

**BUYER-SELLER MEET & CONFERENCE  
ON  
APPLE, TEMPERATE FRUITS AND NUTS  
OF  
JAMMU & KASHMIR**

**5<sup>th</sup> – 6<sup>th</sup> JUNE 2007**

**J&K INSTITUTE OF MANAGEMENT, PUBLIC ADMINISTRATION  
AND RURAL DEVELOPMENT, SRINAGAR  
JAMMU AND KASHMIR**

*Emerging opportunities and challenges of fruit industry of Jammu and  
Kashmir and developing national and international trade.*

**ORGANIZED BY**



**Indian Society of Agribusiness  
Professionals**



**Apple Growers' Association  
of India**

**SUPPORTED BY**



### **Facts about Apple, Temperate Fruits and Nuts**

Nearly, 75 % of the country's temperate fruits, mainly apples, are grown in Jammu and Kashmir.

Apple occupies around 40% of total area under fruit and accounts for 90% of the total production of fruits in the State.

The area under apple cultivation accounts for 87,000 hectares with an annual production of 9.29 lakh metric tons (2003-04).

Amri (Ambri Kashmiri), American trel (American Apiroque), Delicious (Red Delicious), Maharaji (White Dotted Red), Hazaratbali (Benoni), Kesri (Cox's Orange Pippin) are some of the choicest varieties of apples in J&K

Kashmir produces excellent quality of temperate and dry fruits like Pear, Cherries, Walnuts, Almonds, Pine Nuts or Chilgoza and Apricot.

Pulwama is considered as "crown" of north India in respect of fresh fruit and dry fruits.

5 lakh farmers involved in the trade.

Each Ha of orchard generates 400 mandays per year (1.30 man-year).

State has been declared as an agro-export zone for apple and walnut.

J&K generates Rs 2100 crore annual income from fresh fruits, Rs 250 crore from dry fruits.

Share of Indian Walnut in the International Market is 7%.

### **Importance**

The fruit industry is the second most important industry after tourism in Jammu and Kashmir and Kashmir probably is most ideal unparalleled area in the world for growing temperate and dry fruits. The demand for the temperate fruits from within the country is large and potential for export of fresh fruits to the neighboring countries is enormous. Trade in fruits has become steadily more important over the last decades. Factors such as concern for a healthy diet and improved handling and transportation, have furthered the globalization of fruit trade.

### **Critical Issues**

Average land holding size (0.76 hectare) being small for the commercialization of the horticulture activity.

Improvement in the productivity of the temperate fresh and dry fruits.

Due to unavailability of packaging and processing facilities, 30 per cent of the total fruit produced get wasted.

Inadequate marketing facility and lack of investment and integration in the marketing chain and value addition in the supply chain is negligible.

### **Various promotional measures**

Development of new varieties of fruits.

Optimum use of land through high-density plantation of fruit crops.

Adoption of post harvest techniques (pre-cooling, sorting, grading, packaging etc) from farmers field.

Development of cold storage infrastructure and better and faster transportation facilities.

Need to set up of industrial units for juice concentrate, jams, jellies and marmalades.

Building the confidence of the private investor in the horticulture development and fruit processing industry.

### **Buyer-Seller Meet & Conference on Apple, Temperate Fruits and Nuts of Jammu & Kashmir**

#### ***The Conference will focus on the theme:***

Emerging opportunities and challenges of fruit industry of Jammu and Kashmir and developing national and international trade.

#### **Objectives**

Development of sustainable production, value addition and quality control systems for fruits of Jammu and Kashmir.

Fresh and processed fruit products markets and growth opportunities in national and international markets.

Trade support services.

#### **Buyer Seller Meet**

Exploring organic and export market for apple, temperate fruits and nuts.

Access to information on prices, policies, trade regulations etc of apple, temperate fruits and nuts.

