

EXPORT OF SPICES

¹Supriya Lamba, ²Kajal Midha, ³Shalabh Agrawal

Abstract: This case discusses about the export of spices from India. It begins with the definition of trade and types of trade and further discusses about the reason of trading. Further it's about India as a premier destination of organic spices, which includes the varieties of spices offered, by India, organic farming, Indian Spice Board initiative, Promotion of spices. Apart from this case discusses about cultivation of various spices in India and then the major Export destinations for spices. It further includes key markets for spices of India, various exporting companies, shipping details for exporting and the logistic method used for exporting spices. The report ends up with conclusion and a news article on export of spices.

Keywords: Destinations, Organic farming, Organic spices, Spices Board, Weather.

I. INTRODUCTION

India is known as "Home of Spices" which boasts a long history of trading with the ancient civilizations of Rome and China. Today, The exquisite aroma, texture, taste and medicinal value of Indian Spices are sought-after globally. India has the largest domestic market for spices in the world. Small land holdings with organic farming, is the traditional way of growing spices in India, with gaining prominence in recent times. At present, India is the largest producer, consumer and exporter of spices.

India produces around 75 varieties of spices in its various agro climatic regions, out of 109 spices listed by the ISO. India accounts for about 45% (2,50,000 tons-2002-03) of the global spice exports, though exports constitute only some 8% of the estimated annual production of spices at 3.2 million tons (2002). Over all, spices are grown in some 2.9 million hectares in the country.

Spice production in India, also known as much of agriculture in India, is taken care on millions of tiny holdings and determine the earnings(livelihood) of the rural population. India is expected to touch US\$3 billion by 2016-17 in the world of spice trade where India commands a formidable position. In terms of value, India's spice market grew with an average of 8.8% annually between 2009-19 and 2014-15 (as per December 2014). About 893,920 tonnes of spices, valued at US\$ 2,440.8 million, were exported in 2014-15.

In 2014-15, US was the major importer, followed by China, Vietnam, the UAE, Malaysia, the UK, Germany, Saudi Arabia, Thailand and Sri Lanka. Spice exports to the US increased 4.3 per cent to US\$ 410.3 million in 2014-15 from US\$ 393.3 million in 2013-14.

The Spices Board of India works towards the development and worldwide promotion of Indian spices. It provides quality control and certification, registers exporters, documents trade information and provides inputs to the central government on policy matters. The board participates in major international fairs and food exhibitions to promote Indian spices, apart from organising various domestic events.

A. Trade:

Trade is transfer of ownership of goods or services from one person to another for money. MARKET is the network that allows trade. There exists bilateral trade and multilateral trade where, Bilateral trade means trade between two traders and trade between more than two traders is called multilateral trade.

B. Specialisation and Division of Labour:

They are the reason behind existence of trade in which a small aspect of production, trading for other products is considered by people. In terms of financial market, performing a transaction which includes sale or purchase of security is also known as trading.

II. ONE OF THE PREMIER DESTINATION OF ORGANIC SPICES IS INDIA

A. India - The Land of Spices:

India is known for producing, consuming and exporting spices in the world. There are 60 varieties of spices which are grown in India, the main reason behind the vast production of spices in agro-climatic conditions and soil types. Around 6.9 lakh MT (11%) is exported to more than 150 countries whereas India produces about 60 Lakh MT of spices.

B. Organic Farming:

Organic agriculture has gained a considerable amount of importance in the past few years. Now a days farmers all over the world have started showing their interest in organic farming. Farmers have now switched their traditional method of cultivation in order to produce safe foodstuffs and preserve the environment. The concept of organic farming is not at all new to India but due to the farmers who used to follow the indigenous farming principles and sustainable farming practices and environmental prevention which in present day are known as organic farming concepts.

C. World Demand for Organic Products:

There is a rapid increase in demand of organic products in developed countries like USA, JAPAN, EUROPE and AUSTRALIA. As per current estimated share of organic foods there is approximately 1-1.5% share in these countries. Food trends are changing, Worldwide, hence leading to a marked health orientation. The reason behind steadily increase of organic foods is that they are free from chemical contaminants.

D. The Indian Spices Board Initiative:

During 1998 the SPICES BOARD INDIA has prepared a document on production of organic spices. This document features basic standards, principles, production guidelines, certification and inspection. After approval from the NATIONAL STANDARDS COMMITTEE it was published and constituted by the members of IFOAM in India. A training programme was conducted by the Association of Members of IFOAM to the officials of the Board and NGOs.

Spices Board's Indian Cardamom Research Institute at Ldukki District in Kerala has commenced a research programme on organic cultivation of important spices. Training programmes are conducted on regular basis to the farmer's group, Officials of State Agriculture Department, members of NGOs, spice growers and Officials of State Agriculture department on principles and practices of organic farming with special reference to spices.

