

Indian fruit and vegetable exports down

Recently, India has been losing its presence in the global fresh fruit and vegetables markets due to the stringent quality norms of importing countries. The Indian Agricultural & Processed Food Products Export Development Authority shows how India's exports of fresh vegetables declined by 26.3 percent from 1.95 to 1.44 million tonnes during April-October this year, compared to the same period last year. India's shipment of fresh fruit also declined 17 percent, from 386,063 to 321,220 tonnes in the first seven months of the current financial year.

People are however working on strategies to combat the decline in India's fruit and vegetables exports. According to the Business Standard, highlights of these strategies are the need for capacity building, appropriate branding and infrastructure upgrade.

The decline in India's fruit and vegetables exports can be attributed to frequent changes in government's norms. Thus, experts call for consistency in government policies to enable Indian exports to frame a long-term export strategy.

Meanwhile, all large and small countries of the world have started adopting stringent quality norms set by the European Union. That has made India's exports of fruit and vegetables difficult.

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