Opportunity to discuss your business requirements  
Marketing tie-ups between producers and buyers  
Display of apple, temperate fruits and nuts during exhibition  
Strengthening of backward and forward linkages

**The Conference deliberations will cover the following broad subject areas:**

**Fruit Production – Improving productivity**

Modernization of nurseries.  
Replacement of old and unproductive plants.  
Area expansion with healthy and disease-free planting material.  
Mass production of new varieties for quicker area expansion.  
Rejuvenation of old orchards.  
High-density planting.  
Increasing pollinisers and pollinating agents.  
Synchronization of flowering.  
Balanced use of micro-nutrients.  
Development of irrigation sources.  
Disease forecasting system to regulate the pesticide usage.  
Adoption of integrated pest management.  
Organic fruit production  
Potential pomo-tourism industry  
Farm credit  
Meetings export standard specification through EurepGAP standards.

**Post harvest management of fruits**

On farm storage  
Innovative packaging solutions for fresh fruits  
Modern Grading Lines and Cold Storages  
Transportation efficiency  
Infrastructure development

**Value addition through fruit processing**

Value addition from non-traditional fruits  
Low cost fruit processing units

### **Export market for fruit industry**

Knowledge of Phyto-sanitary standards at the international competitive levels

Fruit export market

Export oriented technologies and methodologies for fruit industry

Cost competitiveness and efficient marketing system of fruit industry in the post WTO Regime

### **Role played by different agencies in promotion of export in fruit industry**

Role of Central and State Government

Role of Corporates

Role of NGOs

Role of farmer's organizations

### **Field Visit**

The tour to various temperate fruits producing orchards in Jammu and Kashmir, which is luckily tourism hub of the country, will be arranged for the participating delegates.

### **Potential Participants**

APEDA

Banking and Financial Institutions

Corporates

Exporters

Farmers' / Growers Associations/ Organizations

Jammu and Kashmir Horticulture Planning and Marketing department

J&K State Agricultural Produce Marketing Board

J&K State Government

Importers

Ministry of Food Processing Industries

National Horticulture Board

NABARD

NGOs

Processors

Industry representatives

Horticultural Research Institutions

## Potential Participants from Growers Association

Apple Growers Association, Kulgam  
Apple Growers Association, Handwara  
Walnut Growers Association, Kupawara  
Apple Growers Association, Baramullah  
Fruit Growers Association, Srinagar  
Pulwama Growers Association, Badgam  
Apple and Cherry Growers Association, Shopian  
Apple and Nuts Growers Association, Pulwama  
Apple and Nuts Growers Association, Anantnag

## Tariff

Indian Delegates - INR 2000/-  
Spot Registration - INR 3000/-  
Foreign Delegates - US\$ 100

## Stall Tariff

Stall Size	Indian Exhibitors	Foreign Exhibitors
3 m x 2 m = 6 Sq M	INR 15,000	US\$ 350

Apple, Temperate Fruits and Nuts Secretariat  
Indian Society of Agribusiness Professionals  
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Mobile No; 09810931908/ 09810414800/ 09891167296  
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## REGISTRATION FORM

<b>DELEGATE REGISTRATION FORM</b>	
NAME OF THE DELEGATE:	
ORGANIZATION NAME:	DESIGNATION:
ADDRESS:	
PHONE NO:	MOBILE NO:
FAX NO:	E-MAIL ID:
<b>THE EXHIBITION BOOTH RESERVATION FORM</b>	
NAME OF THE EXHIBITOR:	
ORGANIZATION NAME:	
ADDRESS:	
PHONE NO:	MOBILE NO:
FAX NO:	E-MAIL ID:
<b>DD/ CHEQUE SHOULD BE SENT IN FAVOUR OF "INDIAN SOCIETY OF AGRIBUSINESS PROFESSIONAL' PAYABLE AT NEW DELHI.</b>	
<b>Apple, Temperate Fruits and Nuts Secretariat Indian Society of Agribusiness Professionals R-289A, Greater Kailash -1, New Delhi - 110048. 011-41730573/74 ; 41630967; Fax; 011-41731674; Mobile No; 09810931908/ 09810414800/ 09891167296 E-mail id: <a href="mailto:manoj@isapindia.org">manoj@isapindia.org</a>; <a href="mailto:ved@isapindia.org">ved@isapindia.org</a>; <a href="mailto:amrita@isapindia.org">amrita@isapindia.org</a>.</b>	

