

**Required Report:** Required - Public Distribution

**Date:** December 27,2019

**Report Number:** IN2019-0105

**Report Name:** Exporter Guide

**Country:** India

**Post:** New Delhi

**Report Category:** Exporter Guide

**Prepared By:** Uma Patil

**Approved By:** Lazaro Sandoval

**Report Highlights:**

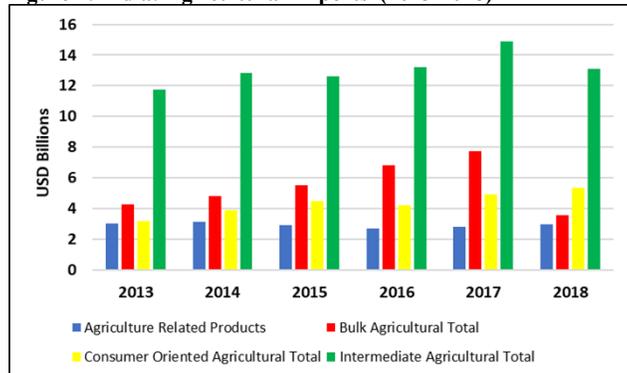
Despite decelerated economic growth, demand for food and agricultural products continues to be strong in India. This demand is spurred by the country's expanding retail and hospitality sectors which are supported by a growing population (with 50 percent below the age of 25), expanding middle and affluent classes, and rapid urbanization. The country is also witnessing a major shift in consumer preferences with consumers opting for more high-value products that ensure healthier lifestyles. Although these trends are favorable, the Indian market is still difficult to navigate with high tariffs, a challenging regulatory environment, and the close proximity of competing foreign suppliers.

## MARKET FACT SHEET

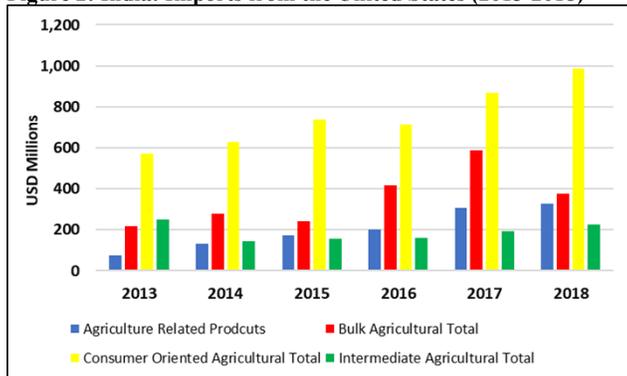
### Summary:

India is the world's second most populous country with a population of 1.37 billion, of which over 50 percent is below the age of 25. In Indian Fiscal Year 2019-2020, India's GDP is growing at 4.9 percent and already exceeds \$2.9 trillion. The economy is on track to become the world's third-largest economy by 2025. Food processors, importers, wholesalers, retailers, food service operators, hotel and restaurants are all part of a developing agribusiness sector. India's bulk, intermediate, consumer-oriented, and agricultural related imports grew from USD \$24.6 billion in 2014 to \$24.9 billion in 2018, while exports declined from \$43.2 billion to \$39.6 billion during the same period.

**Figure 1: India: Agricultural Imports (2013-2018)**



**Figure 2: India: Imports from the United States (2013-2018)**



Total Agricultural Imports (USD billion) / U.S. market share	\$22.4/ 7.7 %
Total Consumer Food (USD billion) / U.S. market share	\$5.34/ 18.4%
Total Bulk Agricultural Imports (USD billion) / U.S. market share	\$3.56/ 10.6%

### Useful FAS Websites and FAS India GAIN Reports

- [FAS Homepage](#)
- [FAS India Food Processing Report](#)
- [FAS India Retail Report](#)
- [FAS India HRI Report](#)

### List of Top Agricultural Imports from the United States

#### Bulk Agricultural:

Cotton  
Pulses, Lentils, Dried Shelled, Including Seed

#### Intermediate Agricultural:

Protein Concentrates & Textured Protein Substances  
Enzymes and Prepared Enzymes

