

Monthly e-Newsletter on Exports

Jammu & Kashmir Export Scenario

Saffron as focused Product & Spain as focused Country

Global Trade Insights & J&K Exports Spotlight

- Saffron The Red Gold
- Saffron Export
- J&K One of the Saffron producing State

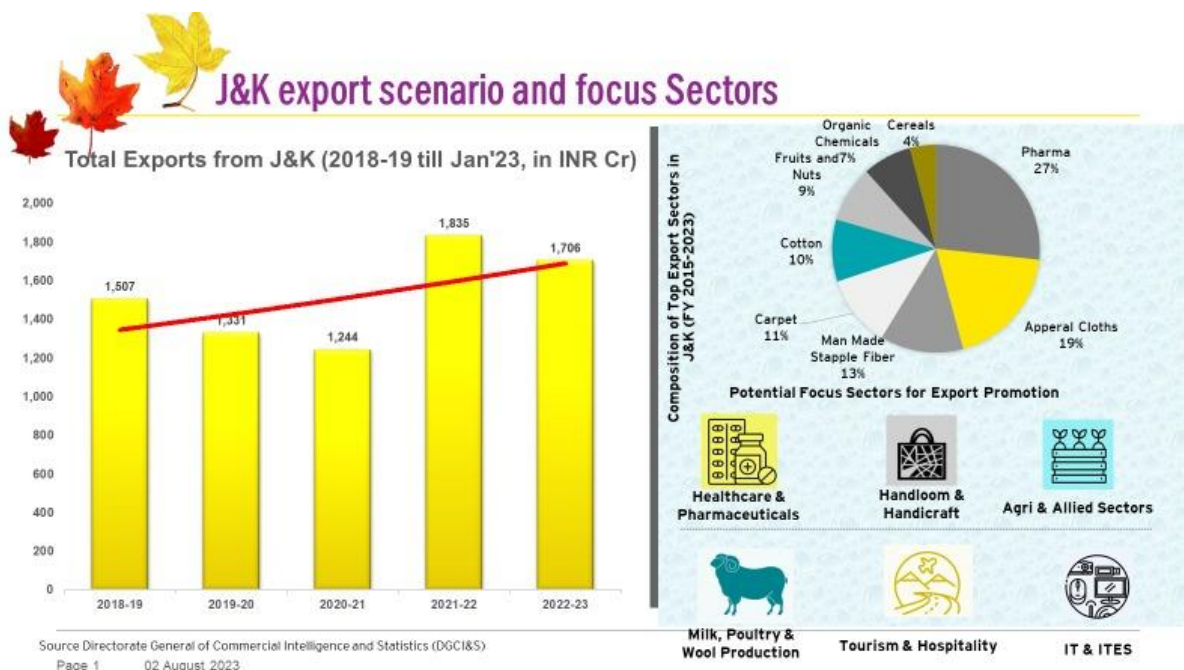
Elevating Spain's Senses with Nature's Finest Delight

- Exploring Spain's Saffron Imports
- SWOT Analysis of Saffron
- Kashmiri Saffron now has Organic Certificate.

Saffron "The Red Gold". "Kashmiri Saffron: A Symphony of Flavour from Earth's Heaven."