E. Promoting Organic Spices Production:

Various non – governmental organisations and farmer's group are encouraged by the Board to promote and adopt organic farming techniques. Infrastructure development for production of organic inputs is on stream in prominent growing areas. Also the development of vermin-compost units and supply of post-harvest aids for upgrading quality of the produce at farm level

Helps in sourcing organic spices

- Overseas buyers are being facilitated by the Spices Board.
- India have enough capability to produce and supply a variety of organic spices.
- Spices Board of India is a regular participant in Biofach, Germany to promote and showcase the INDIAN CERTIFIED ORGANIC SPICES to International buyers.
- India has started right earnest from export of organic spices. India, at present, exports spices valued at 47 crores i.e. around 1400 MT (2011-2012) tonnes of organic spices. Germany, Netherlands, USA are the major importers of organic spices from INDIA.

There will be a significant boost in export of spices in coming years.

III. EXPORT OF SPICES

India is the only country which has the largest domestic market for spices in the world. India exports and produces about 60-70 varieties of spices which hence gives India the title of LARGEST PRODUCER AND EXPORTER OF SPICES. India primarily exports pepper, chilli, turmeric, ginger and processed spices such as spice oils, curry powder,

spice powders, blends and seasonings. India's total exports of spices stood at Rs 121.13 billion during the last fiscal year. Spices exports have registered substantial growth, CAGR of 23%.

A. Major Producers:

Kerala, Karnataka, Andhra Pradesh, Rajasthan, Tamil Nadu are the major producers of spices in India. These states cultivate a wide range of spices which are then exported worldwide.

(refer to EXHIBIT-1)

B. Statewise Production Of Spices:

Kerala, Karnataka, Tamil Nadu produce Pepper and Small Cardamom whereas Large Cardamom is produced in Sikkim and West Bengal. Various states like Andhra Pradesh, Madhya Pradesh, Mizoram, Chattisgarh, Uttaranchal, Meghalaya produces Ginger.

Orrisa, Tamil Nadu, West Bengal, Tripura, Assam, Bihar are the producers of Turmeric. On the other hand, Rajasthan, Gujrat and Uttar Pradesh are the producers of Cumin.

(refer to EXHIBIT-2)

IV. CULTIVATION OF VARIOUS SPICES IN INDIA

India has a glorious past, pleasant present and a bright future with respect to production and export of spices. Pepper, cardamom, chillies, turmeric and ginger are some of the important spices produced in India. India is a great exporter of spices.

She exported 267 thousand tonnes of spices worth Rs. 1544 crore in 2003-04. During the past few years, there has been a steady increase in area and production of spices in India. The annual growth rate in area and production of spices is estimated to be 3.6 and 5.6 per cent respectively.

A. Pepper:

Among the spices, black pepper, "the king of spices" is the most important dollar earning crop which has a decisive role in our national and state economies. It is an important spice which is used for flavouring foodstuffs. It is a tropical plant which requires a minimum of 10°C and maximum of 30°C temperature.

A well distributed rainfall of 200-300 cm helps its growth. The plant grows as a vine and needs support of other trees for its growth. It thrives well on deep, friable, well drained loamy soils, overlaying the lateritic hill tops of Western Ghats, though it can also be grown on red and laterite soils. It can be grown well from almost sea level to an altitude of 1,200 m but the coastal sandy plains are not much suited for its growth.

India is the second largest producer of pepper after Indonesia. Production has more than trebled from 21 thousand tonnes in 1950-51 to 64 thousand tonnes in 2002-03. Its distribution is highly concentrated in Kerala, Karnataka and Tamil Nadu. Kerala produced 60 thousand tonnes (93.95% of India) of pepper in 2002-03.

Though it is produced in almost all the districts of Kerala, the largest production comes from Kannur district, followed by Kottayam, Thiruvananthapuram, Kollam, Kozhikode and Emakulam. Karnataka is a distant second contributing only 3 per cent of the total production of India. Kodagu and Uttar Kannad are the major contributing districts. Tamil Nadu also produces small quantity of pepper.

About one third of total production of pepper finds its way to the foreign markets. India exports pepper to as many as 80 countries. The Russian Federation, the USA, Canada, East and South European countries, Sudan and Egypt are the main buyers.

However, the crop registers a low productivity of 306 kg/ha as compared to other producing countries like Thailand with a productivity of around 4,000 kg/ha.

Post WTO period, India's share in world exports was found nearly halved from 27 per cent in 1996 to 12.7 per cent in 2000. While the quantity of export registered a compound annual growth rate of 5.79 per cent in the pre-WTO period, it was an alarming (-) 5.73 per cent in the post-WTO period.

B. Cardamom:

Cardamom is known as the 'queen of aromatic spices' and is mainly used for masticatory, flavouring and for medicines. It grows well in climate of high heat and humidity with temperature ranging between 15°C and 32°C and a fairly distributed annual rainfall of 150 – 300cm.