#### Consumer- Oriented Agricultural:

Almonds  
Apples Fresh

### SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Consistent supply, scalability of production</li> <li>• U.S. products perceived as high quality and safe</li> <li>• Diverse range of food and agricultural products.</li> </ul>	<ul style="list-style-type: none"> <li>• Unwillingness of U.S. exporters to meet Indian importers' requirements (mixed shipments, changing product specifications to conform to Indian food laws, etc.).</li> <li>• India has preferential trade agreements with competing countries that supply a similar range of products.</li> <li>• Lack of awareness of the range and value of U.S. products.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Growth potential for imported ingredients and intermediate products.</li> <li>• Aspiration of growing middle class and increased exposure to international products and western lifestyle.</li> <li>• Changing buying habits and a preference to purchase for quality over price.</li> <li>• Emerging consumer trends favor healthier, natural, and organic food options.</li> <li>• Increased presence of international tourists.</li> <li>• More foreign restaurants and brand franchises.</li> </ul>	<ul style="list-style-type: none"> <li>• High tariffs, persistent sanitary and phyto-sanitary requirements that effectively prohibit or restrict imports, and competition from other countries.</li> <li>• Fluctuating value of the Indian Rupee against the US Dollar.</li> <li>• Stringent food regulations for biotech foods, ingredients and certain food additives.</li> <li>• Competition from countries with geographical proximity and a freight advantage.</li> <li>• Product substitutes and competition from local and international suppliers.</li> <li>• US exporters are not ready for consolidated/ small orders</li> <li>• Labelling requirements.</li> </ul>

### Contact: USDA India in New Delhi & Mumbai

E-Mail: [agnewdelhi@fas.usda.gov](mailto:agnewdelhi@fas.usda.gov) or [agmumbai@fas.usda.gov](mailto:agmumbai@fas.usda.gov)

Phone: +91-11-2419-8000 or +91-22-2672-4000

Twitter: [@USDAIndia](#) Instagram: [@tasteofamericain](#)

Website: [www.fas.usda.gov](http://www.fas.usda.gov)

Source: Trade Data Monitor, Annual Survey of Industry

**Note:** This is an updated version of the *Exporter Guide 2018 report* ([IN8139](#)) released in August 2019.

## SECTION I: MARKET SUMMARY

### General Economy and Policy Environment:

With a total population of 1.37 billion people<sup>1</sup>, India accounts for 18.2 percent of the global population<sup>2</sup>. It is the world's second most populous country and its population growth is expected to continue through at least 2050. India is expected to be the world's most populous country by 2026. With 50 percent of the population under the age of 25, India has the title of the youngest country in the world. Population dynamics will continue to be a vital component in shaping India's overall growth trajectory, and in shaping how Indian markets will develop, as the preferences of the population evolve. However, these demographic factors alone may not be enough to spur continued growth.

India is one of the world's fastest-growing large economies and according to some sources it is projected to become the world's third largest economy by 2025, behind the United States and China. India's economic growth has slowed down since 2018, with the GDP growth rate slipping from nearly 8 percent to 5 percent in last quarter (April-June) of 2019. The Government of India (GOI) reports its current GDP growth rate at 4.5 percent for July - September quarter of this year. Anecdotal estimates indicate that 340 million people are considered 'affluent' and this population is spread among various cities throughout the country. An estimated 21.9 percent of the population below the poverty line<sup>3</sup>.

In 2019, India has improved its rank to 63 out of 190 countries in the most recent [World Bank's Doing Business 2019 Report](#) and is continuously taking efforts to further improve its business environment. However, India is still a challenging market to work with because of the fluctuating rupee to dollar rate, constantly changing regulatory environment and the high tariffs on imported food and agricultural commodities. The emergence of fine dining restaurants, cafes, quick service restaurants, international cuisines, high end supermarkets, e-retail, ready to cook/eat foods, online food delivery apps, 24-hour television food channels, dual income earning households, larger disposable incomes, increasing international travel and expanding smartphone use are contributing to evolving consumption patterns and preferences.

In the past, Indian consumers preferred to buy confectionary items, fresh fruits and tree nuts (major U.S. exports to India) only during the fall or festive seasons. Indian consumers now prefer to these products throughout the year and during the festive season, especially Diwali (during October or November) and Christmas.

