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## A REPORT ON INDIA'S BIGGEST EVENT OF ORGANIC AGRIBUSINESS

India Organic trade fairs are growing annually to be one of Asia's biggest organic events, it provides the best platform for the organic stakeholders to showcase the advancement of organic agriculture, newer technologies, products, processes and its derivatives.

## 1. Introduction

International Competence Centre for Organic Agriculture (ICCOA), in association with National Centre of Organic Farming (NCOF), Ministry of Agriculture and APEDA, Ministry of Commerce, organized India's biggest event on organic agri-business annually since 2005.

India Organic trade fairs are growing annually to be one of Asia's biggest organic events, it provides the best platform for the organic stakeholders to showcase the advancement of organic agriculture, newer technologies, products, processes and its derivatives.

The fourth edition, 'India Organic-2008', was organised at IARI, Pusa, New Delhi from 27-30 November 2008.

This is India's biggest event on Organic Agribusiness. It attracted 114 Exhibitors occupying 192 stalls from all over the country. India Organic 2008 includes five important events namely:

-  **Trade fair**
-  **International seminar and Workshops**
-  **Organic food festival**
-  **Buyer-Seller meets**
-  **Indian Traditional Cultural Programs**



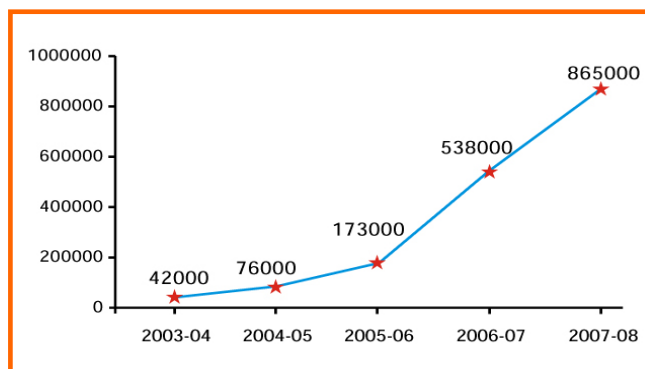
The Fair is about improving India's market share in the International Organic trade. It provides a platform for the Organic Stakeholders to showcase the advancement of organic agriculture, newer technologies, products, processes and its derivatives. It invites participation from the world with a broad spectrum of

of organic agriculture stake holding groups. This trade fair is playing a crucial role in accelerating the growth of business as well as brand-building by establishing a link for the trading community across India and World. A meeting ground for businessmen, technocrats, entrepreneurs, manufacturers, exporters, suppliers, importers, distributors, service providers amongst others, each edition of the fair turned out to be more successful than the preceding one.



## 1.1 Background

In 2003 only 73000 hectares of cultivated land was certified organic, but by 2007 this figure was 5,38,000 ha, which then rose to 8,65,000 ha by 2008 (4.01 ha fully certified and 4.64 area is under conversion).



India was exporting organic products to the value of only INR. 730 million in 2003 (Euro 11.23 million), and by 2007 this figure was touching INR. 2500 million and crossed INR 3500. Even this market is only 0.2 % of world trade. Parallely domestic market for organic products in India is also growing and India's first market survey (conducted by ICCOA, 'Markets for Organic Foods in India', Rao Kishore, Menon MK, et al) indicates a huge potential of over INR.15 billion in the coming years. India should target to reach at least USD 1 billion by 2012, thereby capturing 2.5% of global market share.

World is growing fast in the production of organic agri-products and its consumption. U.S.A, Australia, Switzerland, Japan and many countries in the European Union have increased production and trade of various organic agri-products by leaps and bounds in the recent years. An estimate shows that world trade of Organic products has crossed US \$ 38.6 billion per annum, and is likely to touch USD 100 billion by 2012.

## 1.2 The Market place for Organics: India Organic trade fairs

India as of now is emerging as a very important player in the global organic sector. For India to grow at this targeted pace and for ensuring that all stakeholders, especially the farmers, are benefited from this progress, ICCOA created a unique platform for all the stakeholders to come together, interact, share knowledge and to trade. This platform is the India Organic trade fairs and International seminars, being organized by ICCOA since 2005. **Trade fair in Bangalore generated business worth Rs.42 crores and the latest edition in 2008 at New Delhi recorded business enquiries of over Rs.150 crores in Organic Trade.**

*India Organic strives to keep this growth up and is targeting 20 lakh hectares under organic cultivation by 2012.*

India Organic strives to keep this growth up and is targeting 20 lakh hectares under organic cultivation by 2012. We believe that the trade of organic products from India should cross USD 1 billion (about 2.5 % share of the global trade) in five years!