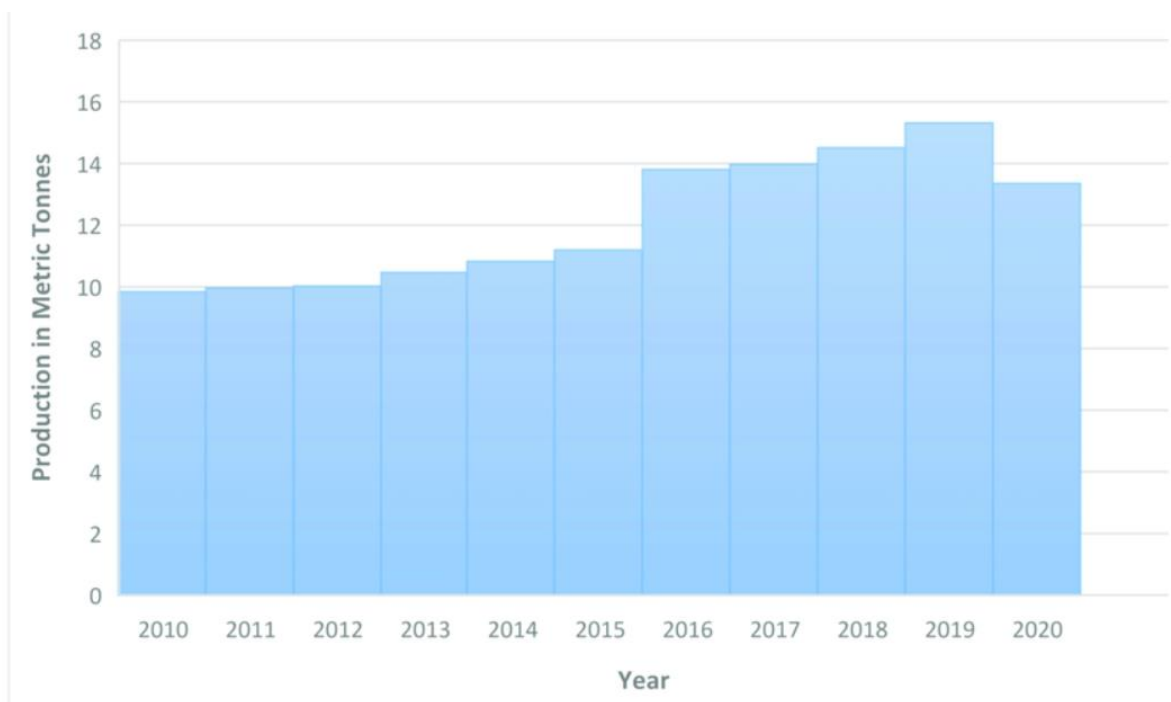
In 2021-22, J&K exported goods worth US\$246 Mn. Of the total exports, Pharma sector contributed 50% of the total exports followed by cotton yarn (24% of total exports) and Man-Made Yarn (10% of total exports).



We're thrilled to present the latest edition of our e-newsletter, dedicated to showcasing the vibrant world of exports from the beautiful region of Jammu & Kashmir. In this edition, we shine a spotlight on Saffron as one of the major export

product and Spain as focused country for Saffron export up to the tune of **44,612 (Thousand USD) in 2022**, unveiling the exciting potential and opportunities that lie ahead for Jammu & Kashmir as being the top saffron producing state in India.

This month's issue focuses on Saffron export from Jammu & Kashmir keeping in mind the highest demand of import of Saffron from Spain.

