

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

LOK SABHA
UNSTARRED QUESTION NO. 5038
TO BE ANSWERED ON 24th JULY, 2019

COFFEE EXPORT

5038. SHRI L.S. TEJASVI SURYA:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- the total quantum and value of the exports earned from coffee and its products, year-wise from 2008-19;
- whether there was a drop in coffee exports between 2016-17 and 2017-18 and if so, the reasons therefor; and
- the measures taken/to be taken to promote coffee exports in the year 2019-20?

ANSWER

वाणिज्य एवं उद्योग मंत्री (श्री पीयूष गोयल)

THE MINISTER OF COMMERCE AND INDUSTRY
(SHRI PIYUSH GOYAL)

- The details of quantum and value of coffee exports and its products year-wise from 2008-2019 are given below:-

Financial Year	Quantity (Tonnes)	Value (Rs. Crores)
2007-08	218852	2044.71
2008-09	196762	2238.41
2009-10	196002	2070.68
2010-11	299778	3373.73
2011-12	333222	4678.90
2012-13	299288	4552.75
2013-14	299879	4650.30
2014-15	274999	4897.94
2015-16	310015	5056.28
2016-17	343933	5446.59
2017-18*	394559	6202.80
2018-19*	355250	5928.50

*based on export permits issued

Source:- Coffee Board

- No Sir, there was no drop in coffee exports between 2016-17 and 2017-18.

(c) Government of India through the Coffee Board is undertaking various measures to boost the export of coffee, which inter-alia includes conducting promotional activities highlighting uniqueness of Indian coffee in the foreign markets, reinforcing presence in the traditional markets, lending promotional support to Indian coffee exporters in their marketing efforts and also providing incentives for export of high value and value added coffee. The details are as under:

- (i) Participation in International Coffee Conferences / coffee centric events
- (ii) Organising Buyer Seller Meets/coffee tasting sessions
- (iii) Branding of Indian Coffee through publicity campaigns/ Media publicity
- (iv) Promotion of GI (Geographical Indication) Registered Coffees viz. Bababudangiris Arabica, Chikmagalur Arabica, Araku Arabica, Coorg Arabica, Wayanad Robusta, Monsooned Malabar Arabica and Monsooned Malabar Robusta
- (v) Organizing Flavour of India -The Fine Cup Award Competition to select fine coffees and expose them to export market
- (vi) Providing financial assistance to Indian coffee exporters @ Rs.2/kg for export of high value coffee to the far-off destinations viz. USA, Canada, Japan, Australia, New Zealand, South Korea, Finland and Norway and @Rs.3/kg for export of value added coffee in retail packs as India Brand.