For an additional overview of the Indian agricultural market, read the [USDA Foreign Agricultural Service's Exporter Guide 2018 \(IN8139\)](#) and the International Agricultural Trade Report, [Growing Opportunities for U.S. Agricultural Exports in India](#).

## SECTION II: EXPORTER BUSINESS TIPS

India is a potentially lucrative and diverse export market for U.S. food and agricultural goods. A large and rapidly expanding middle class, rising disposable incomes with dual income households, and shifting consumption patterns toward higher-value processed products are major factors contributing to the growth of food imports. However, the potential for imported food products is constrained by high tariffs, import restrictions, an ever-changing regulatory environment, strong competition from the domestic and international suppliers, ongoing trade tensions between India and the United States, rupee to dollar value fluctuations, and stakeholder concerns about the global trade outlook.

India’s retail sector is expanding with an increase in the number of modern retail stores, the rise of convenience store chains like 7-Eleven, e-retail, and high-end department stores serving premium & exotic gourmet food items. Indian food processors are increasingly relying on international suppliers of key food ingredients as this facilitates access to global supply chains and markets. The Indian food service sector is also witnessing a major demand shift as consumers seek out international cuisines. This has encouraged the sector and its chefs to incorporate new ingredients and adopt innovative culinary practices.

## Entry Strategy

Key factors to consider before entering the market

<ul style="list-style-type: none"> <li>□ <b>Can your product come into India and comply with the local laws</b> <ul style="list-style-type: none"> <li>✓ Determine if your product has market access in Indian commerce</li> <li>✓ Study India’s varied laws, particularly those pertaining to foods and beverages</li> <li>✓ Review FAS policy and market reports and consider engaging a market research firm to assist with opportunities and challenges</li> </ul> </li>   <li>□ <b>Find the Right Partner</b> <ul style="list-style-type: none"> <li>✓ Identify a reliable importer/distributor who services in the food retail sector</li> <li>✓ Avoid conflicts of interest</li> <li>✓ Consider whether participating in an Indian trade show would be an effective means of identifying a key importer/distributor/partner (USDA-endorsed trade shows can be found at <a href="https://www.fas.usda.gov/usda-endorsed-trade-shows-2020">https://www.fas.usda.gov/usda-endorsed-trade-shows-2020</a>)</li> <li>✓ Consider if collaborating/ participating in USDA-endorsed promotional activities would be an effective way to create and/or increase market awareness and penetration</li> </ul> </li>   <li>□ <b>Secure Payment Terms</b> <ul style="list-style-type: none"> <li>✓ Until a successful working relationship is established, exporters may wish to consider vehicles such as an irrevocable Letter of Credit, advance payment, or payment at sight</li> </ul> </li> </ul>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

FAS-India’s offices do not have the authority to mediate contractual disputes, or to serve as a collection agent when differences over payment or other commercial issues arise. For information about local legal services, please refer to GAIN report [IN6155](#).

Distribution Channel	Margins
Clearing and forwarding agents	2-6 percent
Wholesalers	2-6 percent

<sup>1</sup> (Source: [IMF](#))

<sup>2</sup> (Source: [World Population Review](#))

<sup>3</sup> (Source: [RBI](#))

Super Stockists	3-7 percent
Distributor	7-12 percent
Importers	5-35 percent
Retailer	15-60 percent

Source: USDA/FAS Analysis

## Local Business Customs and Trends

Although Hindi is India’s national language, most Indian officials and business people have an excellent command over English. In addition, many Indian business people have traveled internationally and are familiar with western culture. Business is not conducted on any religious and national holidays that are observed throughout India. Verify holiday information with the Embassy or Consulate before scheduling a visit ([U.S. Embassy and Consulate in India Holiday Calendar](#)). Indian executives prefer late morning or afternoon appointments between 11:00 a.m. and 5:00 p.m. Most Indian businesses follow the traditional five-day work week and take Saturdays and Sunday off.