Well drained forest loams, deep red and laterite soils with plenty of humus and leaf mould are some of the soils which are ideally suited to its successful growth. Tropical rain forests at an altitude of 800-1,600 metres above sea level provide the most congenial environment for its growth. It is a shade loving plant and is grown under shady trees.

India produces about 90 per cent of the world's total cardamom. The production and productivity of cardamom in India have increased in spite of decrease in cardamom area from 1.05 lakh hectares in 1987-88 to 0.72 lakh hectares in 1999-2000. The production of cardamom in India was 10,450 tonnes in 2000-01.

Demand for cardamom is increasing in the world market. To meet this demand the productivity will have to be increased from the present level of 145 kg/ha to 250 kg/ha. The entire production comes from three states viz., Kerala, Karnataka and Tamil Nadu and these states contribute 53.42 and 5 per cent respectively of the total production of India.

(refer to EXHIBIT -3)

In Kerala, the crop is largely concentrated in the Cardamom hills. Idukki, Palakkad (Palghat), Kozhikode and Kannur are the leading producing districts. In Karnataka the main producing districts are Kodagu, Hassan, Chikmagalur, Uttara and Dakshin Kannad. Madurai is the most outstanding district of Tamil Nadu. This is followed by Salem, Coimbatore, Ramnathpuram, the Nilgiris and Tirunelveli.

About half of the total production is exported. More than 60 countries buy our cardamom but our major customers are Saudi Arabia, Russia, U.K., Germany, Sweden, Finland, Kuwait, Afghanistan and Bahrain. India enjoyed near monopoly in area, production and export of cardamom upto early 1980s.

As Guatemala stepped up its production from mid-1980s, India was relegated to second position in production, productivity and export of cardamom. India needs to boost up its production to regain the lost eminence of cardamom trade.

Presently Guatemala has emerged as the top producer and exporter of cardamom sharing 90 per cent of the world export of cardamom. India's share in the world market has come down from 60 per cent in 1985-86 to around 3 per cent in 2003-04.

C. Chillies:

Chilli is another important spice produced in India. It requires temperatures ranging from 10° to 30°C and moderate annual rainfall of 60 cm to 125 cm. too scarce or too heavy rainfall is harmful. Chillies can be grown on various variety of soils including black cotton soil, and different types of loamy soils. It can be grown upto elevations of 1,700 metres.

The production of chillies has almost trebled from 351 thousand tonnes in 1950-51 to 970 thousand tonnes in 2002-03 with a record production of 1,053 thousand tonnes in 2000-01. Although all states of India produce some quantity of chillies, Andhra Pradesh with half of the all India production was the largest producer in 2002-03.

Guntur, Warangal, Khammam, East and West Godavari and Prakasam are the main chilli producing districts. Maharashtra and Orissa shared second position, although way behind Andhra Pradesh. Apart from these the major producers were Assam, Karnataka, Tamil Nadu, Rajasthan.

A major part of chillies are produced in India are consumed within the country and only 5 to 7 per cent are exported, mainly to Sri Lanka, the USA and Russia.

D. Ginger:

Ginger is used both as a spice and for making medicines. It is grown in tropical and sub-tropical climates and requires 10° to 25 °C temperature and 125-250 cm rainfall. Well drained sandy, clayey or red loams and laterites are best suited soils for its cultivation. Ginger can be grown to an altitude of 1,300 m above sea level.

India produces about 80% of the world production and is the largest producer of Ginger. The production of ginger has increased by more than 21 times from a mere 15 thousand tonnes in 1950-51 to 318 thousand tonnes in 2002-03. This crop occupied an area of 91 thousand hectares resulting in average yield of 35.1 quintals/hectare in 2002-03.

Kerala, Meghalaya, Sikkim, Orissa, Mizoram and West Bengal are the main producing states and account for nearly 84 per cent of the total production of the country. Kerala is the largest producer. In 2002-03, Kerala produced about one-third of the total production of India. Most of it is produced in Kottayam, Kozhikode, Malapuram, Palakkad and Emakulam districts. Meghalaya, Sikkim, Orissa, Mizoram and West Bengal are the other major producing states.

About 80-90 per cent of the total production of ginger is consumed within the country and still India is a major exporter of ginger in the international market and accounts for about half of the total world trade. About 80 per cent of our exports go to the West Asian countries.

E. Turmeric:

Turmeric is the native of the tropical lands of South-East Asia. It is an important condiment and is used in dyes and medicines also. It requires tropical climate and well drained sandy and clayey loams, medium black, red or alluvial soils for its growth.