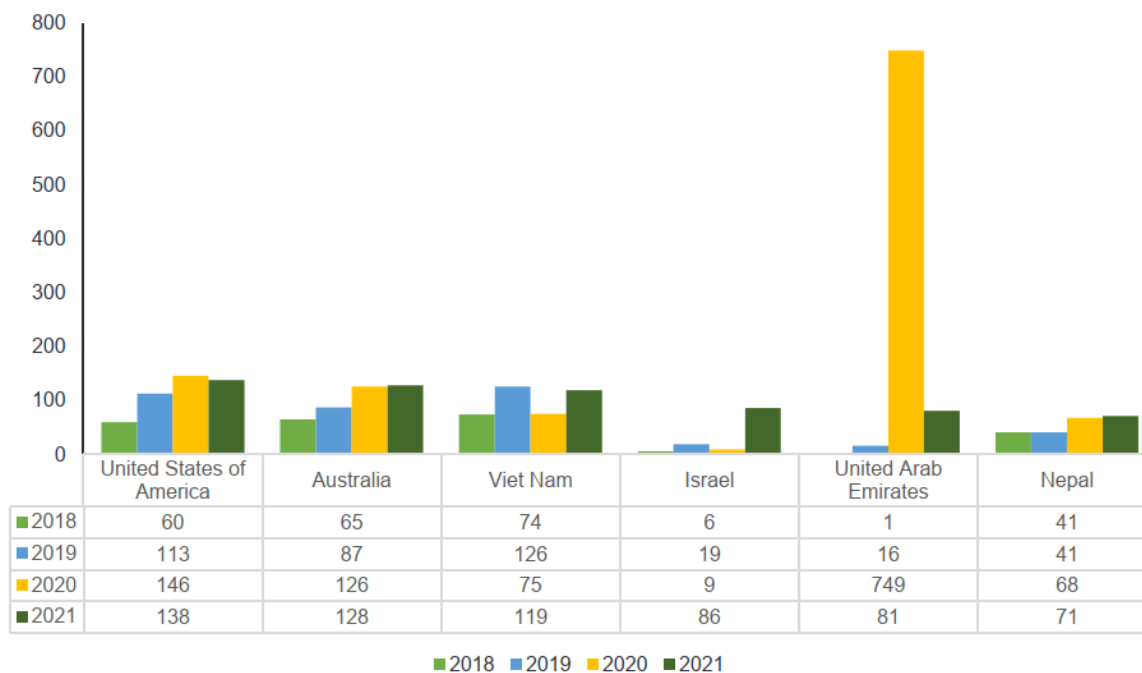


Kashmiri saffron is highly prized for its quality and potency, and it has historically been one of the most sought-after varieties in the international market. The European Union (EU) is indeed one of the largest importers of saffron, and Kashmiri saffron has traditionally been a preferred choice due to its reputation for excellence.

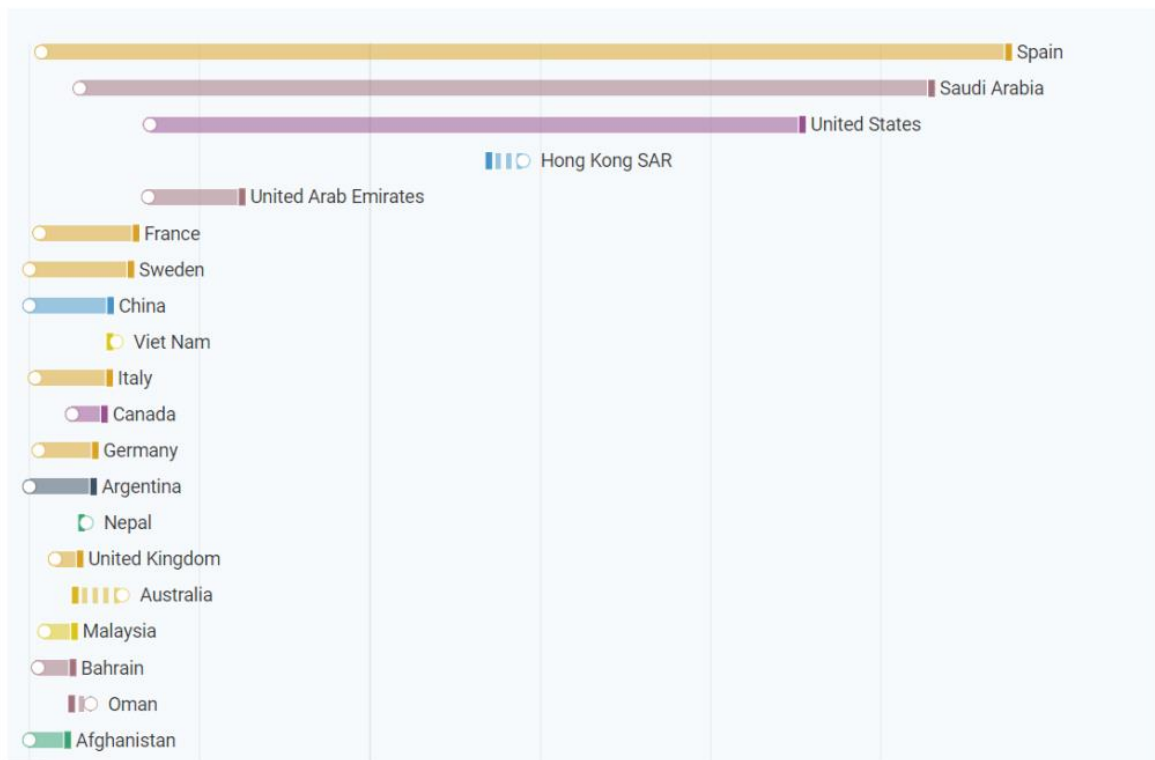
- The global saffron market size was valued at USD 374.6 million in 2020 and is expected to
- The global market is expected to expand at a compound annual growth rate (CAGR) of 8.5% from 2020 to 2028.
- Growing demand for saffron in medical and cosmetic applications is expected to be a key driving factor for the market in the forecast period. Saffron being rich in antioxidants and offers several health benefits.
- The main active compounds present in saffron include picrocrocin, safranal, and crocin. These compounds help reduce oxidative damage and inflammation in the human brain.
- Saffron is known for its memory-enhancing, antioxidant, and anti-inflammatory properties, which is likely to propel the growth of the market.