The climate in India can be hot for most of the year; it is advisable to wear lightweight clothing to avoid discomfort. Men should wear a jacket and tie (and women should wear corresponding attire) when making official calls or attending formal occasions. Always present a business card when introducing yourself and refer to business contacts by their surname, rather than by their given name. Use courtesy titles such as “Mr.,” “Mrs.,” or “Ms.” Talking about your family and friends is an important part of establishing a relationship with those involved in the business process. Hospitality is a key part of doing business in India. Most business discussions will not begin until “chai” (tea), coffee, or any soft drink is served and there has been some preliminary “small talk.”

Advertising and trade promotion in India are creative and well-developed. Advertising through television is especially popular in India, and with the growth of cooking shows, there are often opportunities to co-brand or market products indirectly with shows or celebrity chefs. With the younger and urban segment of the Indian population having increased access to the internet, social media is becoming a cost-effective and far-reaching marketing tool.

## General Consumer Tastes and Preferences

- Urbanization, dual-earning households, more women entering the workforce, increased consumer exposure through high smartphone adoption have become influencing factors in purchasing choices quicker than most businesses expected.
- 30-35 percent of the Indian population remains vegetarian in accordance with the tenets of Hinduism. Furthermore, a majority of the Indian population do not consume non-vegetarian food (i.e. chicken, lamb/mutton, etc.) during special days or religious observances. India’s large Muslim population (estimated at 201 million) does not consume pork and eats Halal.
- Like its geography and population, India’s cuisine is varied and diverse and is a source of pride in each region. In general, Indians have a strong preference for freshly cooked products, traditional spices, and local ingredients.
- The acceptance of packaged, instant and ready-to-eat food products is increasing, especially

among younger consumers, the urban middle and upper-middle class. As such, many Indian consumers are slowly diversifying their consumption patterns.

- Indian consumers have started opting for healthier lifestyles and are adopting more natural and organic food options into their diets. The demand for vegan food alternatives is also growing steadily.
- Imported food items often spotted in retail stores include dry fruits and nuts, fresh fruits such as apples, pears, kiwis, plums, and grapes, olive oils, cakes and cake mixes, chocolates and chocolate syrups, seasonings, salad dressings & spreads, snacks, biscuits/cookies, canned/packaged fruit juices, canned soups, pastas/noodles and sauces, popcorn, potato chips, canned fish and vegetables, ketchup and other sauces, and breakfast cereals, among others. Exotic items like truffle oil, artisanal cheeses, quinoa, fresh and dried berries like cranberries and blueberries, juice concentrates, syrups etc. are also making their way into the Indian market.
- Indian consumers have very traditional habits when it comes to food shopping. They use a variety of small neighborhood stores (mom-and-pop) and pushcart vendors, but a growing segment of consumers are shopping more at organized retail stores. Urban, young consumers are bypassing brick-and-mortar retail and increasingly shopping via e-commerce platforms such as Big-Basket, Grofers, Amazon etc.
- In general, women make most of the shopping and food purchasing decisions. In households that can afford hired help, domestic employees often do much of the shopping. Availability of many fresh foods, particularly fruits and vegetables, is seasonal, and people are accustomed to adjusting their diet to the season.
- Most packaged food items are sold in small containers to keep pricing low and to accommodate limited storage space.

### **SECTION III: IMPORT FOOD STANDARDS & REGULATIONS AND IMPORT PROCEDURES**

On June 15, 2019, the Government of India's (GOI) Ministry of Finance announced the implementation of increases in the effective basic custom duty (BCD) for exports of specific U.S. agricultural products (i.e. shelled and in-shell almonds, in-shell walnuts, fresh apples, and pulses) beginning June 16, 2019. For information on the new tariff rates, please refer to the report entitled "*GOI Raise Tariffs on Specific U.S. Ag Products from June 16*" available at <https://gain.fas.usda.gov/>.

On September 11, 2017, India published its new product approval procedures in the Official Gazette of India ([Food Safety and Standards \(Approval for Non-Specified Food and Food Ingredients\) Regulations, 2017](#)). All food business operators (FBOs) who had earlier submitted applications for product approval, before the discontinuation of the product approval system, were notified to submit additional documents/information as per the new regulation requirements, as well mention their application number for consideration of their pending applications. For more information on food laws related to food products imported into India, please refer to the Food and Agricultural Import Regulations and Standards (FAIRS) 2018 report - [GAIN IN8138](#).

