

GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
(DEPARTMENT OF COMMERCE)

**RAJYA SABHA**  
**STARRED QUESTION NO. \*301**  
ANSWERED ON 28.03.2025

**MEASURES TO EXPAND EXPORT OF FRESH FRUITS**

\*301. SHRI KESRIDEVSINH JHALA:

Will the Minister of COMMERCE & INDUSTRY be pleased to state:

- (a) the measures being taken by Government to expand exports of fresh fruits to Australia, USA, Europe and other new emerging markets, the details thereof, State-wise;
- (b) the specific benefits provided to Indian farmers from this trade milestone and whether there are plans for additional support;
- (c) the initiatives being taken to ensure compliance of Indian agricultural exports including seasonal fruits, to meet global phytosanitary and quality standards to strengthen international trade; and
- (d) the strategies that Government is formulating to enhance the cost-efficiency of sea shipments for perishable agricultural products minimizing logistical hurdles for farmers and exporters?

**ANSWER**

THE MINISTER OF COMMERCE AND INDUSTRY  
(SHRI PIYUSH GOYAL)

(a) to (d): A statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PART (a) TO (d) OF RAJYA SABHA STARRED QUESTION NO. 301 FOR ANSWER ON 28<sup>th</sup> MARCH, 2025 REGARDING “MEASURES TO EXPAND EXPORT OF FRESH FRUITS”**

**(a) & (b)** The Department of Commerce through the Agricultural and Processed Food Products Export Development Authority (APEDA) provides financial assistance to its members, for promotion of its Scheduled products, including fruits, across India, through its Financial Assistance Scheme (FAS). The scheme has the following components:

- i. Development of Infrastructure
- ii. Quality Development
- iii. Market Development

The details of the financial assistance scheme and its guidelines are available at APEDA portal, [www.apeda.gov.in](http://www.apeda.gov.in) , under the “Schemes” tab.

The major measures taken by the Department of Commerce, through APEDA, at the State level, in collaboration with respective State governments, for supporting the fresh fruits trade are:

- a. Development of post-harvest handling facilities and developing cold chain network in the form of integrated pack houses, reefer vehicles and in-house testing facilities to maintain quality and longevity of fruits.
- b. Treatment facilities like Vapour Heat Treatment (VHT), Hot Water Treatment (HWT) etc. to mitigate the infestation/incidence of pests in specific fruits.
- c. Participation of exporters, FPO’s in International Trade Fairs including the events exclusively organized for trade in fruits such as Asia Fruit Logistica (Hong Kong), MACFRUIT Italy etc.
- d. Organizing international buyer seller meets in States for promotion of Agri exports including for fruits.
- e. Campaigns in print/electronic media for promotion and branding of Indian fruits in key international markets during prominent trade fairs.
- f. State specific studies and action plans for export from of Agri products including for fresh fruits.

India currently exports fresh fruits to more than 85 countries. APEDA works in close collaboration with the National Plant Protection Organization (NPPO) of the Ministry of Agriculture & Farmer’s Welfare for entering new markets like Australia, Europe, USA and emerging markets. Intensive discussions are ongoing at the level of NPPO India and its counterpart agencies for gaining market access for India’s fresh fruits in new markets. In the last three years, market access was achieved for the following fresh fruits in the following countries: (i) Fresh Banana in Canada; (ii)Pomegranate Arils in Australia, USA, Serbia, and New Zealand; (iii)Whole Pomegranates in Australia via Irradiation treatment.

As a result of Government's intensive export promotion measures for fresh fruits, India's exports of Fresh Fruits in the period 2019-20 to 2023-24 have grown by 47% in value terms from US\$ 668.7 Million to US\$ 986.3 Million and have grown by 69% in terms of quantity from 7.55 lakh MT to 12.76 Lakh MT.

(c) To ensure the compliance of Indian agricultural exports, including seasonal fruits, with global phytosanitary and quality standards to strengthen international trade and complying with specific requirement of importing countries, following initiatives are being taken by the Department of Commerce through APEDA in close coordination with major stakeholders like Ministry of Agriculture & Farmer's Welfare, Ministry of Food Processing Industries, State Governments:

- i. Sensitization/Capacity Building/Training programmes of farmers on Good agricultural Practices (GAP)
- ii. Development of Traceability System as per importing country requirements
- iii. Farm registration as per importing country requirements
- iv. Registration and recognition of integrated packhouses as per importing country requirements
- v. Development and implementation of residue management plan as per importing country requirements
- vi. Development of treatment facilities like Irradiation Facility, Vapour heat treatment facility, Hot water treatment facility for pest free shipments.

(d) The government is focusing on development of the sea protocols for perishable products particularly fresh fruits which will enable export of higher volumes particularly to long distance markets at more competitive prices enabling higher realizations to all stakeholders in the export supply chain including farmers. Department of Commerce through APEDA is getting these protocols developed through the Indian Council of Agricultural Research (ICAR). Sea protocols have been developed for Bananas and Pomegranates and are under development for Mangoes, Oranges and Pineapples.

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