India is an important producer of turmeric in the world. Its production recorded more than fourfold increase from 152 thousand tonnes in 1950-51 to 658 thousand tonnes in 2002-03 with a record production of 714 thousand tonnes in 2001-02. The area under this crop has recorded an increase from 1.30 lakh hectares in 1996-97 to 1.68 lakh hectares in 2001-01 with an annual growth rate of 5.37 per cent.

Andhra Pradesh is the largest producer, producing about half of the total production of India in 2002-03. Guntur and Cuddapah districts account for two-thirds of the state's total production. The neighbouring Karnataka state is the second largest producer, producing about 20 per cent of the total production of India. Mysore and Belgaum are outstanding producers.

Third place is occupied by Tamil Nadu, which produced more than 10 per cent turmeric of the country. Coimbatore accounts for 60 per cent of the state's production. Orissa produced 9.7% where Phulabani and Koraput are the main producing districts. The other producers are Gujarat, West Bengal, Maharashtra, Bihar, Assam and Tripura.

About 90 per cent of the total production is consumed within the country and only 10 per cent is exported. The leading buyers of Indian turmeric are the USA, Russia, Japan, Sri Lanka and Singapore.

F. Arecanut:

It is a hard nut which is cut into small pieces and used for chewing with betel leaves, lime and catechu. It is also used in Hindu religious ceremonies. Its stem is used for construction purposes and leaves for thatching.

Areca is a tropical tree which, on maturity, attains a height of 20-25 metres. It flourishes well in areas having 15° to 35°C temperature and 200-300 cm annual rainfall. It grows on a variety of soils ranging from well-drained laterite, red loamy to alluvial soils. Its cultivation can be done from sea level to 1,000 metres.

India is the largest producer of arecanut in the world. In the year 2003-04 India produced 4 lakh tonnes of arecanut from 3 lakh hectares of land. About 40 lakh people who are engaged in cultivating, curing, processing and trading of arecanut earn their livelihood from this nut. Kerala, Karnataka, Tripura, Assam and Meghalaya are the major producing states accounting for about 90 per cent of the total output of India. Kerala is the largest producer accounting for 37 per cent of the Indian production.

(refer to EXHIBIT-4)

Kannur, Malappuram, Kollam, Kozhikode and Thrissur are the main producing districts of Kerala. In Karnataka, it is grown in Dakshina Kannada, Uttar Kannada, Chickmagalur, Shimoga and Tumkur districts.

Assam produces about one-fourth of India's arecanut where Kamrup, Sibsagar and Darrang districts are important producers. Ratnagiri and Kolaba districts of Maharashtra, Coimbatore and Salem districts of Tamil Nadu are other important producers. West Bengal, Andhra Pradesh, Goa and Pondicherry also produce some arecanut.

Most of the arecanut is consumed within the country especially in the south Indian states and only a small quantity is exported mainly to Nepal, UAR, Pakistan, Saudi Arabia, Aman, Kenya and Singapore.

G. Coconut:

Coconut palm is a very useful tree which gives us several items of everyday use. Coconut is used for the manufacturing of copra which gives us oil. This oil is used for cooking and for several other purposes. The tree trunk gives timber and the shells of the nut are used as fuel. Leaves are used for various purposes such as making of mats, baskets, screens, etc. and for roofing the huts.

Juice of green nuts serves as a sweet drink. Gur, sugar, toddy and vinegar are made from the juice collected from coconut spaths. Coconut oil-cake serves as food for poor people and is also fed to cattle. Being a perennial crop, coconut has distinct features such as long period of economic life span of more than 60 years and long gestation period of 5-7 years.

Coconut is a tropical crop and is grown where temperature is 25° to 30°C and a fairly well distributed annual rainfall of 125 to 130 cm. In a few places, especially in Orissa, coconut is grown with as little as 100 cm annual rainfall.

Frost and drought are very harmful to coconut. It is predominantly grown under rainfed condition in Kerala and parts of coastal Karnataka and Tamil Nadu. In rest of the country it is mainly grown under irrigated conditions. Well drained rich loamy soils are best suited for its cultivation. It grows well on sandy loams along sea-coasts and in adjoining river valleys.

India is the third largest coconut producing country of the world next to Philippines and Indonesia. It is an important plantation crop grown in an area of 18.39 lakh hectares basically in four southern states i.e. Tamil Nadu, Kerala, Andhra Pradesh and Karnataka.

Small and marginal farmers predominate coconut production sector in the country. Production of coconut increased from 358 thousand tonnes in 1950- 51 to 12822 thousand tonnes in 2002-03. Kerala is the largest producer accounting for half of the total production of India in 2002-03.

Though coconut is grown throughout the state, largest production comes from Thrissur, Emakulam, Kollam, Thiruvananthapuram, Alappuzha, Kannur, Kottayam and Malappuram districts. These districts produce more than three-fourths of the total production of Kerala. Next is Tamil Nadu producing about one-fourth of the total production of India.