- Kashmiri saffron holds a Geographical Indication (GI) status, which signifies its unique origin and qualities. This adds to its market appeal and helps protect it from imitation. With the GI tag, Kashmir saffron is also expected to gain more prominence in the export market.

Value in USD thousand



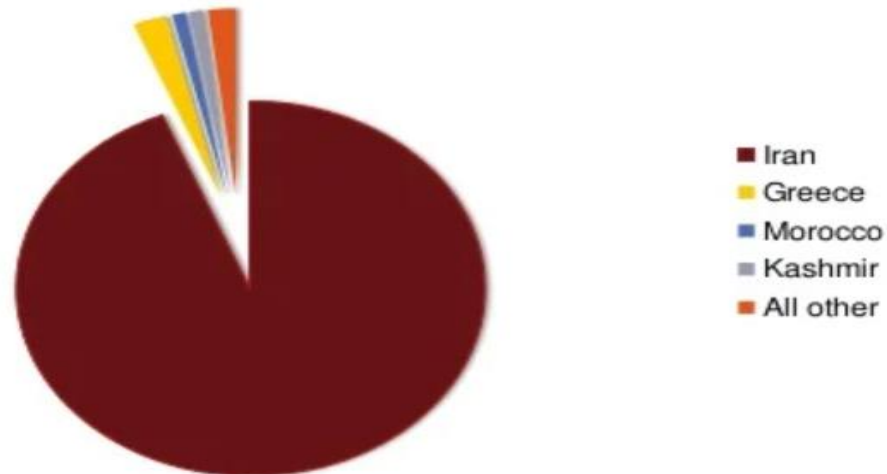
Untapped Market of Saffron Globally



🌐 Focus Sector: Saffron

WORLD SAFFRON PRODUCTION

World Saffron Production by Country (2005)



🌱 Saffron The Red Gold: Jammu & Kashmir's Pride:

Nestled in the lap of the Himalayas, the breath-taking region of Jammu & Kashmir is renowned for many treasures, and among them, walnuts take a special place. The unique climate and pristine environment provide the perfect conditions for cultivating the finest quality walnuts, prized for their taste, texture, and health benefits.

J&K's walnut industry has flourished over the years, with local farmers employing traditional methods handed down through generations. The commitment to quality and sustainable practices has resulted in a bountiful harvest that is now making its mark on the global stage.

World Saffron Imports:

World Import

Product code	Product label	2018		2019		2020		2021	
		Imported quantity, Tons	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)	Imported quantity, Tonnes	Imported Value (Th \$)
'091020	Saffron	2872	301259	2390	223389	2861	272855	1822	237909
Total		2872	301259	2390	223389	2861	272855	1822	237909

World Saffron Export:

World Export

Product code	Product label	2018		2019		2020		2021	
		Export quantity, Tons	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)	Export quantity, Tonnes	Exported Value (Th \$)
'091020	Saffron	1148	471610	1536	408211	2104	325717	5256	288311
Total		1148	471610	1536	408211	2104	325717	5256	288311

Figure 2 World Saffron Export

Insightful Highlights:

- Geographical Indication (GI) Status:**

Kashmiri saffron holds a Geographical Indication (GI) status, which recognizes its unique origin and attributes. This legal protection ensures that saffron produced in Kashmir adheres to specific quality standards, enhancing its market value and authenticity.

- Exceptional Quality and Aroma:**

Kashmiri saffron is renowned for its exceptional quality, distinct aroma, and vibrant colour. These attributes make it a preferred choice for culinary and medicinal applications, contributing to its premium status in the global market.

- Labour-Intensive Cultivation:**

The labour-intensive nature of saffron cultivation in Kashmir involves meticulous handpicking of delicate saffron threads from the crocus flowers. This traditional and intricate process adds to the saffron's value and authenticity.

- Cultural Significance:**

Saffron has deep cultural significance in Kashmir and is integrated into the region's culinary heritage. This cultural connection adds an element of authenticity and uniqueness to Kashmiri saffron, making it a sought-after ingredient.