### 1.3 Objectives of the Trade Fair

Apart from providing market access to the producers, the India Organic 2008 trade fair helps;

- Create a common platform for buyers, sellers and other stakeholders of the organic market.
- Create and/or improve consumer awareness about organic foods.
- Provide exposure to different facets of organic farming.
- Create awareness about the proper post harvest technologies, quality control, labeling and packaging among various stakeholders.
- Bring about increased involvement of the Central and State Govt. agencies in the area of organic agri-business.
- Improve India's market shares in the international organic market

### 1.4 Exhibitors Profile

The Fair provides a platform for the Organic Stakeholders to showcase the advancement of organic agriculture, newer technologies, products, processes and its derivatives. It invites participation from the world of organic agriculture with a broad spectrum of stake holding groups.

- Farmer groups practicing certified organic farming and other sustainable farming practices
- Traders and Exporters from India and abroad
- Corporate with organic and sustainable farming projects
- Organic input producers/suppliers/input companies
- Retail chains and super markets with organic products
- Entrepreneurs eager to enter into organic trade
- Central Govt. / State Govt./ Govt. Agencies
- Research Institutes and Universities
- Commodity Boards
- Certifying agencies with organic certification
- Certifying agencies with Demeter, HACCP, Fairtrade, ISO certification etc.
- Processors with standards of organic, HACCP, ISO etc.
- Quality Analysis laboratories
- Publication houses
- Eco-tourism enterprises and entrepreneurs
- Cosmetics, nutraceutical and pharmaceutical industries
- Purchase executive of food ingredient companies, super markets, star hotels and large retailers.
- Consumer organizations
- Herbal products manufacturers and retailers Medicinal, aromatic, dyeing plant and essential oils producers

## 2. Inauguration of India Organic-2008

This year, the four-day mega event was inaugurated by **Smt Pramila Rani Brahma**, Hon'ble Minister of Agriculture, Govt of Assam and **Mr T. Nanda Kumar**, IAS, Secretary (Agriculture), Govt. of India. **Shri Sompal**, Former Minister for Agriculture delivered the key note address. Other dignitaries who graced the inauguration included **Dr. Diana Barrowclough** from UNCTAD, **Ms Louise Lutikholt** from IFOAM and **Dr. S A Patil**, Director, Indian Agricultural Research Institute.



The inauguration ceremony and the day's proceedings were also attended by senior officials and experts, in particular **Mr. Sanjeev Gupta** (IAS), Joint Secretary (Agriculture), **Dr. AK Yadav**, Director- NCOF, **Dr. KL Chadha**, Chairman-ISAP and Former Commissioner of Horticulture, **Dr. Tej Partap**, Vice Chancellor (CSK HP Agri. University),

Director of Agriculture and Horticulture from many states, officials from APEDA and other govt. bodies and others.

During the ceremony, the State of Assam was declared as the 'State of the Year' at India Organic-2008 for the strong organic movement in that state under the able leadership of the Honourable Minister for Agriculture, Smt. Pramila Rani Brahma and for its most active participation at the fair. Secretary (Agriculture) released the proceeding of the International



Seminar as a publication. From ICCOA **Mr Rohitashwa Gakhar** (Manager-Trade Fairs & Projects) coordinated the ceremony by inviting the President Shri Mukesh Gupta to give the welcome address and Executive Director **Mr Manoj Kumar Menon** delivered the vote of thanks.

### 3. International Seminar



The Seminar is part of the annual trade show for the organic stakeholders of the global organic family. **International Seminar** was Co-organized with NCOF, Ministry of Agriculture and NABARD (which supporting the Publication of seminar proceeding and catalogue). CSK HP Agriculture University was associated as technical partner. It was organized in a very well equipped Dr. B Paul auditorium of IARI, New Delhi on 27<sup>th</sup> – 29<sup>th</sup> November 2008.



The International Seminar was with the theme, **'GLOBAL ORGANIC AGRIBUSINESS: INDIA ARRIVES!'**

This theme reflects the logical sequence from the previous three years' themes, starting in 2005 with **'India Positioning High in Organic Agribusiness'**, followed by **'India Organic Agribusiness Today: Global &**

**Local'** (2006) and **'India Organic Agribusiness @ Threshold of Growth'** (2007). Now India is growing towards becoming a major hub of organic production worldwide and is therefore arriving at the Global scenario!

