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RADIANT TRIUMPHS ILLUMINATING THE SUCCESSES OF FRESH INDIA SHOW 2024



S Jafar Naqvi addressed the audience at the Fresh India Show 2024, expressing delight at the vibrant conference already underway. He extended a warm welcome to attendees and acknowledged the individuals and partners who made the event possible. The conference offered engaging discussions on industry topics

and the exhibition showcased cutting-edge technologies. Naqvi encouraged active participation, emphasizing the importance of staying informed about advancements in the fruit and vegetable sector. He expressed his gratitude to the sponsors, the organizing committee, and particularly Sri Gokul Patnaik and Vilas Shinde for their

contributions. In conclusion, he invited participants to seize the opportunity to learn, collaborate, and lead the global markets.

Welcome Address by Vilas Shinde, Chairman, Sahyadri Farms, Nashik.

During the opening of the Fresh India Show 2024, Vilas Shinde, Chairman of



S Jafar Naqvi



Vilas Shinde



Mrs. Vinita Sudhanshu

...Continued on P2

AUSTRALIAN AVOCADOS ENTER INDIAN MARKET WITH BRETT LEE AS AMBASSADOR



A vocados Australia Limited, the representative body for the Australian avocado industry, announced its much-anticipated entry into the Indian market, accompanied by cricket icon Brett Lee as their esteemed brand ambassador. This exciting collaboration marks a significant milestone for both Australian avocados and the Indian fresh fruit market. Reputed for their superior quality and health benefits, Australian avocados are set to give the Indian taste buds an amalgamation of flavour, texture and nutrition. With Brett Lee as a brand ambassador, this launch aims to introduce a premium and

healthy option to the Indian households, promoting the incorporation of avocados into everyday meals and snacks.

The avocado market in India is gaining momentum. Avocado consumption has increased in India, with global demand also witnessing a significant surge over the past decade. Avocado is a healthy addition to all diets, and is particularly perfect for those eating vegetarian diets.

The Australian avocado industry is growing rapidly, Australia produced just over 115,385 tonnes of avocados in 2022/23 and Australian production is forecast to increase strongly over the next few years to approximately

170,000 tonnes by 2026. In line with this production growth, Aussie growers are committed to developing new overseas markets such as India. Increased exports will be critical for the future viability of the Australian avocado industry.

During the launch of Australian avocados in India, Australia's Deputy High Commissioner to India, Nick McCaffrey said: "The introduction of Australian avocados to the Indian market signifies a promising partnership between our nations. It's a testament to the growing bilateral ties and the potential for

...Continued on P8

INDIAN AGRICULTURAL RESEARCH INSTITUTE (IARI)

The Indian Agricultural Research Institute (IARI) recently introduced a new high-yielding wheat seed variety, HD 3386.



institute has been renamed IARI.

Mandate of IARI:

- Basic, strategic, and anticipatory research in field and horticultural crops for enhanced productivity and quality.
- Research in frontier areas to develop resource use efficient integrated crop management technologies for sustainable agricultural production systems.
- Serve as centre for academic excellence in the areas of post-graduate and human resources development in agricultural science.
- Provide national leadership in agricultural research, education, extension, and technology assessment and transfer by developing new concepts and approaches and serving as a national referral point for quality and standards.

It attained the status of a Deemed University in the year 1958. It was responsible for the research leading to the "Green Revolution in India" of the 1970s.

Source: Govt. introduces high yielding & disease resistance wheat variety

About Indian Agricultural Research Institute (IARI):

It is India's largest and foremost Institute in the field of research and higher education, and training in agricultural science. It is situated in Delhi and is administered by the Indian Council of Agricultural Research (ICAR).

Research Institute (ARI), which functioned with five departments, namely Agriculture, Cattle Breeding, Chemistry, Economic Botany and Mycology. Bacteriology unit was added in 1907.

- The name of ARI was changed to Imperial Institute of Agricultural Research in 1911, and in 1919 it was renamed Imperial Agricultural Research Institute.
- Following a devastating earthquake on 15th January, 1934, the institute was shifted to Delhi on 29th July 1936.
- Post independence, the

History:

- IARI, popularly known as Pusa Institute, began in 1905 at Pusa (Bihar) with the generous grant of 30,000 pounds from an American philanthropist, Henry Phipps.
- The institute was then known as the Agricultural

INSIDE STORIES

- Gateway to the Biggest Grain Milling and Food Processing Market . . . India
- Weather and war straining world's wheat supplies
- Government reportedly initiates onion procurement drive to build emergency buffer stock
- Smart Watering with Netafim's Irrigation Kit for Your Garden

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RADIANT TRIUMPHS ILLUMINATING THE . . .

Sahyadri Farms in Nashik, extended a warm welcome to all attendees. As a prominent figure in the horticulture industry, Mr. Shinde's leadership at Sahyadri Farms has been instrumental in revolutionizing India's agricultural landscape. With his visionary approach, Sahyadri Farms has emerged as India's largest integrated horticulture project, setting new benchmarks for innovation and sustainability in the sector. Shinde's dedication to promoting agricultural excellence aligns seamlessly with the objectives of the Fresh India Show, emphasizing the importance of collaboration and knowledge-sharing to drive growth and development within the fresh fruit and vegetable industry.

Special Address by Mrs. Vinita Sudhanshu, General Manager APEDA Topic: APEDA's Vision in Increasing Agri & Food Products Exports

Mrs. Vinita Sudhanshu discussed the role of APEDA as an export promotion body in the agricultural sector. APEDA collaborates with farmers, focusing on forming clusters and farmer producer companies (FPCs). India holds a significant advantage in fruit and vegetable exports, with steady growth in fresh produce. Major exported products include onions, grapes, mangoes, pomegranates, and bananas, with increasing trade to various countries in the USA, Europe, and the Middle East. APEDA highlights value-added products in mangoes, bananas, and pomegranates. APEDA is actively involved in developing state-of-the-art export infrastructure beyond ports and emphasizes traceability through electronic systems. The favourable foreign trade policy, e-facilitation, quality control, and market promotion initiatives contribute to APEDA's efforts in promoting horticulture products. In conclusion, APEDA plays a crucial role as a facilitator, working closely with farmers, FPCs, and other stakeholders to address export challenges and promote India's diverse range of agricultural products.

Special Address by Dr Pravin Gedam, IAS, Commissioner Agriculture, Govt. of Maharashtra.

Dr. Pravin Gedam, an esteemed civil servant holding the position of Commissioner of Agriculture in the Government of Maharashtra, delivered a special address during the Fresh India Show 2024. As an IAS officer with a distinguished career, Dr. Gedam has demonstrated a profound commitment to advancing agricultural policies and initiatives aimed at fostering sustainable growth and prosperity in Maharashtra's

agricultural sector. His insights and leadership have been instrumental in driving forward initiatives to enhance productivity, promote innovation, and ensure food security across the state. Through his address, Dr. Gedam provided valuable perspectives on the strategic direction of agricultural development in Maharashtra, underscoring the government's commitment to supporting the fresh fruit and vegetable industry and creating an enabling environment for its continued growth and success.

Special Address by Pravin Pardeshi, IAS, CEO-MITRA, Govt. of Maharashtra.

During the Fresh India Show 2024, Pravin Pardeshi, a distinguished IAS officer serving as the CEO of MITRA (Maharashtra Industry, Trade & Investment Facilitation Cell) within the Government of Maharashtra, delivered a special address. With his extensive experience and expertise in fostering economic development and investment facilitation, Mr. Pardeshi plays a pivotal role in shaping Maharashtra's business environment. Under his leadership, MITRA serves as a catalyst for promoting investments and facilitating business growth across various sectors, including agriculture. Through his address, Pardeshi shared valuable insights into the government's initiatives to support the fresh fruit and vegetable industry, emphasizing the importance of public-private partnerships and investment-friendly policies in driving sectoral growth and innovation. His address served as a testament to Maharashtra's commitment to fostering a conducive ecosystem for agricultural development and enhancing the competitiveness of its horticulture sector on the global stage.

Inaugural Address by Priyaranjan, Joint Secretary & MD NHB, Agriculture & Farmers Welfare, Govt. of India.

Topic: Indian Fresh Produce Trade - Projection 2030 & Beyond.