On August 5, 2011, the [Food Safety and Standards Authority of India \(FSSAI\)](#) formally implemented its Food Safety and Standards Rules, 2011 as published in the Indian Official Gazette Notification No. G.S.R. 362 (E). The Food Safety and Standards Rules, 2011 contains the provisions

for establishing enforcement mechanisms, sampling techniques, and other legal aspects instituted under Section 91 of the Food Safety and Standards Act 2006.

### **General Import and Inspection Procedures**

- Imported food products can be subject to multiple regulatory authorities that sometimes have overlapping responsibilities.
- Importers may need to have an import permit for some consumer-oriented food products that will subject the item to the Food Safety and Standards Authority of India (FSSAI) as well as Indian animal health or plant health scrutiny.
- Pre-Arrival Document Review (PADR) refers to the scrutiny of the documents submitted by the importer via their customs house agent (CHA) to authorized officers in advance, before the actual arrival of the consignment.
- Upon arrival of the consignment at the port, the CHA will file an integrated declaration form in the Customs Single Window Integration for Facilitating Trade (SWIFT)
- The CHA is required to furnish the following documents to the authorities for food and beverage products imported into India:
  - Bill of Lading
  - Invoice
  - Packing List
  - Certificate of Origin
  - Health Certificate
  - Permits wherever applicable (Animal and Plant Quarantine)
  - Sanitary certificate
- Every imported food & beverage consignment should carry a label based on the requirements as specified in [Food Safety and Standards \(Packaging and Labelling\) Regulations, 2011](#)  
*(Note: The labelling regulation has been revised and the draft regulation is out for public comments. The regulation will cover only labeling and display features, as packaging is now a separate regulation).*
- Upon clearance of the application, the applicant must pay the sampling fees for document revision, visual inspection, and product testing.
- Customs authority, via its single window clearance system, also validates the declared value of the articles in the consignment.

Additional information on the import and inspection procedures is available on FSSAI's website <https://www.fssai.gov.in>

High tariffs on the majority of food items, along with prohibitory requirements on certain products, hinder the growth of food imports. Import tariffs on consumer food products range from zero to 150 percent, but most products face tariffs in the range of 30 to 40 percent. India's tariff structure is such that there is considerable flexibility to raise or lower tariffs. India routinely uses tariff measures to encourage or limit trade, to keep domestic food price inflation in-check, and to attempt to guarantee certain commodity prices for local farmers and manufacturers.

On July 1, 2017, the GOI enacted a GST, which applies varied rates (zero, five, twelve, eighteen, and twenty-eight percent) on food products based on their level of importance in the Indian food

basket, as well as the level of product processing. Additionally, the GOI's Union Budget of 2018 abolished the Education Tax and the Secondary and Higher Education Tax and introduced a Social Welfare Surcharge of 10 percent of the basic customs duty on imported goods, including food and processed food products.

#### SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

India's domestic industry remains the primary competitor for U.S. food, beverages and ingredients. In addition, many third-country competitors enjoy a freight and preferential trade advantage over the United States and can supply at lower costs.

<b>Table A: Top Consumer-Oriented Products Imported from the World</b>			<b>Table B: Top Consumer-Oriented Products Imported from the United States</b>		
<b>Description</b>	<b>US Dollars (Millions)</b>		<b>Description</b>	<b>US Dollars (Millions)</b>	
	<b>2017</b>	<b>2018</b>		<b>2017</b>	<b>2018</b>
Cashew Nuts, Fresh or Dried, In Shell	\$1,455	\$1,704	Almonds, Fresh or Dried, In Shell	\$581	\$645
Almonds, Fresh or Dried, In Shell	\$701	\$763	Apples, Fresh	\$97	\$165
Apples, Fresh	\$307	\$304	Walnuts, Fresh or Dried, In Shell	\$43	\$24
Dates, Fresh or Dried	\$244	\$257	Almonds, Fresh or Dried, Shelled	\$29	\$12
Pepper of Genus Piper, Neither Crushed nor Ground	\$165	\$136	Food Preparations: food flavoring material, soft drinks other than sherbet, custard powder, other diabetic foods	\$24	\$22
Others	\$2,061	\$2,185	Others	\$94	\$117
<b>Total</b>	<b>\$4,933</b>	<b>\$5,349</b>	<b>Total</b>	<b>\$868</b>	<b>\$985</b>