Though every district of Tamil Nadu produces some quantity of coconut, over half the production of the state comes from Thanjavur, Coimbatore and Salem districts. Karnataka is the third largest producer accounting for 12 per cent of the total production of the country in 2002-03.

About 80 per cent of Karnataka's coconut is produced by Uttara Kannada, Dakshina Kannada, Tumkur, Hassan, Chikmagalur and Chitradurg districts. Andhra Pradesh's 80 thousand tonnes mainly come from East Godavari, West Godavari and Srikakulam districts. The other producers are West Bengal, Orissa, Maharashtra, Goa, Assam, Andaman and Nicobar Islands, Lakshadweep and Pondicherry.

The export of coconut products indicate that India has done well in coir and coir products, while in the export of other coconut based products, its share is very negligible compared to other coconut growing countries of the world. However, the export of coconut products showed considerable increase from 1990-91 to 2003-04.

The global demand for coconuts and coconut products has increased considerably. It is estimated that 9 per cent increase per annum for fresh coconuts, 45 per cent increase for coconut milk, 45 per cent for activated carbon, eight fold increases for coir products and 100 per cent increase in coir dust will be recorded in the next 5 to 10 years.

V. MAJOR EXPORT DESTINATIONS

Various Export Destinations for Indian Spices are USA, China, Vietnam, UAE, Malaysia , UK, Germany, Singapore which in turn brings foreign exchange to INDIA.

India, known as the home of spices, boasts a long history of trading with the ancient civilisations of Rome is the world's largest producer, consumer and exporter of spices; the country produces about 75 of the 109 varieties listed by the International Organization for Standardization (ISO) and accounts for half of the global trading in spices.

(Refer to EXHIBIT-5)

A. Key Markets:

India commands a formidable position in the world spice trade with the spice exports expected to touch US\$3 billion by 2016-17. In value terms, India's spice market grew an average 8.8 per cent annually between 2009–10 and 2014–15 (up to December 2014). About 893,920 tonnes of spices, valued at US\$ 2,440.8 million, were exported in 2014–15. In 2014–15, the US was the major importer, followed by China, Vietnam, the UAE, Malaysia, the UK, Germany, Saudi Arabia, Thailand and Sri Lanka. Spice exports to the US increased 4.3 per cent to US\$ 410.3 million in 2014–15 and China. Today, Indian spices are the most sought-after globally, given their exquisite aroma, texture, taste and medicinal value. India has the largest domestic market for spices in the world. Traditionally, spices from US\$ 393.3 million in 2013–14.

B. Spices Board of India:

The Spices Board of India works towards the development and worldwide promotion of Indian spices. It provides quality control and in India have been grown in small land holdings, with organic farming gaining prominence in recent times. India certification, registers exporters, documents trade information and provides inputs to the central government on policy matters. The board participates in major international fairs and food exhibitions to promote Indian spices, apart from organising various domestic events.

VI. EXPORTING COMPANIES: A SNAPSHOT

The major exporting companies in the spice sector are Surendrarray & Co, Evergreen exports, Sunita exports, Green earth products. The major products these companies export are whole spices, grounded spices. Blended masala, oil seeds and branded products. These companies are specialized in shipment of full container loads. The packaging methodologies include bulk packing and consumer packing. Poly-packs, bottles, jute bags, paper boxes have been used to retain fragrance and quality.

A. Shipping Details:

The packaging of spices is customized as per the requirements of the country with an estimated delivery time of 7-10 days. D/A, L/C, D/P, T/T, Western Union are the payment terms which are being used whereas Cash, Credit Card, LC, Cheque are the modes of payment. The shipment mode can be By Air, By Road or By Cargo.

(refer to EXHIBIT-6)

B. Logistic Method:**By Road:-**

Spices are sent by trucks to the neighboring countries like Pakistan, Bangladesh, Nepal. In such cases unless otherwise specified Resealable Plastic Bulk Bags are used.

By Vessel:-

The main method of export is done by vessel. Cochin Sea accounted for 61% of Export followed by JNPT and Bangalore ICD which account for 20% and 12%. The prominent countries are USA, UAE, Qatar, Canada, Malaysia, Australia. The main destination ports are New York, Jebel Ali, Damman, Doha, Toronto, Sydney. Especially to US, Canada, Mexico, Hawaii, the logistics companies: UPS, USPS have been used. In such cases the expenses will be high.

By Air:-

In case of expensive spices the airway has been used. The UPS and USPS offers swift delivery of spices which will cost you extra charge. These carriers will be used by exporter based on demand.

VII. NEWS ARTICLE

The export of Spices went up by 12% between April to September 2014 as per the news article of December 2014. There was a boost for demand of Indian spices in international markets. The registered export volume for the year was 431,570 tonnes against Rs 6962.86 crores as compared to 376,584 tonnes against Rs 6364.64 crores in previous years.