Priyaranjan highlights the significance of the Indian fresh produce trade with evolving consumer preferences, technological advancements, and a focus on sustainable practices, the sector is expected to witness increased efficiency in production, distribution, and marketing. He discusses the collaborative efforts between farmers, government initiatives, and private sector investments will likely contribute to a robust supply chain, ensuring access to quality produce for both domestic and international markets. As India embraces innovation and adapts to global trends, the fresh produce trade is anticipated to play a pivotal role



Dr. Pravin Gedam



Pravin Pardeshi



Priyaranjan



Gokul Patnaik



Azhar Tambuwala



GVK Naidu



Kailas Bhosale



Mayank Tandon

in the country's agricultural landscape in the coming years.

Presidential Remarks by Gokul Patnaik, Chairman, Global AgriSystem Pvt. Ltd.

As the esteemed Chairman of Global AgriSystem Pvt. Ltd., Gokul Patnaik delivered the Presidential Remarks at the Fresh India Show 2024. With his extensive expertise and leadership in the agricultural sector, Mr. Patnaik is a respected figure known for his strategic vision and contributions to the industry's growth.

In his address, Patnaik shared profound insights and perspectives on the current state and future prospects of the fresh fruit and vegetable industry in India. Leveraging his wealth of experience, he emphasized the importance of innovation, sustainability, and collaboration in driving the sector forward. As a key player in the horticulture industry, Global AgriSystem Pvt. Ltd. under Patnaik's stewardship has been at the forefront of promoting technological advancements and best practices to enhance productivity and profitability. Patnaik's Presidential Remarks served as a rallying call to industry stakeholders, urging them to harness the immense potential of India's horticulture sector and capitalize on emerging opportunities for growth and development. His inspiring address set the tone for the Fresh India Show 2024, reinforcing the event's commitment to fostering dialogue, collaboration, and innovation for a thriving fresh produce industry in India.

SESSION 1 - PANEL DISCUSSION INDIAN HORTI VISION 2047 - PRODUCTION & FUTURE TRENDS.

Moderator - Azhar Tam-



Kaushal Khakhar



Rajendra Srivastava



Kuljeet Rajora



Mohamed Wafae

buwala, Executive Director, Sahyadri Farms.

Azhar Tambuwala mentioned that by 2047, India aims to revolutionize its horticultural production, leveraging cutting-edge technology and sustainable practices to enhance productivity and ensure food security. Embracing advanced agricultural techniques such as precision farming, hydroponics, and vertical farming, the sector anticipates a significant increase in yield per unit area while minimizing resource usage.

GVK Naidu, Chairman and Managing Director, SamAgri Group.

Naidu mentions that the integration of digital technologies like AI-driven analytics and block chain, promises to streamline supply chains, optimize resource allocation, and enhance market access for farmers. Climate-resilient crop varieties and efficient water management systems will play a pivotal role in mitigating the impacts of climate change, ensuring year-round cultivation and minimizing crop losses.

Kailas Bhosale, Maharashtra Grape Growers Association (MRDBS).

Kailas highlights that there's a growing emphasis on organic and niche produce catering to health-conscious consumers and niche markets, offering lucrative opportunities for farmers. Collaborative initiatives between government, research institutions, and private sector stakeholders will foster innovation, skill development, and knowledge sharing, empowering farmers to adapt to emerging trends and market demands.

Mayank Tandon, Senior Vice President, Freshrop Fruits Ltd.

Tandon elaborates that Indian HortiVision 2047 is not just about increasing production but also fostering sustainability, resilience, and inclusivity within the horticulture sector, thereby contributing to India's overall agricultural growth and economic prosperity. With strategic planning and concerted efforts, India is poised to emerge as a global leader in horticultural innovation and production by 2047.

Kaushal Khakhar, Managing Director, Kay Bee Exports, Maharashtra.

As part of the panel discussion on "Indian Horti Vision 2047 - Production & Future Trends," Mr. Kaushal Khakhar, Managing Director of Kay Bee Exports, Maharashtra, shared his expertise and industry insights with attendees. With a wealth of experience in the agricultural sector, Khakhar provided valuable perspectives on the role of the private sector in driving innovation and growth in Indian horticulture. His contributions to the discussion offered a strategic perspective on navigating future trends and challenges in the industry, highlighting the importance of collaboration between government and private entities for sustainable development.

SESSION 2 GLOBAL OPPORTUNITIES FOR INDIAN F&V TRADE Keynote Address by Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation, Indian School of Business, Hyderabad.

Rajendra Srivastava, the distinguished Novartis Professor of Marketing Strategy and Innovation at the Indian School of Business (ISB) in Hyderabad.

With his extensive expertise in marketing strategy and innovation, Srivastava provided invaluable insights into the global landscape of fruit and vegetable trade, shedding light on emerging opportunities for Indian producers and exporters. His address explored key trends, market dynamics, and strategic considerations that shape the international F&V trade, offering attendees a comprehensive understanding of the competitive landscape and potential avenues for expansion.

As the Novartis Professor at ISB, Srivastava's research and thought leadership have contributed significantly to advancing knowledge and driving innovation in the field of marketing strategy. His keynote address at the Fresh India Show 2024 served as a catalyst for stimulating dialogue and exploration of global market opportunities, empowering attendees with actionable insights to capitalize on India's potential as a major player in the international F&V trade arena.

Kuljeet Rajora, Reefer Sales Manager - Cold Chain, MAERSK.

TOPIC - From Farm to Market : Global Perishable Strategies.

Rajora highlights navigating the complex journey from farm to market, global perishable strategies are essential for ensuring the seamless and efficient delivery of fresh produce. He discussed that in a rapidly evolving landscape, stakeholders employ advanced logistics, cold chain technologies, and sustainable practices to preserve product quality. As the world demands fresher and more diverse produce options, a holistic approach from cultivation to consumer becomes increasingly critical for meeting market demands and



enhancing overall agricultural sustainability.

Mohamed Wafaey, Deputy Chairman & Managing Director, Capital Agro Egypt.
TOPIC: Egyptian Citrus Industry - Opportunities for India.

Wafaey discussed that the flourishing Egyptian citrus industry presents compelling opportunities for India to enhance its agricultural landscape. Leveraging Egypt's success, India can explore avenues for collaboration in citrus cultivation, sharing best practices, and adopting advanced technologies. Collaborative efforts can lead to increased productivity, improved citrus varieties, and expanded export capabilities, reinforcing the foundation for a sustainable and prosperous citrus industry in both nations.

Siddharth Gupta, Head of Procurement, Barakat Group, UAE.

TOPIC: F&V Import & Consumer Trends in UAE.

Siddharth emphasises the import and consumer trends of fruits and vegetables (F&V) reflect a dynamic market shaped by evolving preferences. The UAE heavily relies on imports to meet its diverse F&V demands. He discussed that the adoption of sustainable practices in agriculture and transportation aligns with the UAE's commitment to environmental stewardship. As consumer awareness rises, the F&V sector is witnessing a shift towards quality, variety, and eco-friendly options, creating opportunities for suppliers to align with the UAE's progressive market trends.

Ravi Kumar, General Manager, F&V, Lulu International, UAE.

TOPIC- Extending Horizons for Indian Growers.

Ravi highlights the opening of new horizons for Indian growers involves embracing innovation, diversification, and global market access. India's growers can benefit from exploring niche crops, adopting precision farming, and participating in international collaborations. Access to global markets, facilitated by strategic partnerships and streamlined export processes, empowers Indian farmers to reach a broader consumer base. He discussed that Indian growers not only enhance productivity but also contribute to the nation's economic growth while embracing the challenges and opportunities of a rapidly evolving agricultural landscape.

**SESSION 3 - PANEL DISCUSSION
 COOPERATIVES, CORPORATES & COOPERATION
 Moderator - Satyendra Gaur, Head, Adani Agri Fresh.**

With his extensive experience and leadership in the agricultural sector, Gaur expertly guided the conversation, fostering dialogue among panelists and attendees on the critical role of cooperation in driving growth and sustainability. The discussion delved into the synergies and challenges inherent in cooperative-corporate partnerships, highlighting best practices and strategies for fostering mutually beneficial collaborations.