Source: Global Trade Atlas, Ministry of Commerce and FAS India Analysis

<b>Product Types</b>	<b>Import Value (\$ Million) CY 2018</b>	<b>U.S. Market Share (%)</b>	<b>Impacting Factors</b>
Almonds	\$817	80.40	United States with almost 80 percent market share of imported almonds has a supplier advantage.
Chocolate & Cocoa Products	\$188	2.12	Strong preference for recognized brands. Competition from domestic & international suppliers.
Beverages, Spirits and Vinegar	\$742	34.42	Increased consumption and lack of domestic production.
Fresh Fruits (Primarily Apples)	\$462	54.40	Counter-season supplier advantage. Brand preference for U.S. apples.

Source: Global Trade Atlas, Ministry of Commerce and FAS India Analysis

<b>Table 4: Products Not Present in Significant Quantities but have Good Sales Potential</b>			
<b>Product Types</b>	<b>Import Value (\$ Million) CY 2018</b>	<b>U.S. Market Share (%)</b>	<b>Limiting &amp; Impacting Factors</b>
Tree nuts (Except Almonds)	\$2,045	2.9	India imports a large variety of other types of tree nuts such as pistachios from Iran, walnuts from Chile, and other competing regions in direct competition to the United States. Lack of awareness and less consumer recognition for tree nuts such as pistachios, high tariff rates for walnuts & almonds and higher prices for pecans are limiting factors.
Leguminous Vegetables, Dried Shelled/Pulses	\$1,063	1.75	About 20 percent of India's total consumption demand for pulses was previously met through imports. However, back-to-back record domestic harvests in the last two years has resulted in the GOI imposing import restrictions, such as increased tariffs and quantitative restrictions on pea and pulse imports, which have essentially stopped U.S. exports to the market. India being a plant protein consuming country will always have a requirement for pulses, whose demand may not be always met by local production.
Sugars and sugar confectionery	\$682	2.88	India is a large producer, consumer and exporter of sugar. However, Indians consume many sweets, so innovative and new products in sugar confectionery are always in demand by consumers of all ages and class.
Fresh Fruits (Except Apples)	\$125	4.5	Seasonal availability of domestic fresh fruits and imports from other preferred destinations limit U.S. imports.
Poultry Meat & Products. (ex. eggs)	\$0.6	12	Recently gained market access, offers a large opportunity for the US poultry industry. However, pricing, high tariffs and the regulatory environment may limit sales.

**Source:** Ministry of Commerce and Industries and FAS India analysis

### **Products Not Present Because They Face Significant Barriers:**

Currently, several trade restrictions limit market access for U.S. food products. Imports of most animal and livestock-derived food products are effectively banned due to established Indian import requirements. This includes certain sub-categories in the Harmonized Tariff Schedule under Chapters 2, 3, 4, 5, 16 and 21 (e.g., milk and dairy products, certain seafood, sheep and goat products, as well as pork products and pet food). Furthermore, imports of beef are banned due to religious concerns. If allowed, some of these products (e.g., cheeses) may have good sales potential for the food processing, retail and HRI sectors.

Effective July 8, 2006, the Government of India's (GOI) Foreign Trade Policy (2004-2009) specified that all imports containing products of modern biotechnology must have prior approval from the Genetic Engineering Approval Committee (GEAC), Ministry of Environment and Forests. The policy also made a biotech declaration mandatory at the port of entry. Soybean oil and canola oil derived from select events are the only biotech food products currently approved for import. For more information on India's biotech import policy, please see: [GAIN Report IN8129: Agricultural Biotechnology Annual 2018](#).

