 12.26 per cent in 2016-17 from 12.59 per cent in 2014-15.