As the Head of Adani Agri Fresh, Gaur brought invaluable insights from the corporate perspective, offering practical perspectives on how companies can effectively engage with cooperatives to

enhance value chains and expand market reach. His adept moderation ensured that the panel discussion was informative, engaging, and thought-provoking, providing attendees with actionable takeaways to navigate the complex landscape of cooperative-corporate cooperation within the fresh produce industry

Mandeep Singh Tuli, Head of Procurement, South Asia, Hindustan Unilever Limited.

At the Fresh India Show 2024, Mandeep Singh Tuli participated as a distinguished panelist, offering insights from the corporate perspective on the theme of "Cooperatives, Corporates & Cooperation." Leveraging his experience at HUL, Tuli provided valuable perspectives on the importance of collaboration between corporates and cooperatives in the fresh produce industry. His contributions enriched the dialogue, highlighting the significance of partnerships in fostering inclusive growth and driving value creation across the supply chain.

Tuli's presence and expertise added depth to the panel discussion, facilitating a nuanced exploration of the dynamics of cooperation within the industry. As a leader in procurement, Tuli's insights resonated with attendees, offering actionable insights for enhancing collaboration and driving positive impact within the fresh produce sector.

Pramod Gorakh Nirmal, CEO, Mahakrushi Farmers Producer Co. Ltd.

Pramod Gorakh Nirmal, CEO of Mahakrushi Farmers Producer Co. Ltd., is a dedicated leader in sustainable agriculture. As a panelist at the Fresh India Show 2024, he provided firsthand insights into the challenges and opportunities for cooperatives in collaborating with corporates. His expertise and grassroots perspective enriched the discussion, emphasizing the importance of cooperation for sustainable growth in the fresh produce industry.

Madhukar Gawali, CMD, Om Gayatri, FPO.

Madhukar Gawali, the CMD of Om Gayatri Farmers Producer Organization (FPO), brings valuable expertise in agricultural cooperative management. As a panelist at the Fresh India Show 2024, he shared insights on the role of FPOs in fostering cooperation within the industry. Mr. Gawali's contributions highlighted the importance of grassroots initiatives in driving sustainable development and enhancing farmer livelihoods.

The Session ended with an open Q&A session.

**SESSION 4
 SEEDING THE FUTURE
 TRENDS IN INDIAN
 HORTICULTURE.**

Sanjay Gahilot, Director - Marketing, East - West Seed India.

TOPIC - Unlocking the Agri - Potential through Vegetable Seed.

Sanjay emphasizes the crucial role of hybrid seeds in enhancing agricultural productivity and sustainability as well as unleashing the agricultural potential hinges on the transformative role of vegetable seeds that act as the catalyst for increased yields, improved crop resilience, and enhanced nutritional profiles. Furthermore, the focus on high-quality vegetable seeds empowers growers to meet evolving market demands



Siddharth Gupta



Ravi Kumar



Satyendra Gaur



Mandeep Singh Tuli



Pramod Gorakh Nirmal



Madhukar Gawali



Sanjay Gahilot



Harikrishnan G

and supports global food security. He discussed, as the agricultural landscape evolves, investing in research, development, and dissemination of superior vegetable seeds becomes paramount, paving the way for a resilient and prosperous future for the agricultural sector.

Harikrishnan G, CPO, KPM Farm Fresh Pvt. Ltd.

TOPIC - Role of Aggregators & Ag - Startups.

Harikrishnan elaborates that the aggregators and agricultural start-ups play a pivotal role in revolutionizing the agricultural landscape.

Acting as intermediaries, they streamline the supply chain, connecting farmers with markets and facilitating efficient distribution to provide farmers with crucial insights, access to resources, and market intelligence. Their transformative role is essential in shaping a more resilient and technologically advanced future for farming communities.

Dr. Dhriti Nayyar, R&D Head, Mala's Fruit Products.
TOPIC - Opportunities for Growers to Produce Processable Varieties.

Dr. Dhriti emphasises that the opportunities for em-



Dr. Dhriti Nayyar



Dr. Manish Pande

powering growers to cultivate processable varieties holds the key to a thriving agricultural sector. By focusing on varieties suitable for processing industries, farmers can tap into lucrative markets for value-added products. Tailoring crops to

meet processing requirements not only enhances income potential but also boosts agricultural sustainability. In seizing these opportunities, growers contribute to a resilient and dynamic agricultural landscape while capitalizing

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Chetan Bhakkad



Richard Vollebregt



Bharat Bhojane



Sam Ahilan



Ambrish Karvat



Amit K Padol

on the potential for increased economic returns.

Dr. Manish Pande, Director and Head PAD Division, Quality Council of India.
TOPIC - Bridge to Excellence: Benchmarking IndG.A.P. to GLOBAL G.A.P. for Tech Standards & Conformity Assessment Equivalence.

Dr. Manish discussed that by evaluating and equating these agricultural practices, stakeholders aim to foster international harmonization in quality and safety standards. This convergence not only facilitates smoother global trade but also ensures that both IndG.A.P. and GLOBAL G.A.P. adhere to comparable benchmarks, enhancing overall agricultural sustainability and promoting a unified approach to safe and high-quality food production worldwide. The pursuit of this equivalence signals a commitment to excellence in agricultural practices on a global scale.

Chetan Bhakkad, Partner, Grant Thornton Bharat LLP.
TOPIC - Horticulture Value Chain Development through Innovative Programs.

Chetan elaborates that revolutionizing horticulture value chains, innovative programs drive sustainable development, by integrating cutting-edge technologies and practices, these initiatives empower farmers across the value chain. From precision farming to market linkages, innovative programs enhance productivity, quality, and market access. Collaborations between government bodies, NGOs, and the private sector play a pivotal role in implementing and scaling up these initiatives.

There were also the CONCURRENT WORKSHOPS

happening along with the Conference - "Strategies to increase Profitability and Protect the Profits from Extreme Weather" by

Richard Vollebregt, President & CEO, Cravo Equipment Ltd., Canada.

Vollebregt, a renowned expert in agricultural technology, shared innovative strategies to enhance profitability and mitigate risks posed by extreme weather conditions. His workshop provided practical solutions and cutting-edge technologies aimed at optimizing crop yields and safeguarding agricultural investments against climate-related challenges. Attendees gained valuable knowledge and actionable strategies to navigate the complexities of modern farming practices, ensuring sustainable growth and resilience in the face of environmental uncertainties.

Suitability of Soft Berry Varieties in Different Regions of India from EMCO CAL. PLANT BASKET" by Bharat Bhojane, Vice President, Asia Pacific Region, Ekland Marketing Co. (EMCO Cal), Pune

Bharat Bhojane, Vice President of the Asia Pacific Region at Ekland Marketing Co. (EMCO Cal) in Pune, conducted a workshop titled "Suitability of Soft Berry Varieties in Different Regions of India from EMCO CAL. PLANT BASKET" during the event. In this session, attendees gained valuable insights into the suitability of soft berry varieties across various regions of India. Bhojane's expertise shed light on the diverse climatic conditions and soil types in different regions, helping participants understand

which soft berry varieties are best suited for cultivation in their respective areas. Through practical guidance and informative discussions, the workshop facilitated a deeper understanding of the opportunities and challenges associated with soft berry farming in India, empowering attendees to make informed decisions for their agricultural ventures.

Then a Guided Tour to the SAHYADRI FARMS - An Integrated Horticulture Project, was planned for the Delegates as well as the Exhibitors to connect them with the nature and educate about the immense potential of farming methods. They also witness the processing and packaging in action.

The day ends with the celebration for Launching New Wines along with the Dinner at SamAgri Project.

SESSION-5 - PRESENTATIONS EMERGING OPPORTUNITIES FOR INDIA
Strategies to increase Profitability and Protect the Profits from Extreme Weather by Richard Vollebregt President & CEO, Cravo Equipment Ltd., Canada

In his presentation, Richard Vollebregt, President & CEO of Cravo Equipment Ltd., Canada, shared invaluable strategies aimed at increasing profitability and safeguarding profits from extreme weather conditions. Attendees were guided through innovative approaches to optimize crop yields while effectively mitigating risks posed by unpredictable weather patterns. Vollebregt's expertise provided attendees with actionable insights into leveraging advanced technologies and sustainable



practices to enhance resilience in agriculture. His presentation not only addressed current challenges but also empowered participants with practical solutions for ensuring long-term profitability and sustainability in farming operations.