## SECTION V. AGRICULTURAL AND FOOD IMPORTS

Product Category	Total Imports (\$ Million) CY 2018	Major Suppliers	Strengths of Key International Suppliers	Advantages (A) and Disadvantages (D) of Local Suppliers
Animal or Vegetable Oils, Fats and their products	10,198 078	Indonesia Ukraine Argentina Malaysia Brazil	Major production hubs and competitive prices	Local production is inadequate, and more than 40 percent of total edible oil consumption is dependent on imports (A)
Leguminous Vegetables, Dried Shelled/Pulses	1,063	Myanmar Canada Mozambique Australia Russia	Price competitiveness, freight advantage and the ability to produce specific varieties of pulses in demand in India.	Historically about 20 percent of the total consumption demand for pulses was met through imports. However, back-to-back record domestic harvests in the last two years has resulted in the GOI imposing import restrictions, including quantitative restrictions on imports of peas and other pulses, which have slowed down imports since 2018 (D)
Edible Fruits and Nuts	3,767	USA Côte d'Ivoire Benin Afghanistan Tanzania	Growing market demand, preference for specific quality, popular at certain holidays	Domestic production of some of the major fruits and nuts is insignificant (A)
Sugars and sugar confectionery	681	Brazil Netherlands Germany USA China	Price competitiveness	India is a large producer, consumer and usually a net exporter of sugar (D)
Coffee, Tea, Mate and Spices	787	Vietnam Sri Lanka Madagascar Indonesia Nepal	Price competitiveness and proximity to India	Most imports are for re-export
Dairy; birds' eggs; natural honey; edible products of animal origin	35	France Italy Germany Spain United Kingdom	Price competitiveness, sanitary requirements	Domestic production is not keeping pace with demand (A). The Indian import protocol is very stringent and effectively prohibits imports of many products from the United States (D)

Source: Ministry of Commerce and Industries and FAS India analysis

## Table 6: U.S. BASED STATE REGIONAL TRADE GROUPS (SRTG) / COOPERATORS PROMOTING FOOD OR AGRICULTURE IN INDIA

<b>SRTGs/ Cooperator</b>	<b>Website</b>
Almond Board of California	<a href="http://www.almonds.com">www.almonds.com</a>
American Hardwood Export Council	<a href="http://www.americanhardwood.org/">www.americanhardwood.org/</a>
California Walnut Board & Commission	<a href="http://www.walnuts.org/walnuts/">www.walnuts.org/walnuts/</a>
California Olive Committee	<a href="http://calolive.org/">calolive.org/</a>
Cotton Council International	<a href="http://www.cottonusa.org">www.cottonusa.org</a>
Cranberry Marketing Committee	<a href="http://www.uscranberries.com/">www.uscranberries.com/</a>
Pear Bureau Northwest	<a href="http://www.usapears.org">www.usapears.org</a>
Softwood Export Council	<a href="http://www.softwood.org/">www.softwood.org/</a>
Southern United States Association	<a href="http://www.susta.org">www.susta.org</a>
U.S. Apple Export Council	<a href="http://www.usaapples.com/en/index.html">www.usaapples.com/en/index.html</a>
U.S. Dry Pea and Lentil Council	<a href="http://www.pea-lentil.com">www.pea-lentil.com</a>
U.S. Highbush Blueberry Council	<a href="http://www.blueberry.us/home.html">www.blueberry.us/home.html</a>
U.S. Grains Council	<a href="http://www.grains.org">www.grains.org</a>
U.S. Soybean Export Council, Inc.	<a href="http://www.ussec.org">www.ussec.org</a>
Washington State Apple Commission	<a href="http://www.bestapples.com">www.bestapples.com</a>

#### **USEFUL INDIAN AGENCIES OF THE CENTRAL GOVERNMENT**

<b>Indian Agencies</b>	<b>Website</b>	<b>Lead Role</b>
Department of Animal Husbandry and Dairying (DAHD)	<a href="http://dahd.nic.in">dahd.nic.in</a>	Regulates imports of livestock and livestock products into India.
Department of Agriculture, Cooperation and Farmers Welfare	<a href="http://agricoop.nic.in">agricoop.nic.in</a>	Regulates imports of plants and plant products into India.
Plant Quarantine Organization India (PPQ)	<a href="http://ppqs.gov.in">ppqs.gov.in</a>	Inspection and regulation of the imports of plants and plant products.
Food Standards and Safety Authority of India (FSSAI)	<a href="https://www.fssai.gov.in/">https://www.fssai.gov.in/</a>	Regulates manufacturing, processing, distribution, sale and import of food with the aim of ensuring safe and wholesome food for human consumption.
Ministry of Food Processing Industries, India (MoFPI)	<a href="https://mofpi.nic.in">https://mofpi.nic.in</a>	Regulates and promotes the food processing sector in India.