The Seminar was addressed (presentations) by 34 experts in the various topics, 24 from India & 10 International speakers (Germany, Austria, Italy, Switzerland, The Netherlands, UK & USA). They represented a broad range of institutions in the public as well as the private sector and brought to the Seminar a valuable mix of experiences and perspectives. The papers provided by these experts were released as a publication during the Inauguration of the Trade Fair. The seminars were attended by over 150 delegates from all over the country as a few from abroad too.

## 4. B2B Meets

The Buyer-Seller meets at India Organic-2008 was a good success. ICCOA organized specific B2B meets after arranging appointments from individual buyers and correspondingly matching their requirements with the exhibitors (as per the products that the buyers are seeking). This is a special arrangement that ICCOA makes for organizations/farmer groups/companies that participate in the India Organic fairs as sponsors or exhibitors. Large numbers of exhibitors were benefited and also this year special effort was made to arrange such meeting with small holder farmer groups.

In India Organic-2008, ICCOA was able to organize **143 such meets**. Of this 83 B2B meets were held with 11 foreign buyers and the remaining were between Indian buyers with producers/suppliers (28 Indian buyers participated). In addition to the meetings organized at the B2B lounge, some foreign buyers were also taken individually to all the stalls and had direct discussions with many exhibitors.

Direct interactions of farmer groups with 4 International foreign buyers were also arranged. The meeting of Himachal group of organic farmers' forum, HIMORD, HIVOS-sponsored stalls (e.g. Jaivik Krishi Society), NCOF sponsored farmers groups, etc., was also a special feature of the B2B session.

## 5. Exhibitors Feedback



There was a tremendous response to India Organic 2008, 65% of the exhibitors expressed that the fair had brought them good business as well as gave them many new contacts. The knowledge sharing platforms helped them learn a lot for their further improvement of organization and business.



The farmers groups represented at India Organic Trade fair were 35%. They expressed satisfaction especially for the direct interaction with buyers, their growing confidence in utilizing the opportunity to eliminate middlemen in the supply chain. About 15% of the exhibitors also felt that selection of venue could be better (e.g. many opined that Pragati Maidan could attract more number of visitors, especially consumers).



**Analysis of the feedback received from the 114 exhibitors, over 14 international buyers, over 1400 Indian trade visitors and inputs from 143 B2B meets indicate that India Organic trade fair-2008 has generated trade of organic products worth over INR 150 crores (INR 1500 million)**

The overall feedback about the India Organic fair was excellent and met the expectations of the maximum number of exhibitors as well to the visitors. Many, especially representatives from State Govts., expressed their strong desire to ICCOA to help organize such fairs at regional level in the States. They opined that this will bring still wider awareness and business of organic products across India.

They were also very important feedback and suggestions for the further improvement of the fair, especially in terms of logistics, accessibility, greater promotion and propaganda, wider participations, stronger govt. support, etc.

## 6. Organic Food Festival

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The **Organic Food Court** at India Organic 2008 was set up by **Morarka Organics** from Rajasthan. A full fledged team, along with chefs from Rajasthan, worked day and night to ensure that delicious organic food is available round the clock.

The food court served through both ala carte and buffet arrangements. The menu covered right from the yum organic snacks, *Chach*, Juices, *Kulfi*, to mouth licking main course recipes attracted visitors as well as the exhibitors at the trade fair.

## 7. Special Events

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### 7.1 Farmers Meet

Exclusively for the farmers, an 'Organic Farmers Meeting' was organized on November 29 2008 and this meeting was conducted in Hindi. The meeting was presided by **Dr. AK Yadav**, NCOF and Moderated by **Dr. RK Pathak**, NHM. The meeting was organized in the trade fair venue itself and was attended by over 150 progressive farmers from different states viz. Himachal Pradesh, Punjab, Haryana, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Jharkhand, Andhra Pradesh, Tamil Nadu, Assam, etc. During the interaction various issues like Adoption of Organic Farming, Certification Process and Cost, Marketing, etc were discussed and many issues were resolved by farmers themselves through experience-sharing and through advisory support from Dr. A K Yadav and Dr. RK Pathak.

## 7.2 Retailers Meet

Retailers meet was held at ICCOA Pavilion November 28, 2008 at 3PM. This meet was moderated by Retailing Expert Mr. Ralph Liebing, FiBL, Austria and attended by many domestic exporters & retailers. During the meeting, various issues of retailing viz. products range, storage, presentation, educating customers, etc were discussed.

