

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

5th – 6th JUNE 2007

**J&K INSTITUTE OF MANAGEMENT AND 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**

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.

The post-harvest practices such as grading, packing, refrigeration, and transport practices followed are poor compared with those followed in the United States and other major producing countries.

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.

Better understanding of economics of global supply and demand of apple, temperate fruits and nuts.

Interaction with experts on apple, temperate fruits and nuts.

Interaction with importers

One to one interaction between sellers and buyers

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

Meeting quality requirements i.e. implementation of HACCP

Labeling and marketing requirements

Economic utilization of processing wastes

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

Tariff

Tariff for Indian Delegates –

Before April 30, 2007 – INR 1500/-

May 1 – May 31, 2007– 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

Advertisement Tariffs for the souvenir

Coloured	Size (cm x columns)	Amount (Rs. Per Ad)
Back Cover Page	23 x 3 col	30,000 (USD 600)
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Black & White	Size (cm x columns)	Amount (Rs. Per Ad)
Full Page	23 x 3 col	10,000 (USD 200)
Half Page	11½ x 3 col	6,000 (USD 120)

Date of the event

5th – 6th June 2007

Venue

J&K Institute Of Management And Public Administration And Rural Development,
Srinagar, Jammu and Kashmir.

Organizer

Indian Society of Agribusiness Professionals in association with **Apple
Growers Association of India**

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