"Spices export has been in tune with the targets set up by the Commerce ministry for the current fiscal. The export has grown to 12% from 9% as compared to 2013 in terms of volume and value respectively" says Chairman, Spices Board of India. Chilli, mint products, cumin, spice oils, pepper, turmeric, curry powder contributed substantially to spice export basket as the demand for Indian Spices surged phenomenally at the global level.

(refer to EXHIBIT-7)

VIII. CONCLUSIONS

The developed markets have been saturated so need to tap developing markets. Need for organic spices. Reduction of logistics cost to promote exports. Need for innovation in spice products transport.

A total of 5,71,680 tonnes of spices valued at Rs 9,433 crore were exported during the nine months. In the same period of previous year, the shipments touched 4,49,926 tonne worth Rs 6,696 crore. Dr Jayathilak said currently 92% of the target in terms of volume and 91% in terms of value set for spices exports during 2012-13 have been achieved.

Mint and mint products including mint oils, menthol and menthol crystals topped the list of spices exports with a turnover of Rs 2202 crore and 17,850 tonnes in volume. Chilli at 2,05,500 tonnes netted Rs 1,846 crore. Among the seed spices cumin or jeera registered an increase of 89% in volume and 83% in value with a total export of 96,500 tonnes valued at Rs 1282 crore. Export of pepper, cardamom and value added products like spice oils and oleoresins too have done well.

Spices Board, Dr Jayathilak said is promoting organic cultivation in line with the global trend, especially in north east region where the soil is virgin as far as spice farming is concerned. Through a brand India campaign, the board is planning promotion of processed, value added, branded and innovative products as at present the value addition in the total export is limited. Setting up a series of spice parks at different places is part of the strategy to raise value addition in spice.

Besides strengthening laboratory and testing facilities for exports, the board is planning new initiatives for domestic promotion of cardamom and revamp of cardamom marketing system. He said there is a need to promote non-culinary uses of spices as world over there is increasing focus on non-traditional application of spices as health foods, cosmetics, nutraceuticals, medicinal properties etc.

The board, he said, is in discussion with leading chocolate manufacturers for marketing the spice flavoured chocolates it has developed. In 2012-13, a total of 6,99,170 tonnes of spices valued at Rs 11,171 crore (\$2.04 billion) were exported. During 2014-15, Indian spices exports have been able to continue its increasing trend both in volume and value. During the FY a total of 8,93,920 tons of spices and spice products valued Rs.14899.68 crore (US\$2432.85 Million) has been exported from the country as against 8,17,250 tons valued Rs.13735.39 crore (US\$ 2267.67 Million) in 2013-14 registering an increase of 9% in volume and 8% in rupee terms and 7% in dollar terms of value.

The total export of Spices during 2014-15 has exceeded the target in terms of both volume and value. Compared to the target of 7,55,000 tons valued Rs.12304.90 crore (US\$2000million) for the financial year 2014-15, the achievement is 118% in terms of volume and 121% in rupee and 122% dollar terms of value.