Revolutionizing Berry Farming in India: Sustainable Practices & Advanced Technologies by Sam Ahilan

Sam Ahilan, Managing Director of FD Berries SA, Mexico, revolutionized berry farming in India with a session titled "Revolutionizing Berry Farming in India: Sustainable Practices & Advanced Technologies," attended virtually.

Ahilan shared insights into sustainable practices and advanced technologies reshaping berry farming. His session highlighted innovative approaches to enhance productivity while prioritizing environmental sustainability.

Despite attending virtually, Ahilan's contributions

provided attendees with valuable knowledge and strategies to propel India's berry farming sector forward.

Suitability of Soft Berry Varieties in Different Regions of India From EMCO CAL. PLANT BERRY BASKET by Bharat Bhojane, Vice President - Asia Pacific Region, Ekland Marketing Co. (EMCO Cal), Pune.

In his presentation, Bharat Bhojane, Vice President of the Asia Pacific Region at Ekland Marketing Co. (EMCO Cal) in Pune, delved into the intricacies of soft berry varieties' suitability across India's diverse regions. Attendees gained crucial insights into the nuanced factors influencing berry cultivation, from climatic considerations to soil preferences. Bhojane's expertise illuminated the path for attendees, offering practical guidance on selecting the most suitable soft berry varieties for optimal cultivation in their respective regions. His presentation not only addressed current challenges but

also unveiled exciting opportunities for the future of berry farming in India.

Pioneering Blue Revolution in India by Ambrish Karvat, Chairman, YUPAA Group, Mumbai

In his engaging presentation, Ambrish Karvat, Chairman of YUPAA Group, Mumbai, unveiled his visionary plans for pioneering the Blue Revolution in India. With a focus on innovation and sustainability, Karvat shared his personal journey and ambitious strategies to transform India's aquatic industry. Attendees were captivated by Karvat's impassioned vision and hands-on approach to revolutionizing the blue economy. Through inspiring anecdotes and forward-thinking insights, Mr. Karvat inspired participants to join him in spearheading a new era of growth and prosperity in India's aquatic sector.

Overview and Future



Trends in Grape Industry by Amit K Padol, Grower - Exporter.

In his insightful presentation, Amit K Padol, a Grower-Exporter, offered attendees a comprehensive overview of the grape industry, along with future trends shaping its trajectory. With firsthand experience and deep-rooted knowledge, Padol provided valuable insights into current market dynamics and emerging opportunities. Attendees gained a nuanced understanding of key factors driving growth in the grape industry, including technological advancements, market demands, and sustainable practices. Mr. Padol's presentation not only illuminated the present landscape but also provided a roadmap for navigating future trends, empowering participants to thrive in an ever-evolving market.

SESSION-6 - PRESENTATIONS WOMEN IN HORTICULTURE - SUCCESS STORIES.

Women Empowerment through Horticulture - Sharing the Success Story of Rise n Shine Biotech by Dr. Bhagyashree Patil, CMD, Rise n Shine Biotech, Pune..

In Session 6 of the Fresh India Show 2024, attendees were treated to presentations highlighting "Women in Horticulture - Success Stories."

Dr. Bhagyashree Patil, the CMD of Rise n Shine Biotech, Pune, shared the inspiring success story of women empowerment through horticulture. Attendees gained valuable insights into Rise n Shine Biotech's journey and the impactful role of women in driving innovation and success in the horticulture industry. Dr. Patil's presentation celebrated the achievements of women in horticulture and underscored the importance of fostering gender diversity and inclusivity in the agricultural sector.

Sharing the Success Story of Godaam Innovations for F&V Farmers by Ms Kalyani Shinde, Founder & Managing Director, Godaam Innovations Pvt Ltd, Nashik.

In this session, attendees were inspired by presentations highlighting "Women in Horticulture - Success Stories."

Ms. Kalyani Shinde, the Founder & Managing Director of Godaam Innovations Pvt Ltd, Nashik, shared the impactful success story of her company's contribution to F&V farmers. Attendees gained valuable insights into Godaam Innovations' journey and the significant role played by Ms. Shinde in empowering farmers through innovative solutions. Her presentation celebrated the achievements of women entrepreneurs in agriculture and emphasized the importance of leveraging technology for the betterment of farmers and the industry as a whole. Innovation, skill development, and knowledge sharing, empowering farmers to adapt to emerging trends and market demands.

Cultivating the Inclusive Growth with Farmers - Sustainable Model of Food Processing by Ms. Manisha Dhatri, Managing Director, Varun Agro Processing Foods Pvt Ltd, Maharashtra.

During the Fresh India Show 2024, attendees were

enlightened by presentations focusing on "Cultivating Inclusive Growth with Farmers."

Ms. Manisha Dhatri, the Managing Director of Varun Agro Processing Foods Pvt Ltd, Maharashtra, shared insights into the sustainable model of food processing that fosters inclusive growth with farmers. Attendees gained valuable perspectives on Varun Agro Processing Foods' approach to empowering farmers and promoting sustainability in food processing. Ms. Dhatri's presentation highlighted the importance of collaborative partnerships and community engagement in building a resilient and inclusive agricultural ecosystem.

SESSION-7- PRESENTATIONS INNOVATIVE SOLUTIONS FOR FPOs, AGRI STARTUPS & GROWERS.

Unlocking Bharat - Solving Fresh Produce Logistics for Tier 2&3 Cities of India by Biplob Barik, CEO & Co-Founder, Citrus Freight, Karnataka

In a session focused on "Unlocking Bharat," attendees at the Fresh India Show 2024 learned about solving fresh produce logistics for Tier 2 & 3 cities of India.

Biplob Barik, CEO & Co-Founder of Citrus Freight, Karnataka, shared innovative solutions for addressing the logistical challenges faced by Tier 2 & 3 cities in accessing fresh produce. His presentation shed light on Citrus Freight's efforts to improve supply chain efficiency and enhance accessibility to fresh produce in underserved regions.

Attendees gained valuable insights into the transformative potential of efficient logistics in unlocking opportunities for agricultural growth and economic development in Bharat. Barik's presentation underscored the importance of leveraging technology and strategic partnerships to overcome logistical barriers and promote inclusive access to fresh produce across the country.

Harnessing Sustainable Technology in the Fruit & Vegetable by Abhishek Khanvilkar, Business Lead, Ecofrost Solar Cold Room, Pune.

At the Fresh India Show 2024, attendees explored the theme of "Harnessing Sustainable Technology in the Fruit & Vegetable Industry" through a presentation by Mr. Abhishek Khanvilkar, Business Lead of Ecofrost Solar Cold Room, Pune.

Khanvilkar shared insights into the innovative use of sustainable technology in the fruit and vegetable industry. His presentation highlighted the role of Ecofrost Solar Cold Room in promoting energy-efficient and eco-friendly solutions for cold storage, benefiting farmers and stakeholders in the supply chain.

Attendees gained valuable knowledge about the transformative potential of sustainable technology in enhancing food preservation and reducing post-harvest losses. Mr. Khanvilkar's presentation underscored the importance of adopting environmentally friendly practices to promote sustainability and resilience in



Dr. Bhagyashree Patil



Ms Kalyani Shinde



Ms. Manisha Dhatri



Biplob Barik

the fruit and vegetable industry.

Global GAP, Retailer and LEAF MARQUE Requirements by Neeraj Puri, National Head - Primary Produce, FoodChain ID, Maharashtra.

During this session at the Fresh India Show 2024, Neeraj Puri, National Head of Primary Produce at FoodChain ID, Maharashtra, shed light on the requirements of Global GAP, Retailer, and LEAF MARQUE certifications.

Puri provided valuable insights into the standards and criteria set by these certifications, emphasizing their significance in ensuring product quality, safety, and sustainability. His presentation elucidated the process of certification compliance and its implications for fruit and vegetable producers, exporters, and retailers.

Attendees gained a comprehensive understanding of the requirements and benefits of Global GAP, Retailer, and LEAF MARQUE certifications, equipping them



Abhishek Khanvilkar



Neeraj Puri



Romic Mevada

with knowledge to meet international standards and access global markets. Puri's expertise facilitated informed decision-making and encouraged industry stakeholders to prioritize quality and sustainability in their operations.

