



Department of Agriculture & Cooperation
Ministry of Agriculture
Government of India

Fruit & Vegetable SUMMIT

12-13 MAY 2008, NEW DELHI

Developing Globally Competitive Value Chains

A RETROSPECTIVE JUNE 2008



Confederation of Indian Industry



Hon'ble Minister Shri Sharad Pawar releasing CII's Global Agrisystem Investor's Guide "Empowering Fruit and Vegetable Businesses through Information" and a strategy paper "Developing Globally Competitive Fruit and Vegetable Value Chains: Key imperatives for India"

The first of its kind comprehensive 'Fruit & Vegetable Summit 2008' organized by the Confederation of Indian Industry (CII) along with the Ministry of Agriculture and its affiliated institutions, the National Horticulture Mission and the National Horticulture Board have concluded in New Delhi.

The key focus of the summit was on "Developing Globally Competitive Value chains. The summit has been a foundation stone of a great journey of developing globally competitive value chains in the F&V sector and catalysing holistic policy development and creating an interface among the industry, the government and the farmers.

The 'Fruit & Vegetable Summit 2008' was aimed at:

- Assembling all the stakeholders in the F&V sector on a common platform to discuss the various issues, challenges and opportunities in this emerging field.
- To create integrated end-to-end value chain from the farm to the doorstep of the consumer and design a value proposition that would win the consumer over.
- Bring success stories to the fore and create linkages between the government and the industry.

The tone of Summit was clear of the need of developing proper value chains for domestic marketing, exports and continued sustainability. The Summit came out with the fact that the F&V sector can really bring about transformation in India' rural ecosystem, if linked up to the consumption points effectively.

EXCERPTS



"Fruit, Vegetable sector must become more competitive"
Shri Sharad Pawar
Hon'ble Minister
Agriculture and Consumer Affairs,
Food and Public Distribution



"Fruit and Vegetable sector to be a growth driver"
Shri Subhodh Kant Sahai
Hon'ble Minister of State
Food Processing Industries



"Developing proper value chains for domestic marketing and exports is the key to increasing agricultural GDP"
Dr P K Mishra
Secretary,
Department of Agriculture and Co-operation,
Ministry of Agriculture.



We would like cluster based HRD to be taken up by CII right across the country, not only for GRD even things like HACCP.
Mr P I Suvrathan
Secretary
Ministry of Food Processing Industries
Government of India

FRESH ON SHELF

Understand
F&V Value Chains
in...



A ready reckoner
for F&V FUNDING
SCHEMES
INVESTMENT
OPPORTUNITIES...



Rs.500/-



"The summit has been a foundation stone of a great journey of developing globally competitive value chains in the F&V sector"
Rakesh Bharti Mittal,
Chairman,
CII National Council on Agriculture
Vice Chairma Bharti Enterprises.



Brought together different stakeholders

- ▶ 15 Growers Association
- ▶ 50 Progressive Framers

Distinguished Participating companies

- ▶ Aditya Birla Retail Ltd.
- ▶ Bharti Delmonte
- ▶ Bharti Enterprises
- ▶ Calypso Foods
- ▶ Devbhumi Cold Chain
- ▶ Field Fresh Foods Pvt Ltd.
- ▶ Freshtrop Fruits Ltd.
- ▶ Heritage Foods
- ▶ ILFS (Infrastructure Leasing & Financial Services Ltd.)
- ▶ Jain Irrigation
- ▶ Kay Bee Exports
- ▶ Mahindra Shubhlabh Services Limited
- ▶ Namdhari Seeds
- ▶ YES Bank Ltd

Learnings from the technical sessions

Session I: F&V Businesses: Outlook and Growth Drivers:

1. Consumer Preferences; ultimate growth driver for F&V based businesses.
2. Extent of value addition and link up to market; determines sector growth.

Session II: Retail: Key Driver for Consolidation and Vertical Integration of F&V Value chain Potential Driver for Efficiency in Value Chain:

1. Organized retail to bring discipline in supply chain and price of produce
2. Need to create value proposition around consistency, productivity, promotion and shelf life.

Session III: Exports: Realising Export Potential of F&V Sector for achieving rightful position in global trade:

1. Harmonization, Equivalence and Mutual Recognition Agreement: three mechanisms for trade promotion.
2. Need for developing simplified and faster export process to increase business opportunity.

Session IV : Processing: Growth of the Food Processing industry critically impacts the growth of the F&V sector:

1. Contacts with farming community necessary for success of Food Parks.
2. Steps need to be drawn for reaching the farmer for Quality.

Session V : Handling Perishables: The Infrastructure and Logistics Gap and Resultant Investment Opportunities:

1. Need for significant investment in Infrastructure for efficient linkage.
2. Infrastructure development and Operational efficiency required to achieve economy of scale and better utilization.

Session VI : Managing the Farm end for Sourcing and Scale Up Integrating Small Farmers into the Supply Chain

1. Need for Value chain approach, demand driven interventions and embedded services to link buyers to producers
2. Major role of Retailers and Exporters in setting benchmarks for quality and improving the economy of growers.

Shared perspectives of eminent speakers like...

- ▶ **Mr. Arbind Das**
Vice President
Aditya Birla Retail Ltd.
- ▶ **Mr. Asit Tripathy**
Chairman
Agricultural and Processed Food Products Export Development Authority (APEDA)
- ▶ **Mr. Bijay Kumar**
Managing Director
National Horticulture Board (NHB)
- ▶ **Dr. C.V. Ananda Bose**
Additional Secretary
Department of Agriculture and Cooperation
Ministry of Agriculture
- ▶ **Mr. D. Mitra**
Managing Director
Calypso Foods Private Limited
- ▶ **Dr. Dilip Narayanrao Kulkarni**
President (Agri Food Division)
Jain Irrigation Systems Limited.
- ▶ **Mr. G.V.G. Roa**
Vice President (Agri-operations)
Global Green Company Ltd
- ▶ **Mr. Gokul Patnaik**
Chairman
Global Agrisystem Pvt. Ltd.
- ▶ **Mr. Jo.H.M. Wijnands**
Senior Researcher
Agricultural Economics Research Institute (AERI), Netherlands
- ▶ **Mr. Kaushal Khakar**
Chief Executive Officer
Kay Bee Exports
- ▶ **Mr. P. Chengal reddy**
Hon. Chairman
Federation of Farmers Association
Andhra Pradesh
- ▶ **Mr. Rajan Chhiba**
Chief Executive Officer
INTRIM Business Associatess
- ▶ **Mr. Rakesh Bharti Mittal**
Chairman
CII National Committee on Horticulture & Vice Chairman, Bharti Enterprises
- ▶ **Mr. S. K. Patnayak**
Joint Secretary & Mission Director
National Horticulture Mission
Ministry of Agriculture
- ▶ **Mr. S. Mitra**
Executive Director
National Bank for
Agriculture and Rural Development
- ▶ **Mr. S. Ramanujam**
Chief Executive Officer
F&V Businesses
Mother Dairy Fruit and Vegetable Pvt Ltd.
- ▶ **Mr. Sanjay Nandrajog**
CEO, Field Fresh Foods Pvt. Ltd.
- ▶ **Mr. Sanjeev Chopra**
IAS, Secretary
Agriculture and Consumer Affairs
Government of West Bengal
- ▶ **Mr. Sunil Basal**
Chief Executive Officer
F&V Businesses
Mother Dairy Fruit and Vegetable Pvt Ltd.
- ▶ **Prf. Thomas Reardon**
International Food Policy Research Institute (IFPRI)/ Michigan State University,
Joint Project on " Markets in Asia"

Contact:

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