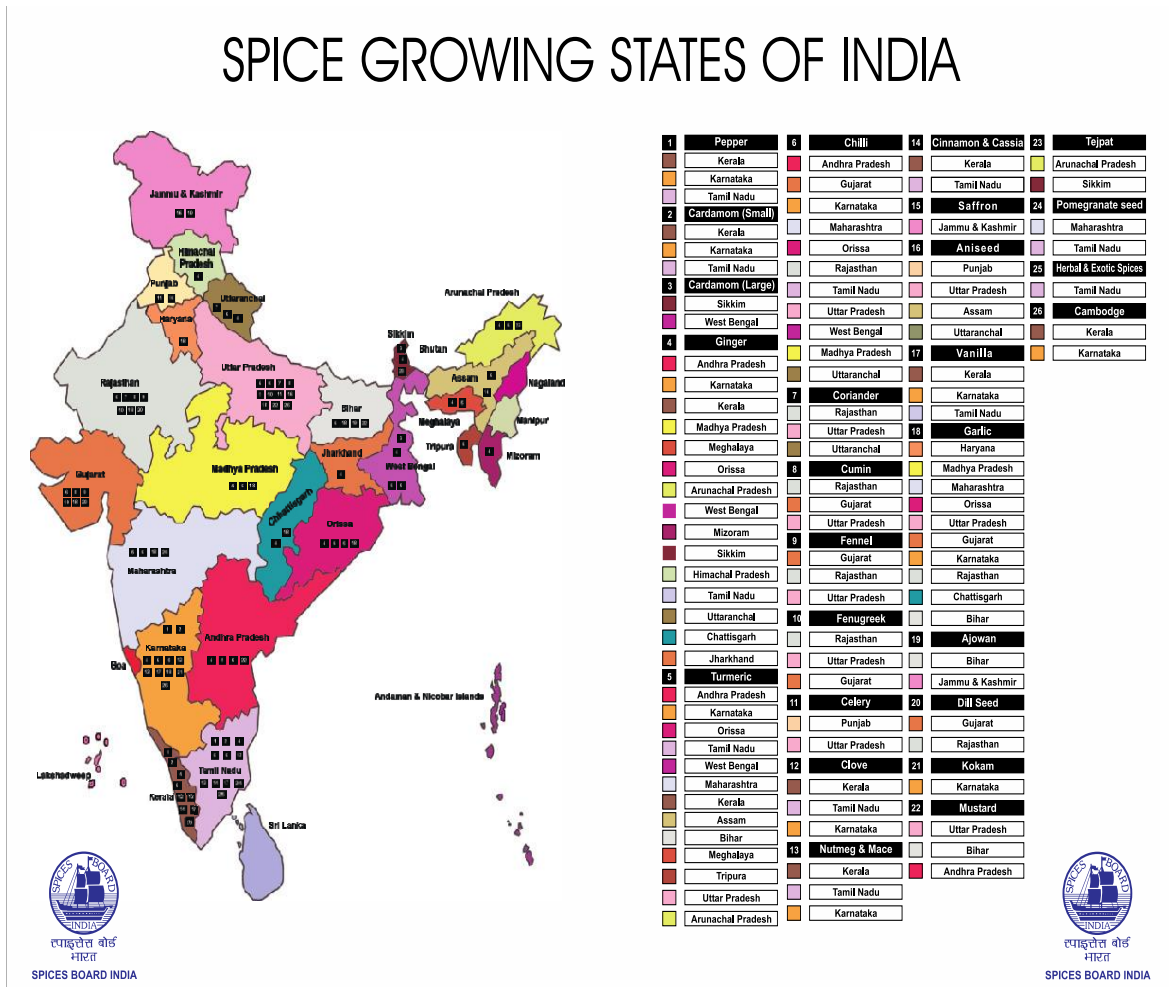
EXHIBIT

Exhibit-1

Major Trading Centers in India	
States	Trading Centers
Andhra Pradesh	Guntur, warangal, Hyderabad, Gudda - pah, Vijaywada, Rajamundri, Nellore.
Maharashtra	Nasik, Ahemed Nagar, Sholapur, Aurangabad, Nanded, Amaravathi, Lasalgaon
Karnataka	Gharwad, Mysore, Hassan, Banglore, Bellary, Ranibennur, Hubli, Byadgi.
Tamil Nadu	Pollachi, Ramanad, Madurai, Trichi, Thani, Dindigul, Virudunagar, Sttur.

source: <http://image.slidesharecdn.com/shrishchilli-090413042901-phpapp02/95/indian-red-spice-chilli-6-728.jpg?cb=1239596984>