"Vaccinate your F&V Business against Technical Rejection by Impoters" by Romic Mevada, Asst. Director Council of India, New Delhi

In the valedictory session of the Fresh India Show 2024, Romic Mevada, Assistant Director of the Council of India, New Delhi,

emphasized the importance of "Vaccinate your F&V Business against Technical Rejection by Importers." He provided practical strategies for ensuring compliance with international standards to safeguard market access and reputation. Mr. Mevada's address urged industry stakeholders to prioritize quality assurance and compliance to thrive in the global market.

VALEDICTORY SESSION Vote of Thanks by Mr. Azhar Tambuwala, Executive Director, Sahyadri Farms, Nashik

Closing the Fresh

India Show 2024, he extended heartfelt thanks to all esteemed guests, speakers, sponsors, and attendees. Special gratitude to Mr. Anoop Kumar, our Chief Guest, for his inspiring address. Thanks to speakers for their insights, the organizing team for their efforts, sponsors for support, and attendees for their participation.

A special thanks to Mr. Vilas Shinde (Chairman of Sahyadri Farms) and his team, for their invaluable support and collaboration in making Fresh India Show 2024 a great success.

- Bureau Report

14th Edition
grainTech
INDIA 2024

GATEWAY TO THE BIGGEST GRAIN MILLING AND FOOD PROCESSING MARKET . . . INDIA



The 14th edition of GrainTech India, set to take place from August 22 to 24, 2024, at the Bangalore International Exhibition Center (BIEC), promises to be an unparalleled showcase of cutting-edge technology and innovation in the grain industry. As India's premier exhibition focusing on flour, rice, pulses, spices, corn, semolina, pasta, biscuits, feed milling, and grain products, the event is poised to attract industry leaders, stakeholders, and enthusiasts from around the globe.

Anticipating a turnout of over 25,000 trade visitors and progressive farmers over the course of three days, the event provides an unparalleled opportunity for networking, knowledge exchange, and business development. Attendees can look forward to engaging with industry experts, exploring new technologies, and discovering emerging trends shaping the future of grain production and processing.

With its strategic location in Bangalore, a hub of technological innovation and agricultural development in India, GrainTech India 2024 is poised to serve as a catalyst

for growth and collaboration within the grain industry. Whether you're a seasoned professional, an aspiring entrepreneur, or a curious enthusiast, this event promises to inspire, educate, and drive positive change in the dynamic world of grain technology.

Economic and Industrial Backdrop:

India's agricultural sector is experiencing a transformative phase, driven by technological advancements and evolving consumer demands. As one of the world's largest producers and consumers of grains, the country's grain industry plays a pivotal role in its economic landscape. Against the backdrop of burgeoning population growth and increasing urbanization, the need for innovative solutions in grain production, processing, and distribution has never been more pressing.

Significance of GrainTech India 2024:

GrainTech India 2024 emerges as a beacon of progress and innovation within the grain industry, offering a platform for stakeholders to converge, collaborate,

and chart the course for the sector's future. As the largest technology exhibition of its kind in India, the event serves as a catalyst for driving efficiency, sustainability, and competitiveness across the entire grain value chain.

Technological Showcases and Innovation:

With over 350 exhibitors representing more than 20 countries, attendees can expect a diverse array of products and services on display, covering every aspect of the grain industry value chain. From milling machinery to storage solutions, processing equipment to packaging innovations, and ingredients to allied industries. GrainTech India 2024 is set to offer a comprehensive overview of the latest advancements in the field, attendees can expect to witness the forefront of technological advancement in grain production and processing.

Networking and Strategic Alliances:

Beyond its role as a showcase of technology, GrainTech India 2024 offers unparalleled networking opportunities for industry professionals, entrepreneurs,

and policymakers. The event provides a fertile ground for forging strategic alliances, fostering collaborations, and exploring new avenues for growth and expansion within the grain industry ecosystem.

Government and Institutional Support:

Supported by governmental bodies and industry associations, GrainTech India 2024 enjoys robust backing from key stakeholders invested in the growth and development of the grain sector. Through their participation and support, these entities reaffirm their commitment to driving innovation, promoting sustainability, and enhancing the competitiveness of Indian agriculture on the global stage.

Educational Opportunities and Business Expansion:

In addition to its exhibition component, GrainTech India 2024 offers a diverse array of educational sessions, seminars, and workshops designed to empower attendees with knowledge and insights into emerging trends, best practices, and regulatory developments shaping the grain industry. Moreover, the event serves as a springboard for business expansion, providing a platform for entrepreneurs to showcase their offerings, strike lucrative deals, and explore new market opportunities.

Call to Action and Conclusion:

As GrainTech India 2024 beckons, stakeholders across the grain industry are called upon to seize the moment, harness the power of innovation, and propel the sector towards a brighter and more prosperous future. By leveraging the opportunities presented at the event, attendees can contribute to the advancement of Indian agriculture, foster sustainable development, and build a resilient and thriving grain ecosystem for generations to come.



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THE 2024 ASIA AGRI-TECH EXPO & FORUM DEMONSTRATES TAIWAN'S PROWESS ON SMART FARMING & BIOTECHNOLOGY, BRINGS IN FUTURE AND REVOLUTION TO AGRICULTURE, LIVESTOCK AND AQUACULTURE INDUSTRIES



The 8th edition of Asia Agri-tech Expo & Forum, Livestock Taiwan and Aquaculture takes place from June 19-21, 2024 in Tainan, Taiwan.

[Taipei, April 12, 2024] Taiwan is renowned for its engineering prowess, manufacturing most of the components used in smart farming, including IoT sensors, solar panels, drones, robotics, and agriculture technology system integrators bringing revolutionary advancements to the field. The 8th Asia Agri-Tech Expo & Forum (AAT) in Taiwan is not just the leading exhibition but a content-rich event in agriculture industry. The event will take place from June 19th to 21st, 2024, at Tainan, Taiwan, running concurrently with Livestock Taiwan and Aquaculture Taiwan.

The expo is supported by central and local governments, as well as associations from related agriculture, aquaculture and livestock industries highlighting the expo's significance in the industry.

With its extensive exhibitor's lineup featuring leading companies, the expo offers a comprehensive showcase. The exhibition is differentiated by country and theme pavilions. Main pavilions have:

- Agriculture Facility Pavilion exhibits premier sustainable greenhouse facilities, environmental control systems, smart agricultural systems, seeds and seedlings, etc.;
- Smart Aquaculture Pavilion reveals the world's first oral gender regulation technology, AI-based underwater monitoring and management system, drone application on smart farming for shrimps and fishes, etc.
- Feed Technology Pavilion has the latest advanced feeds, feed additives, vaccines that provide animal nutrition and immunity enhancement.
- Livestock Farming Pavilion, the largest pavilion among all, displays all kinds of advanced facilities and houses for

livestock farming. Notable brands include Moba, WEDA, Skio, SKOV, VDL Jansen, Cloudfarms, Fancom, Kyowa, Frontmatec, Agrisys, AGI, etc.

- Agri-Machine Pavilion: will showcase the latest research on EV agri-machinery, drones, robotics, just to name a few.

As part of the expo, a series of professional conferences will be held, addressing key issues and emerging trends in agriculture, livestock, and aquaculture, which include:

- Innovative Aquaculture Management Seminar
- Forum of Taiwan Swine-Precision Farming and Management
- Forum of Advanced Poultry House
- The 2nd edition of Precision Prevention Medication for Animals Forum
- EV Agri-Machinery and Technology Seminar

Attendees can expect valuable and practical insights, and networking opportunities from industry experts and thought leaders.

The 3-in-1 event not only provides a one stop sourcing platform but also cooperation opportunities for international players. "The world is now in the middle of its biggest agricultural revolution. Been an agricultural research and development leader since the 1960's, Taiwan is an early adopter and innovator in agricultural technologies. With the prowess on IT manufacturing, bio-research achievements, and the know-how on working with the humidity of the tropical climate", said Ms. Sabine Liu, General Manager of the organizer, "Taiwan is set to take a significant role for many of agriculture changes. In addition, located within two hours from China's main cities and 4 hours from Southeast

Asia countries, Taiwan is the perfect base for companies looking for partners to enter China or other parts of Southeast Asia markets."

For any interest or inquiries of ASIA AGRI-TECH EXPO & FORUM, Please visit the official website at: <https://www.agritechtaiwan.com> OR contact Ms. Sophia Lu by phone at +886-2-2738-3839 or via email to: aat.sales@informa.com



A series of professional conferences will be held, addressing key issues and emerging trends in the exhibition.