**\* FOR HOTEL FACILITIES AT SRINAGAR – P.T.O**

**HOTEL FACILITIES IN SRINAGAR, JAMMU AND KASHMIR**

<b>S.No</b>	<b>Name of the Hotel</b>	<b>Contact Person</b>	<b>Mobile No.</b>	<b>Telephone No.</b>	<b>Fax No.</b>
1	Grand Palace Hotel, Palace Road	Mr. G.D. Panda	099065266 60	0194 - 2456701-03	0194 - 2453794
2	Ahdoo's Hotel, Residency Road	Mr. Hassan	094190105 38	0194 - 2472593, 2471984	0194 - 2455251
3	Brodway Hotel, M.A. Road	Mr. Amin	094195593 92	0194 - 2459001-4,	0194 - 2459001 , 02, 03
4	Centaur Lake View, Chashmashahi			0194 - 2475631-33,	0194 - 2471877 , 2473842
5	Imperial Lake View, Nehru Park	Mr. Tanveer	094194762 79	0194 - 2452805	
6	Jehangir Hotel, Jahangir Chowk	Mr. Nazar	094196007 83	0194 - 2471830, 247 1831	
7	Madhuban Hotel, Old Gagribal	Mr. Vasim Mali	094190074 55	0194 - 245 3800, 245 3677	0194 - 245 7117
8	Ruby Hotel, Lamberi Line	Mr. Mudasar	094195181 13	0194 - 247 4724, 247 7538	
9	Welcome Hotel, Boulevard			0194 - 2479553, 2479704	0194 - 2479667
10	Ascot Hotel, Old Gagribal	Mr. Mohsin	094190055 443	0194 - 2451275	
11	Bombay Gujarat Hotel, Budshah Chowk,	Mr. Khan		0194 - 2477807	
12	Grand Hotel & Restaurant, Residency Road,	Mr. Mushtak		0194 - 2476583, 2473242	
13	Green View, Dal Lake, Nehru Park	Mr. Gilip	094190012 50	0194 - 2454387	
14	Hayat Hotel, Kohan, Dalgate	Ajaz Ahmed	094197207 26	2451680	
15	Kashmir Khalsa Hotel, Lal Chowk	Mr. Gulam Kajal	094941900 3575		
16	Mir Palace Hotel, Dalgate	Mr. Fayz	099068755 88	0194 - 2474877 ®	
17	Moti Mahal Hotel, Abi Guzar	Mr. Hamid	094190105 92	0194 - 2474578	
18	New Green View Hotel, Dal Lake	Mr. Manzoor		0194 - 2457117	0194 - 2457117
19	Orion Hotel & Restaurant, Lal	Mr. Siraj	099065718 61	0194 - 2472431	

20	Punjab Hotel & Restaurant, Lal Chowk	Mr. Mohamad Sharief Khan	09419061083	0194 - 2474163	
21	Standard Hotel & Restaurant, Lal Chowk	Mr. Latif	09419010888	0194 - 2473065	
22	Saahil Hotel, Sarai Bala	Mr. Firdous	09419017950	0194 - 2477066	0194 - 245 2245
23	Tal Hotel			0194 - 2479556	
24	Bharat Hotel & Resturant, Lal Chowk	Mr. Oberoi	09419055992	0194 - 2473598	
25	Dal Rim Hotel, Kohan-Khan	Mr. Abdul Latif	09419013339	0194 - 2475541	
26	Gulrose Hotel, Kohan-Khan	Mr. Shafi	09906592968	0194 - 2471121	
27	Lake Side Hotel, Dal Lake	Mr. Shrinivas (Delhi Office)	0194 - 245 0235		
28	New National Hotel, Kohan-Khan	Mr. Bashir	09906571765	0194 - 2470374	
29	Sahara Hotel, Kohan-Khan	Mr. Hamid	09419010592	0194 - 2474578	