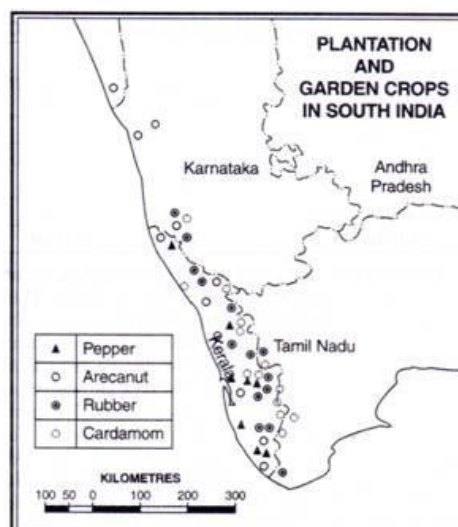
Exhibit-2



source: http://www.indianspices.com/pdf/spice_growing

Exhibit-3

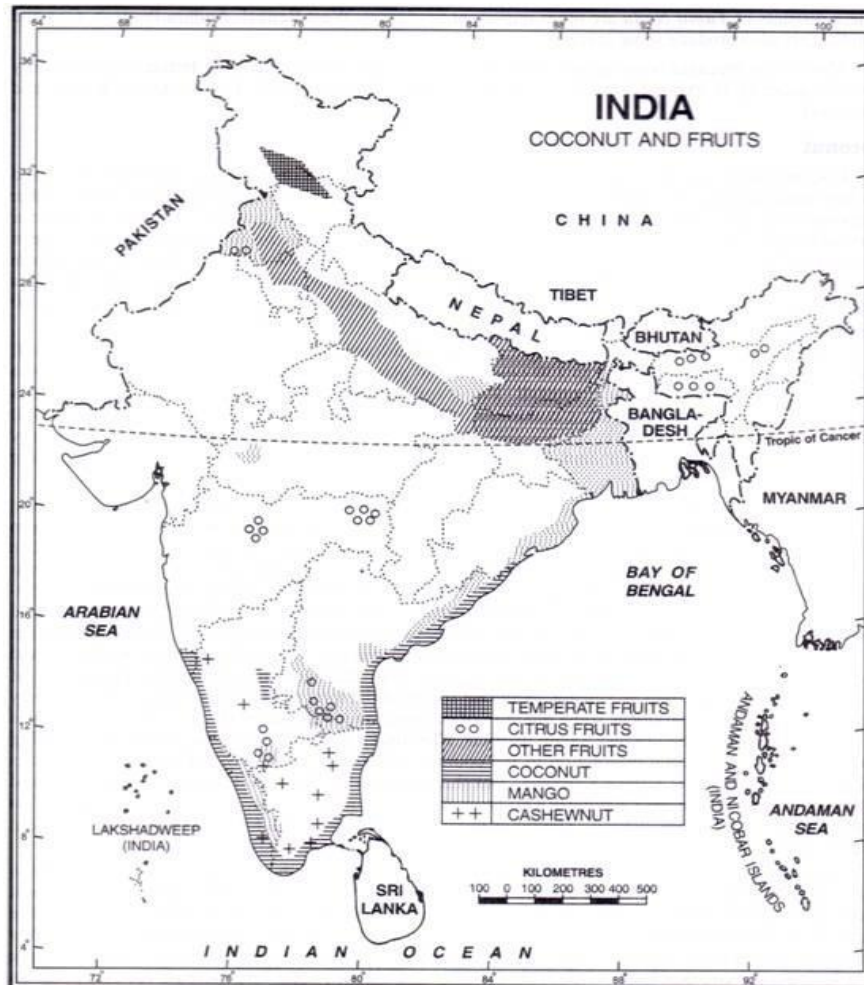
Plantation and garden crops in south india



source: http://cdn.yourarticlelibary.com/wpcontent/uploads/2013/12/clip_image00247.jpg

Exhibit-4

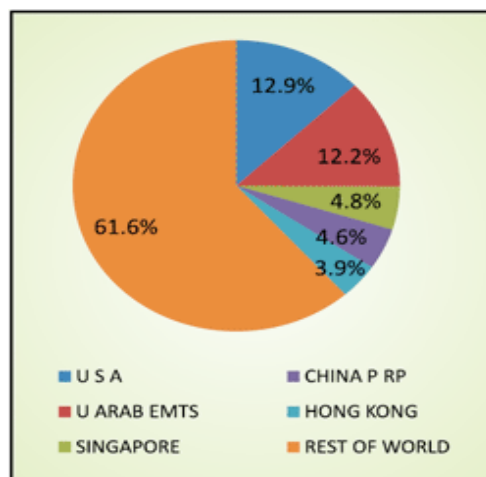
Coconut and fruit



source: http://cnd.yourarticlelibrary.com/wp-content/uupload/2013/12clip_image00415.jpg

Exhibit-5

Major export destinations of Indian Spices.



source: <http://commerce.nic.in/publications/image/chapetr3.7.png>

Exhibit-6

Packaging/Payment and Shipment Details	
Customized Packaging	Yes
Estimated Time of Delivery	7 to 10 Days
Payment Terms	<ul style="list-style-type: none"> • D/A • L/C • Western Union • D/P • T/T (Wire Transfer)
Payment Mode	<ul style="list-style-type: none"> • Cash • Credit Card • LC • Cheque • DD • Online
Shipment Mode	<ul style="list-style-type: none"> • By Air • By Road • By Cargo

source: http://e-shy.net/bbs/board.php?bo_table=recruit_01&wr_id=76

Exhibit-7


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Export of spices up 12% between April to September

Value of export pegged at Rs 6962.86 crore in this period

BS Reporter | Kochi December 2, 2014 Last Updated at 15:14 IST



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Sustaining robust demand in international markets, Indian spices registered an export volume of 421,570 tonnes during April-September this year with their value pegged at Rs 6962.86 crore (USD 1152.08 million) as compared to 376,584 tonnes and Rs 6,364.64 crore (USD1073.85 million), respectively during the corresponding period a year earlier.

"Spices export has been in tune with the targets set up by the Commerce Ministry for the current fiscal. As compared to April-September 2013, the export registered a growth of 12% and 9% in terms of volume and value, respectively," said A Jayathilak, Chairman, Spices Board.

Chili, mint products, cumin, spice oils & oleoresins, pepper, turmeric, coriander, curry powder/paste and fenugreek contributed substantially to spice export basket as the demand for Indian spices surged phenomenally at the global level.

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(An open ended notified tax savings cum pension scheme with no assured returns)

Lambi Innings ki Taiyari

NFO 22nd Jan - 5th Feb '15

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source: http://www.business-standard.com/article/markets/export-of-spices-up-12-between-april-to-september-114120200562_1.html

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Page | 266

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