Industry leaders, experts, and stakeholders come from around the world together. Photo taken from the opening ceremony of 2023.

About the show

The 8th exhibition will be themed "Future" through "Sustainable, Eco-friendly, Innovative" agricultural technologies. It will showcase the latest agricultural technologies and achievements, including electric agri-machinery, environmental control greenhouses, bio-fertilizer, feed additives, animal health, poultry and pig farming equipment, seafood processing equipment, cold chain technologies, preserve technology, and more.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more

than a dozen global verticals, including Agriculture, Livestock, Aquaculture, Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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WEATHER AND WAR STRAINING WORLD'S WHEAT SUPPLIES

— Celia Bergin, Keira Wright and NaylaRazzouk

Bad weather and war are threatening to keep the world's wheat supplies under strain and reviving the spectre of rising food costs.

From soggy fields in western Europe to parched soil in Australia, and Moscow's invasion holding back Ukrainian supplies, farmers face setbacks. That means global stockpiles will remain the smallest in almost a decade, according to analysts.

Bumper Black Sea harvests have long kept a lid on prices, and wheat is trading at half its record set in 2022, but supply concerns are mounting again. Futures have rebounded to hit the highest since August and funds are trimming bearish bets that they've held for almost two years.

"Demand has increased, stocks remain tight globally and new crop issues are escalating," said James Bolesworth, managing director at CRM AgriCommodities.

With Northern Hemisphere harvests approaching, the next few weeks remain critical for crop development, so there's still time for things to improve or worsen. Here's a round-up of conditions in major growers:

Black Sea dryness

Top exporter Russia risks missing out on crucial moisture, with weeks of heat



and not enough rain in the country's south prompting analysts to cut harvest estimates.

Russia should still reap a big crop, but its dominance means that any jolts to local prices feed through to other markets, and the country's wheat has been getting more expensive lately.

War in Ukraine

Dryness has also hampered swaths of Ukraine's wheat in recent weeks, with war fuelling other problems. Attacks on agriculture infrastructure threaten exports and the workforce has been depleted as men serve in the army.

Grain output in the upcoming season could drop 6pc from a year earlier, with farmers expected to divert grain acres to more profitable crops like rapeseed.

Wet Western Europe

A soggy spring hurt crop development across north-west Europe. Winter crop quality, which determines whether supplies are used for food or for animal feed, could

also suffer.

In France, the share of wheat and barley in top conditions lags far behind last year's level. Rain has also slowed spring plantings in the UK, Germany and France.

A dry, hot summer in parts of Australia has dried up soil just as farmers plant the crop. While recent rain provided a bit of relief in some areas of the key state of Western Australia, growers remain cautious.

Dry US

Drought has gripped a bigger share of US winter wheat fields since early April, and remains a concern for spring plantings, even as recent forecasts indicate showers.

Still, more US winter wheat is in the top condition than usual for this time of year and spring plantings remain ahead of the five-year average pace.

Crop concerns are showing up in prices, with money managers now the least bearish since July.

There is "a lot of weather to trade yet, the crop is far from being complete and if rains show up they will have value," said Matt Ammermann, a commodity risk manager at StoneX. "It remains a wait-and-see type of game."

Bloomberg
Source: www.independent.ie

BOTTLE GARDENING 101: MASTER THE ART OF GROWING CURRY LEAVES IN A BOTTLE

Try bottle gardening with this detailed guide to growing curry leaves in a bottle. With our step-by-step guide and quick tips for growth, enjoy having your fresh herbs for cooking every day.

— Tanya Malik

With our series, Into The Bloom, we have been bringing you gardening guides, and sharing tips on cultivating herbs, vegetables, and fruits right in your home garden. In a parallel series, we've been taking you through tips to grow these same foods using bottles, ensuring we bring gardening enthusiasts creative and space-saving solutions too.

This time, we'll take you through a detailed guide to growing curry leaves in a bottle. Curry leaves are a staple ingredient in our kitchen, adding flavour and aroma to our everyday cooking. Pluck fresh curry leaves from these gardening bottles in your kitchen with this quick guide.

How to Grow

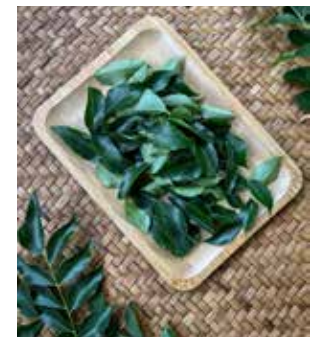
Curry Leaves in a Bottle?

- Get a transparent bottle with a wide mouth to plant curry leaves. You can use a glass or plastic container.
- Clean the bottle well.
- Make drainage holes at the



bottom. This will prevent waterlogging.

- In a bowl, mix potting soil and compost.
- Fill the bottle with the soil. Make sure you leave some space on the top to plant curry leaf cuttings.
- Get curry leaf cuttings from a healthy curry leaf plant. The cutting should be at least 4-6 inches of stem with healthy leaves.
- With a stick, make holes in the soil of the bottle.
- Insert the curry leaf cuttings into the holes.
- The cuttings should be 2-3 inches deep buried in the soil.
- Pat the soil gently and cover the cuttings.
- Immediately water the soil.
- Keep the bottle under indirect sunlight since curry leaves don't grow well under direct sunlight.
- Every few weeks, fertilise the plant with regular, balanced fertiliser.
- In a few weeks, you will see the plant growing. (how to grow garlic in a water bottle)
- Harvest when needed for culinary or other purposes. While harvesting, ensure



you don't harvest more than one-third of the plant.

Tips to Grow

Curry Leaves in a Bottle Quickly

- Regularly check the plant for any pests and diseases such as mildew, aphids, or spider mites. If you see any signs, address the issues right away. Consult a gardening expert if required.
- Avoid over watering the plant or the roots can rot or have moisture-related issues.
- Trim the top growth of the plant occasionally to promote healthier growth.
- The plant should get ample sunlight, indirect in the case of curry leaves for at least six to eight hours every day.

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TRAINING PROG ON COWPEA, MILLETS

Thirty farmwomen benefited from a training programme on 'Scientific cultivation practices of kashikanchan cowpea' and an awareness programme on 'Health benefits of millets and its value addition', organised by the East Kameng KVK in Jayanti village on Saturday.

Addressing the participants, the KVK's horticulture specialist explained the technical farming method of dwarf

kashikanchan cowpea, such as land preparation, climate, soil, irrigation, spacing, sowing time, seed rate, etc.

The KVK's community science specialist apprised the farmers of "the health benefit and different value-added products of millet, such as millet cake, bhujiya, laddoo, etc," the KVK informed in a release.

Source: www.arunachaltimes.in

...Continued from P1

further collaboration in the agricultural sector."

John Tyas, CEO of Avocados Australia, stressed the significance of the Indian market and outlined the strategy to enhance the visibility of Australian avocados in India, stating, "we are excited to bring the exceptional taste and nutritional benefits of Australian avocado to the diverse Indian market. With our focus on exports and a commitment to quality and service, we are confident that we will establish a robust presence in India. While competition exists, we believe our emphasis on quality, service, availability throughout the year and market support will set us apart. Also, with Brett Lee as the brand ambassador,

we are confident that Australian avocados will become a beloved fruit in Indian households, enriching meals and inspiring culinary creativity."

"Many consumers in India are not aware of the health benefits of regular avocado consumption nor are they aware of the wide range of uses this fruit can provide in different cuisines. Our intent is to educate consumers on both these aspects, we can also help with consumer communication on the best approaches for fruit ripening and handling."

"India market access is a great opportunity, however, we have much to learn about this market and it will take time and effort to develop this market over the coming years," he added.

COMBATING PROTEIN DEFICIENCY POULTRY PROTEIN'S VITAL ROLE IN INDIA'S NUTRITION LANDSCAPE



In a concerted effort to address the pressing issue of protein deficiency among the Indian populace, the Poultry Federation of India (PFI) with support from USA Poultry and Eggs Export Council (USAPEEC) recently hosted a session held on 18th May 2024 in New Delhi, which convened leading industry experts to underscore the indispensable role of poultry protein in addressing India's nutritional challenges. With participation from renowned industry experts, this served as a platform to advocate for enhanced protein intake, particularly through poultry products like chicken, duck, turkey, and eggs.