#### **LIST OF INDIAN TRADE ASSOCIATION**

<b>Indian Trade Association</b>	<b>Website</b>
---------------------------------	----------------

All India Food Processors Association (AIFPA)	<a href="http://www.aifpa.net/">http://www.aifpa.net/</a>
American Chambers of Commerce and Industry (AMCHAM India)	<a href="http://www.amchamindia.com/">http://www.amchamindia.com/</a>
Associated Chambers of Commerce and Industry (ASSOCHAM)	<a href="http://www.assochem.org/">http://www.assochem.org/</a>
The Advertising Standards Council of India (ASCI)	<a href="https://ascionline.org/index.php/mission.html">https://ascionline.org/index.php/mission.html</a>
Compound Livestock Feed Manufacturers Association (CLFMA)	<a href="http://www.clfmaofindia.org/">http://www.clfmaofindia.org/</a>
Confederation of Indian Trade and Industry (CII)	<a href="http://www.cii.in/">http://www.cii.in/</a>
Council of Leather Exports (CLE)	<a href="http://www.leatherindia.org/">http://www.leatherindia.org/</a>
Federation of Hotels and Restaurants in India (FHRAI)	<a href="http://www.fhrai.com/">http://www.fhrai.com/</a>
Forum of Indian Food Importers (FIFI)	<a href="http://www.fifi.in/">http://www.fifi.in/</a>
Federation of Indian Chambers of Commerce and Industry (FICCI)	<a href="http://www.ficci.com/">http://www.ficci.com/</a>
Indo-American Chambers of Commerce (IACC)	<a href="http://www.iaccindia.com/">http://www.iaccindia.com/</a>
Indian Dairy Association (IDA)	<a href="http://indairyasso.org/">http://indairyasso.org/</a>
Indian Importers Chambers of Commerce and Industry (IICCI)	<a href="https://www.indianimporterschambers.com/">https://www.indianimporterschambers.com/</a>
Indian Sugar Mills Association (ISMA)	<a href="http://www.indiansugar.com/">http://www.indiansugar.com/</a>
National Restaurant Association of India (NRAI)	<a href="http://nrai.org/">http://nrai.org/</a>
Retailers Association of India (RAI)	<a href="http://www.rai.net.in/">http://www.rai.net.in/</a>
The Solvent Extractors Association of India (SEA)	<a href="http://www.seaofindia.com/">http://www.seaofindia.com/</a>
United State India Business Council (USIBC)	<a href="https://www.usibc.com/">https://www.usibc.com/</a>

## SECTION VI. POST CONTACT

<p><b>Office of Foreign Agricultural Affairs</b>  <b>Embassy of the United States of America</b>  Chanakyapuri, New Delhi: 110021  Tel: +91 11 24198000  Email: <a href="mailto:agnewdelhi@fas.usda.gov">agnewdelhi@fas.usda.gov</a>  Website: <a href="#">U.S. Embassy - New Delhi</a>  Website: <a href="#">U.S. Embassy - Agriculture Related Business</a>  Twitter: <a href="#">@USDAIndia</a>; Instagram: <a href="#">@tasteofameric</a></p>	<p><b>Office of Foreign Agricultural Affairs</b>  <b>Consulate General of the United States of America</b>  C-49, G Block, Bandra-Kurla Complex,  Bandra (East), Mumbai: 400051  Tel: +91 22 26724000  Email: <a href="mailto:agmumbai@fas.usda.gov">agmumbai@fas.usda.gov</a>  Website: <a href="#">U.S. Consulate General - Mumbai</a>  Twitter: <a href="#">@USDAIndia</a>; Instagram: <a href="#">@tasteofamericain</a></p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



**Attachments:**

No Attachments