



FRESH PRODUCE *India*

**India's only international fresh produce event,
organized at New Delhi, India, on 2-4 March 2011**

Following from its successful launch in Hyderabad in 2007 and its relocation to Mumbai in 2009. Organized by Asiafruit Magazine, the congress focuses on key trends emerging in India's fresh produce market.

Over 230 delegates from 22 countries came together at the Shangri-La's Eros Hotel in New Delhi on 2-4 March to discuss the latest trends and market developments influencing India's fresh produce business

The various topics discussed are...

1. The farm sourcing challenge in India

How can local and foreign entities source fresh produce in India? What barriers are there to overcome in working directly with farmers and meeting market standards? What kind of sourcing models work best and why?

2. Where now for Indian grapes ? EU requirements and expectations

What lessons can be learned from the recent Chlormequat crisis that hit Indian grape exports to the EU? Is there a need for greater engagement between government and private certification bodies? Do exporters of high-value produce need to cut their dependency on Europe to explore opportunities in other markets?

3. Apple marketing in India: the changing dynamics

Apples remain the backbone of India's fresh fruit imports, but what opportunities are emerging for other products and for newer-to-market suppliers? What challenges do they face and how can they capitalize on changing demands.

The Indian apple market..... finding fresh angles. Indian consumer paying the highest price per kg for apple in the world. India's apple market holds huge potential for varietal development, retention quality and availability of volume over the coming years. How does this market work and what opportunities are there for local and international companies.

4. Logistical bottlenecks in India: government interventions and policy initiatives

India's infrastructural shortfall is well documented, but supply chain logistics in the country are a complex issue. How does the supply chain operate? How can the government's subsidy schemes be leveraged to develop a cohesive supply chain for fresh produce in India? In fruit and vegetables shelf life is not an issue but how to make it available in all corners of country at earliest is an issue.

5. India: growing consumer opportunity and the retail challenge

How can India's emerging modern retail sector meet the growing demands of the country's booming consumer spending? What major opportunities and challenges does the sector face when it comes to marketing fresh produce and what are the best approaches.

DECCO INDIA took part in the event by setting up the stand. DECCO – post Harvest concept was displayed via two minutes DECCO film and live samples of Citrus category fruits like Kinnow, Sweet Orange, Mandarin, Apple and CIPC treated potatoes.

Traders and organized retail sector has shown interest in DECCO for improving cosmetic look and for shelf life extension of fruits. We have received some commercial enquiries which are mainly for Apple and Citrus category of fruits.

Some photographs of event...



Sunil Vaidya explaining the DECCO concept to the visitor at DECCO Stand.



**K N Singh Business Head and Sunil Vaidya Technical manager
at DECCO stand in Fresh Produce India.**