The Poultry Federation of India (PFI) and USA Poultry and Egg Export Council (USAPEEC) recently forged a collaborative partnership to promote poultry proteins which signals a significant step forward in promoting awareness and consumption of poultry protein as a pivotal component of daily diets.

Protein deficiency remains a critical concern in India, as highlighted by the Indian Council of Medical Research (ICMR). Despite established recommendations emphasizing the importance of adequate protein consumption for optimal health, the nation continues to grapple with subpar dietary protein intake, significantly below recommended levels. According to a recent survey by the Indian Market Research Bureau (IMRB), a staggering 73% of urban affluent individuals are protein deficient, with a vast majority unaware of their daily protein requirements or suitable protein sources.

RanpalDhanda - President, Poultry Federation of India, Ravinder Singh Sandhu - Secretary, Poultry Federation of India, Ricky Thaper - Treasurer, Poultry Federation of India, Ms.Pratibha Dixit - Nutritionist/Dietician, Artemis Hospital, Dr.AjitRanade - Vice President, World Veterinary Poultry Association and ShivenKhanna - USAPEEC were key speakers.

RanpalDhanda, President of the Poultry Federation of India, addressed protein deficiency in India. He stated, "We're glad to collaborate with USAPEEC to raise awareness about the health benefits of poultry products. Through the combined knowledge, our objective is to amplify understanding regarding the nutritional benefits of poultry products and elevate

the standards of health and wellness."

Ricky Thaper, Treasurer, Poultry Federation of India added that Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up the demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of population. Mr.Thaper further stated that in the post Covid19 pandemic phase the demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.

During the Session on Poultry Protein, Dr.Pratibha Dixit, emphasized the imperative of raising awareness about protein's significance in daily nutrition. She stressed the need for educating individuals on appropriate protein intake levels and the diverse sources of protein available in the diet. Poultry products emerged as standout examples of complete and bioavailable proteins, offering a comprehensive nutritional profile essential for overall health.

Dr JeetendraVerma, President, World Veterinary Poultry Association (India) explained the goodness of chicken meat. He said that Chicken meat is a high-quality protein containing all nine essential amino acids in right proportions. It's a Lean Protein with high nutrient density. Means it provides essential vitamins and minerals also including B complex vitamins, selenium, phosphorus and niacin. Chicken protein also helps in muscle management and growth, hence it is very popular and essential for athletes and individuals looking for building the muscle mass.

Further elucidating the nutritional merits of poultry protein, Dr.AjitRanade, Vice President of the World Veterinary Poultry Association, emphasized its role as a complete protein source. Highlighting the goodness of healthy proteins, fats, and micronutrients inherent in poultry products, he underscored their efficacy in bolstering immunity and overall well-being.

The session provided attendees with an opportunity to delve deeper into the nuances of protein consumption and its implications for public health. Discussions revolved around strategies to enhance awareness, promote dietary diversity, and expand opportunities

for poultry products.

The collaborative efforts between PFI and USAPEEC, signify a multifaceted approach encompassing education, research and development and nutritional awareness. By collaborating their expertise, this initiative aims to catalyse a paradigm shift in addressing India's protein deficiency challenge, positioning poultry protein as a cornerstone of a balanced and nourishing diet.

In conclusion, the session served as a pivotal moment in galvanizing stakeholders towards combatting protein deficiency. Poultry protein holds immense promise in fortifying India's nutritional landscape.

Source: www.business-standard.com

GOVERNMENT REPORTEDLY INITIATES ONION PROCUREMENT DRIVE TO BUILD EMERGENCY BUFFER STOCK

To ensure smooth procurement operations, NAFED and NCCF will pre-register onion farmers, facilitating direct benefit transfers of payments to their bank accounts as per the government's directives.

The Union government has initiated the procurement of onions directly from farmers at market rates to establish an emergency buffer stock of 500,000 tonnes for the fiscal year 2024-25, according to a report in the Hindustan Times citing an official from the consumer affairs ministry.

This move aims to bolster supplies and intervene in the market in case of price spikes, particularly following the recent lifting of the government's five-month ban on onion exports. In conjunction with this, the government has imposed a floor price of \$550 per tonne plus a 40% tariff on outbound onion shipments to discourage excessive exports at lower rates.

Consumer Affairs Secretary NidhiKhare expressed confidence that onion prices will remain stable despite the resumption of free exports, citing normal availability, steady prices, and robust output from the winter crop, estimated at 19.1 million tonnes.



Onions are known for their volatile nature, often experiencing shortages during the annual summer lean season, making them a sensitive commodity for consumers due to their status as a kitchen staple. The government had previously enforced a ban on onion exports in December 2023 in response to a surge in prices resulting from diminished supplies.

To execute the procurement, the government has instructed two state-backed food agencies – the National Cooperative Consumers' Federation of India and the National Agricultural Cooperative Marketing Federation of India – to purchase 500,000 tonnes of onions directly from farmers as the Rabi harvest begins to arrive in the markets. This pro-

curement process involves the government purchasing farm produce to build state reserves.

Winter onions play a pivotal role in India's overall onion production, contributing 72-75% annually. They are crucial for maintaining year-round availability due to their superior shelf life compared to summer onions, enabling storage and supply until December.

To ensure smooth procurement operations, NAFED and NCCF will pre-register onion farmers, facilitating direct benefit transfers of payments to their bank accounts as per the government's directives.

Source: www.moneycontrol.com



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GOVT MAY CONSIDER LIFTING CURBS ON RICE EXPORTS

Sources told FE that the government will assess the sowing of kharif paddy — expected to commence next month — before taking a call on removing curbs on shipments

— Sandip Das

Given the huge surplus of rice stocks and the forecast of an 'above normal' monsoon that will likely boost paddy sowing in the kharif season, the government may need to look at lifting the restrictions on rice exports imposed last year. Sources told FE that the government will assess the sowing of kharif paddy — expected to commence next month — before taking a call on removing curbs on shipments. "We need to look at lifting restrictions on rice shipments as kharif crop prospects look bright," an official said.

With the onset of monsoon over the Kerala coast next month, sowing of kharif paddy, which has a share of 80% in total rice output, is carried out in the June-July period with the progress of rains across the country.

Last month, the India Meteorological Department (IMD) forecast 'above normal' rainfall in June-September this year, with 90% chances of the rains being in the "normal-to-excess" range. Last year, precipitation was patchy and



below normal, which had hit the rice output.

"Surplus stocks and prospects of bountiful monsoon rains augur well for lifting restrictions on rice exports," an official said.

While retail prices of rice rose by 12.69% on year in March, the price rise is expected to soften in the next few months due to higher base effect. The inflation in rice prices has been in double digits since October 2022.

The rice stocks held by the Food Corporation of India (FCI) is currently close to four times the buffer for July 1 despite a 7% fall in procurement in the current season (October-September) compared with the same period last season. Currently, FCI holds 53.19 million tonne (MT) — 31.81 MT of rice stocks and 21.38 MT of grain receivable from millers. The stock is against the buffer of 13.54 MT for July 1.

In addition, officials said FCI so far has received purchase indent for 1.5 MT of rice from the agencies such as Nafed, NCCF and Kendriya Bhandar for selling 'Bharat' rice. About 0.71 MT of grain has been lifted by these agencies for distribution through retail outlets at ₹29/kg.

Last year, the government had initially banned white rice exports and subsequently imposed a 20% shipment duty on parboiled rice to improve domestic supplies as price rise remained in double digits. The government, from time to time, allowed rice exports to meet the

food security needs of some countries on the basis of request.

The shipment of aromatic Basmati rice currently has a minimum export price of \$950/tonne.

In FY23, India exported a record 22 MT of rice to more than 100 countries and last fiscal because of restrictions on rice shipment, the volume of exports dropped to around 16 MT.

India has been the world's largest exporter of rice since 2012 with more than 40% share in annual global trade of 52-54 MT.

Paddy procurement by the government agencies has crossed 68.59 MT (45.95 MT in terms of rice) in the current season — 2023-24 (October-September) so far, which is 7% lower than the same period in the last fiscal.

In addition, the agencies are targeting to purchase around 10 MT of rice in the ongoing rabi marketing season in Odisha, Telangana, Tamil Nadu and Andhra Pradesh, which is expected to bolster grain stock further.

The government had purchased a total of 56.87 MT of rice in the 2022-23 season.