## 7.3 IFOAM Meeting

In addition to these events, an IFOAM India member meeting was held at Conference hall of Dept. of Extension, IARI on 29<sup>th</sup> Nov. 2008 at 3PM. The attendees were welcomed by Ms. Louise W.M. Lutikholt, IFOAM, Germany. She gave the synopsis and description of various IFOAM activities, recent developments including the new IFOAM board.

## 7.4 Meeting on PGS

India Organic Trade Fair is a platform for meeting all players in the organic domain and of sharing experiences. ICCOA invited the PGS Council of India to organize a meeting on Participatory Guarantee System (PGS) in the presence of its most active and important stakeholders and Dr. AK Yadav. The meeting discussed the future course of action of PGS Council and explained how important this system is from India point of view.

**Mr. Sanjeev Gupta**, IAS Joint Secretary, Dept. of Agriculture and Co-operation, etc, also graced the meeting and updated the developments in this arena.

The meeting was called by PGS Secretariat at IIRD, **Mr. Joy Daniel**, and was attended by many including **Dr. Vanaja Ramprasad**, IFOAM World Board Member, **Mr Claude Alvares** and **Mr. Miguel Braganza** from OFAI, **Mr. Mathew** from Keystone Foundation, to name a few.

## 8. Celebrity Visitors

The celebrity visitors other than the dignitaries present at Inauguration and Valedictory included Honourable Minister of State for Social Justice & Empowerment Smt. Subbulakshmi Jegadeesan; Shri. Kamal Morarka; Shri Sanjeev Gupta, IAS, Ministry of Agriculture; Shri. Shanmuga Sundaram, IAS, many ADG, DDG, etc from ICAR and Directors/Commissioners from more than 14 State Depts.



## 9. ICCOA Dinner & Cultural Evenings

The business hours of the Trade Fair were spiced-up with evenings of fun & food. On Nov 28 a special cultural evening and dinner was hosted by ICCOA for all the special invitees, including VIP's from Government and Private sector, international Guests, Speakers and Buyers. There were folk performances from different states of India specially organized for the guests as they relished the yummy organic food served hot on the chilly November night on the lawns of IARI. On the night of Nov 29 a musical evening was organized for all the exhibitors followed by a sumptuous dinner.



## 10. Valedictory and Award Ceremony

The evening of 30 Nov marked the culmination of the four day India Organic Trade Fair with the Valedictory and Awards ceremony, presided by Shri Sompal jee and with Mukesh Gupta, President, ICCOA, Dr. S A Patil, Director, IARI, Dr. A K Yadav, Director, NCOF and Shri Manoj Kumar Menon, Executive Director, ICCOA. The valedictory speech was delivered by Shri Sompal Ji, Former Minister for Agriculture who congratulated all the exhibitors and organizers for the successful participation in India Organic 2008 and shared the sense of delight on the growth of the organic sector.

A special 'Organic Farmers Award' was started by ICCOA in collaboration with ITS, New Delhi. The award constitutes a cash prize of Rs.10000 for farmers for their contribution towards organic agriculture. The award announced by Dr. AK Yadav was shared by Mr. Bharat Bhushan from Bhulandshahar (UP) and Mr. Harcharan Singh from Punjab. The farmers in turn also honoured Dr. AK Yadav by presenting him a memento.

A trophy and certificate was awarded to Assam Delegation, who was conferred with the 'State of the Year' status at India Organic 2008. Other Awards distributed during the Valedictory included the awards for Best Pavilions and Best Stalls. The state of Himachal Pradesh bagged the best pavilion trophy followed by the State of Tamil Nadu and State of Kerala as runners up. The Best stall award went to 'Sunstar Overseas' followed by 'Jharcraft' and 'Govt of Chattisgarh' as runners up.

## 11. Publications

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ICCOA aspires to become a knowledge and learning centre for all aspects of organic agriculture and agribusiness with a mission to build competence of organizations and individuals in organic agriculture. To disseminate this knowledge and to share information among stakeholders, ICCOA brings out number of publications and they are put on sale at high discounts during India Organic fairs. In this fair, 391 copies of publications are sold at these special prices. This is an indication of the interest of organic stakeholders in knowing and expanding know-how in organic agribusiness, and their trust in ICCOA as a knowledge centre.

