



Food & Beverage August 2013

The global economic slowdown affected the Indian economy slightly, yet exports of United States food products to India have continued to rise. For the 2012 year, agricultural commodity exports to India have totaled over \$776 million. Growth in the Indian market is coming from an increase in middle class consumers and a change in how these consumers are buying their products. More Indian consumers are purchasing food from large retail stores rather than small neighborhood markets. American products appearing on Indian supermarket shelves are getting more exposure.

While food laws and sanitary/phytosanitary regulations are not specific or complimentary to United States exports to India, the political relations between the United States and India are continually improving, which is promising. Some animal products cannot be exported to India because of food laws. However, as the market expands and changes, Nebraska food products can prosper in India.

INDIAN FOOD & BEVERAGE INDUSTRY

India has historically had high duties on imported food products. Recently, government officials have had to lower or remove these duties because of domestic food shortages and rising food prices. Labeling and regulations are stringent in India, but as relations between the United States and India continue to improve, duties and rules will change. India boasts the second largest population in the world, which means many hungry people. Nebraska food companies can be successful in India if they can meet the regulations.

The following products are in high demand in India:

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| Potatoes & potato products | Beverages, spirits & vinegar |
| Almonds/pistachios | Fruit juices |
| Cocoa & chocolate products | Pasta |
| Sauces, condiments & seasonings | Sugars |

Here are tips for exporting to India:

ANALYZE MARKET POTENTIAL:

The USDA Foreign Agricultural Service (FAS) has a program called Food Export. Food Export provides food companies resources to help export their food overseas. Analyzing market potential is vital to exporting successfully, and Food Export offers Food Export Helpline and Market Builder for companies who want to export. Go to www.foodexportalliance.org/eweb to find out more information on both of these programs.

APPOINT A REPRESENTATIVE, AGENT, OR IMPORTER:

Once you have found the market for your product, the next step is to find a way to get the product into that market. Food Export Helpline can aid you in finding those distributors. Contact the Nebraska Agricultural Trade Office for details.

USE A PERSONALIZED APPROACH:

Relationships are vital to being successful in India. Culture is a driving factor of every sale, so getting to know your importer is essential for success. A great way to meet potential buyers is through Food Export Buyer's Missions and Focused Trade Missions. India trade shows include, AAHAR, The International Food Fair, Fine Food India Annapoorna-World of Food India, and Food and Grocery Forum.

KNOW EXPORT REQUIREMENTS:

Exporting regulations differ depending on the product and country. Nebraska Agricultural Trade Office staff can provide information regarding regulations and documentation. Also, Food Export provides webinars covering topics such as export documentation and the three "P's" of exporting.

LABELING REQUIREMENTS:

You need to be aware of what the local importer requires as far as languages or nutritional information on labels. India's food laws are very strict, and this includes labeling. Because of this, you may need to revise and change your labels or promotional materials. Food Export provides the Branded Program, which is a reimbursement program. The Branded Program allows companies to be reimbursed for marketing endeavors, which includes printed materials. Keep this in mind as you learn more about your importers' expectations and needs for your products.

EXPORT ASSISTANCE:

Nebraska Agricultural Trade Office staff can provide information and assistance for your company in regards to your exporting endeavors. Food Export also has programs specifically designed to help food companies find markets and contacts, learn more about exporting, and become successful in international settings.



For More Information Contact:

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