FCI requires around 40 MT of rice annually to distribute to 800 million beneficiaries under Pradhan-Mantri Garib Kalyana Anna Yojana.

Source: www.financialexpress.com

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TRADE VOLUME OF INDIAN FPOS ON E-NAM DOUBLED IN FY24; GROWTH LIKELY TO SUSTAIN

Surge likely from the current low base effect and due to Govt initiatives

The Indian government's Electronic-National Agriculture Market (e-NAM) platform has captured the attention of the farmer producer organisations (FPOs) particularly after a separate module was launched to exclusively facilitate their trade. As a result, the traded volume increased to about 42,875 tonnes



during the 2023-24 fiscal, nearly double from about 21,540 tonnes in 2023-23.

Source: www.thehindubusinessline.com

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POULTRY STOCKS MAY NEED TIME TO HATCH GAINS DESPITE POSITIVE MARKET OUTLOOK

The poultry sector is on a revival path, driven by robust export demand and the private sector's expansion of the broiler meat industry.

— Gayathri G



The poultry sector, both domestic and global, is on a revival path, driven by robust export demand and the private sector's expansion of the broiler meat industry.

Rabobank, in its Global Poultry quarterly Q1 2024, says the 2024 outlook for the global poultry market is moderately positive, with a forecast of 1.5- 2 per cent growth. "Though a decline from the long-term average of 2.5 per cent per year, it's a sign of recovery from 2023's 1.1 per cent. With declines expected in pork and beef markets, poultry is expected to be the fastest-growing protein in a global animal protein market forecast to grow just 0.4 per cent year-on-year," it added.

According to EMR market research, the India poultry market, currently valued at \$28.18 billion, is expected to grow at a CAGR of 8.1 per cent in the forecast period of 2024-32 and reach approximately \$44.97 billion by 2032.

Exports of domestic poultry products, which crossed the Rs. 1,000 crore mark in the first nine months, are set to scale a new record of Rs. 1,200 crore in the current financial year 2023-24 on strong demand from countries such as Oman and Sri Lanka among others. India's poultry exports touched a high of Rs. 1,081 crore (\$134.04 million) during 2022-23, doubling over the previous year's Rs. 529.8 crore (\$71 million).

However, these upbeat prospects are not reflected in the poultry stocks. Shares of poultry players such as Venky's India, SKM Egg Products and Simran Farms have been trading in the red for quite some time. Shares of Venky's are now trading at Rs. 1,762.90 on the BSE, down 1.6 per cent from its previous close. The stock has given a -7.43 per cent return over three months. The company reported a net loss of Rs. 7.94 crore for Q3 FY24, causing a 6 per cent slide in shares. Simran Farms is now trading at Rs. 129.40, up 2.29 per cent, with a 3-month return of -20.5 per cent. SKM Egg Products, a 100 per cent export-oriented company, too, is trading in the red at Rs. 243.60 (down 3.75 per cent). The company's Q3 net slid 56.9 per cent to Rs. 11.71 crore yielding a -34 per cent return in the last three months. Ovobel Foods, an egg powder and liquid egg producer-cum-exporter, is at Rs. 220 on the BSE - down 1.23 per cent from its previous close.

Raw material spikes

According to analysts, higher input costs and lower crop projections may spike production costs and pressure

these companies margins. "Feed costs will move slightly lower, but global geopolitical issues like the Ukraine war, turmoil in the Middle East, and weather risks could affect feed costs, as well as oil and gas prices," the Rabobank report added. Feed costs account for more than one-third of the production cost.

The Ministry of Agriculture and Farmers' Welfare, in its second advance estimates for major crops for the 2023-24 season (July-June), pegged maize output lower by at least 6 million tonnes (mt) at 32.47 mt against 38.09 mt a year ago. Oilseeds production has also been pegged lower at 36.59 mt (41.35 mt). The output of soybean, a major ingredient in the poultry feed, is seen at 12.56 mt against 14.98 in the previous season.

This year, maize prices are rising higher not only due to lower output but also to demand from ethanol production. The one solace is that exports may not be feasible as a result, and the poultry sector has the option of importing 5 lakh tonnes of maize under the tariff rate quota regime.

Demand for poultry feed in the country has been rising at around 8-10 per cent annually over the last decade. Currently, 60 per cent of domestic maize production is used as feed. Major poultry associations have written to the Union government to allow duty-free maize imports, including GM crop, to enable the poultry industry to meet its future requirements.

Realisations hit

All these factors are putting pressure on producer companies and their margins. ICRA expects the revenue growth for its sample set of domestic poultry companies to improve mildly to nearly 5-6 per cent in FY2025 after an estimated modest YoY growth of 3-4 per cent in FY24.

"The growth will be driven by demand improvement, increasing share of organised players and growing preference for value-added products. While broiler meat realisations continued to be strong till 7M FY2024 (YoY growth of 2 per cent), they started tapering thereafter due to high placement and excess supply in key markets. Subsequently, Q3 FY2024 witnessed a 10 per cent QoQ drop in average realisations, resulting in overall flat average numbers in 9M FY2024 on a YoY basis," the report added.

However, ICRA added that the same could be revived gradually as the oversupply scenario corrects over the next few months. While realisations

improved in 7M FY2024 following controlled supply and healthy demand, softened feed costs further supported poultry companies' earnings.

Currently, the weighted average national price of maize is Rs. 2,188 per quintal compared with Rs. 2,025 a year ago. However, soybean prices have eased in the current fiscal and average prices in the first three quarters declined 14 per cent vis-à-vis FY2023.

Initially, maize prices were lower during October compared with the year-ago period.

"However, the realisations started tapering from November 2023 onwards and the grain prices, particularly maize, also started rallying since then. Further, significant contraction in soybean harvest during the kharif season and delayed sowing of maize may result in a potential spike in feed costs and is likely to exert pressure on the margins of poultry companies over the next few quarters," the report added.

Source: www.thehindubusinessline.com

FLIP-FLOP ON AGRICULTURE IMPORT AND EXPORT HURTS FARMERS AND CONSUMERS

The country needs to balance the interests of both. Controls, even where necessary, should be temporary and rules-based, taking the form of tariffs as opposed to outright bans

Corporates want stability and predictability in government policy. Farmers and agri entrepreneurs also desire it, but are denied the same. The double standards were seen in the May 2022 decision to ban all wheat exports, days after a Union minister spoke of India being ready to feed the world and sending trade delegations to explore new markets for the cereal. More recently, onion exports were, first, in November 2023, not allowed at a floor price below \$800 per tonne and, a month later, stopped altogether.

Earlier this month, days before Lok Sabha polls in Maharashtra's main onion-growing belt, the ban was removed. But the shipments are now subject to both a minimum export price of \$550 per tonne plus a 40 per cent duty. Imagine if corporates were to be put through such policy flip-flops. Forget improving the investment climate or ease of

doing business, these amount to government-created uncertainty.

The government's defence of export curbs — extended to non-basmati rice, sugar and even de-oiled rice bran, a livestock feed ingredient — is that they are aimed at controlling food inflation and protecting consumers. This argument, however, ignores the interests of producers, who are mostly farmers with limited lobbying power, except during election time. ARs 5/kg increase in onion prices may stretch the monthly budget of an average household consuming 5-6 kg by Rs 25-30. But for a grower harvesting 10 tonnes of the bulb per acre, aRs 5/kg price reduction translates into a revenue loss of Rs 50,000. What is an inflation problem for the consumer is a livelihood issue for the farmer. The latter also does not have the flexibility to switch crops like the former can, by buying less of one and more of another item.

India's agricultural exports, as an analysis in this newspaper has shown, fell to \$48.8 billion in 2023-24 from the record \$53.2 billion of the previous fiscal. Much of this decline has been a fallout of the



export bans and restrictions imposed in response to food inflation and domestic shortfall concerns. The country needs a new export-import policy balancing the interests of consumers and producers as well as the short- and long-term imperatives of the farm sector.

Controls, even where necessary, should be temporary and rules-based, taking the form of tariffs as opposed to outright bans or quantitative restrictions. The government can also create a buffer stock of all essential commodities to enable market intervention and curb excess price volatility. Ultimately, it needs to realise that building export markets takes time and effort, while undoing that requires just a stroke of the pen. Also, nothing hurts consumers more in the long term than hurting producers.

Source: www.indianexpress.com

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