## 12. New Members/Renewal of Membership

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ICCOA welcomes individual farmers, farmers' organizations, government organizations, NGOs, corporate, traders, processors, certification agencies, research institutions and of course consumers and

### **Newly Joined Members**

*10 Associate Members*

*1 Member*

consumer fora to be our members. During the trade fair many visitors showed keen interest to become an ICCOA member and some of them joined instantly as Associates or Full Member (11 No.). One existing Member renewed his membership for the year 2008 -09 at the fair.

## 13. No. of visitors

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India Organic-2008 lived up to its expectation and continues to be a growing fair. It proved to be a very successful one in terms of participation from various quarter and from all parts of the country, especially state govt. participations. The statistics shows that No. of Farmers visited the trade fair were over 3700, General Visitors over 7000, Invitees around 3500 and Trader visitors over 1500. Thus the total visitors to the fair were over 15000. International visitors came from Germany, Switzerland, Austria, Italy, The Netherlands, UK, Canada, USA, etc and also from neighboring countries like Nepal, Sri Lanka, etc.

### **Visitors**

**No. of Farmers: 3700**

**General Visitors: 7000**

**Invitees: 3500**

**Trade Visitors: 1500**

## 14. India Organic 2008 Fair Achievements

Quantity of Stalls	192
Total Visitors (4 days)	15,700
Total no. of Farmers as visitors	Over 3700
No. of trade visitors	1400
No. of Countries represented	14
Foreign visitors	Over 22
Indian states represented	28 States
Seminar delegates	150
Buyer-Seller (B2B) meets	143
Business generated	INR 150 Crores (USD 38 million)

## 15. Vision for the Future

The area under organic cultivation in India is likely to cross the 2 million hectare mark by 2012, according to National Centre for Organic Farming (NCOF) under the Union Ministry of Agriculture and ICCOA. This means a growth of nearly 2.5 times from the present 8,65,000 hectares.

The market for organic produces from and within India is expected to grow 6-7 times in the next 5 years, thereby taking about 2.5 % of the current global trade value. India will cross USD 1 billion (INR. 40 billion) by 2012.

- Exports from India reaches about Rs. 2500 crores.
- Domestic markets within India reach about Rs. 1500 crores.

### Present Scenario in India Organic 2008

<u>Global Market</u>	<u>India (2003-08)</u>
<b>2008 (Present estimate)</b>	<b>2008 (Present estimate)</b>
Current market =38.6 Bn US\$ (INR 1540 Bn)	Total cultivated area under organic=8.65 lakh ha
Annual Growth =15-20%	Exports from India =INR. 3500 million (US\$ 87 Million)
	India's Market share in World trade <b>0.2 % of World Trade</b>
USA = 14-16 Bn US \$	<b>2003:</b>
Europe = 14-15 Bn US \$	> 35 organic products exported
Japan (& others) = 4-6 Bn US \$	> No. of exporters = 69
	> Total area under organic = 2.5 lakh ha
	> Cultivated area = 73500 ha
	> Market (2003): INR. 710 million (US \$ 15.5 million)

## Vision for India Organic 2012

<u>Farming/Production</u>	<u>Markets</u>
<p>Area under Certified Organic Production 2 million ha (20,00,000 ha)</p> <p>i.e. India reaches 1.5 % area under organic management Presently 865000 ha (2008)</p>	<p>Markets for Organic Products from India: INR 4000 crores (= USD 1 billion)</p> <p>&gt;India's Market share in World trade reaches (2.5 % of World Trade at present value)</p>

## 16. The ICCOA Team that Delivered the Event Successfully

### ICCOA Board of Directors (BoD)

- Mr Sompal, Chairman Emeritus
- Mr. Mukesh Gupta, President
- Dr. Tej Partap, Vice President
- Mr. C M N Shastry, Treasurer
- Dr. R. K Pathak, Member
- Mr. Bhupinder Singh Johal, Member
- Mr. Joshy V.Cherian, Member
- Mr. Ramesh L.Harve, Member
- Mr. Mukesh Verma, Member
- Mr. Govind H Kabadi, Member

### ICCOA Secretariat

- Mr. Manoj Kumar Menon, ED
- Mr. Rohitashwa Gakhar, Manager
- Mr. Jaydip Roy, Manager
- Mr. N. Muralidhara, Manager
- Ms. R. Swarna, Deputy Manager
- Mr. Deepak Chaturvedi, Assistant Manager
- Ms. Hema Subhash, Accountant cum Secretary
- Ms. Shashi, Secretary
- Ms. Manju, Trainee
- Mr. Ponnusamy, Office Assistant

### Office