- **European Union (EU) Market:**

The EU is a major importer of saffron, with Kashmiri saffron being highly regarded within the region. The EU's preference for high-quality products aligns well with the premium reputation of Kashmiri saffron, driving its demand.

- **Medicinal and Health Benefits:**

Kashmiri saffron is believed to have various health benefits, including antioxidant properties and potential mood-enhancing effects. This perceived medicinal value can attract health-conscious consumers and markets.

- **Artisanal Craftsmanship:**

The traditional handpicking and processing of saffron threads in Kashmir showcase the artisanal craftsmanship behind the product. This attention to detail and heritage contribute to the premium image of Kashmiri saffron.

- **Culinary and Aesthetic Appeal:**

The rich colour and distinct flavour of Kashmiri saffron make it a prized ingredient in a wide range of dishes, beverages, and desserts. Its use not only enhances flavours but also adds an exquisite visual element.

- **Economic Livelihood:**

Saffron cultivation plays a significant role in the economic livelihood of many families in Kashmir. The success of saffron exports contributes to the region's prosperity and sustains traditional agricultural practices.

- **Diversification Opportunities:**

Beyond culinary use, Kashmiri saffron can be explored for various applications, including cosmetics, perfumes, and herbal remedies. This diversification can open up new markets and avenues for export.

These highlights underscore the unique attributes and market advantages of Kashmiri saffron, positioning it as a valuable export item with a rich history, cultural significance, and potential for growth in international markets.

A century ago, Spain was the largest saffron producer in the world, plucking, toasting, and selling 140 tonnes grown on 13,000 hectares of land a year. By the 1970s, annual production had fallen to 70 tonnes.

Today, only 140 or so hectares – most of them in Castilla-La Mancha – are estimated to be given over to saffron crocuses. Total production for 2022 was around 450kg.

Spanish saffron imports account for 30% of the world's saffron imports, according to global saffron import statistics. There is a big gap between this country and other countries like Italy and the UAE.

🔍 SWOT Analysis of Saffron

Strength:

- J&K produces is largest of Saffron in India
- Kashmiri Saffron has been given the Geographical Indication (GI) tag by the Geographical Indications Registry.
- Kashmir saffron is renowned globally as a spice. It rejuvenates health and is used in cosmetics and for medicinal purposes.
- Cheap Labor availability
- Continuous increasing demand of Saffron

Weakness:

- Traditional method of production
- The production system has not been updated from decades. People still use the primitive ways for cultivation where the focus lies on the quantity and the quality of production.
- Shortage of quality planting material
- Unorganized and weak marketing mechanisms
- Inadequate packaging and labelling
- Shortage of skilled labour
- No proper supply chain for ecommerce
- Non-adoption of international standards of packing
- Fall in production
- Lack of distribution/consolidation centres
- There is shortage of quality plant material and poor orchard management

Opportunity:

- Kashmiri saffron had received the GI tag in July 2020 and this has boosted the domestic as well as the overseas business opportunities for Kashmir's Saffron Market
- Saffron has a Huge Export Potential
- Promoting Awareness and Marketing of GI Tag both domestically and internationally.

Threats:

- Import of Iranian saffron flooding the Indian market has affected the sale of Kashmiri saffron
- Unplanned construction and industrial activities in Pampore
- Impact of cement factories around the saffron fields. The extracts from these cement factories have had a negative impact on the saffron fields

Kashmiri Saffron now have Organic Certificate

Marketing Kashmiri saffron to the world market, especially with the added benefit of organic certification, involves a strategic approach that highlights the unique qualities of the product, emphasizes its organic nature, and targets the right audience. Here are some steps and strategies to consider:

Emphasize Organic Certification: Highlight the saffron's organic certification prominently in all marketing materials. This certification assures consumers of the saffron's purity, authenticity, and environmental sustainability. Use the certification logo on packaging and promotional content.

Unique Selling Proposition (USP): Identify what sets Kashmiri saffron apart from others. Is it the region's unique climate, traditional cultivation methods, or distinct flavour profile? This USP should be consistently communicated in all marketing efforts.

Quality Assurance: Ensuring that the saffron meets international quality standards, which includes maintaining consistent quality, appearance, and aroma. The organic certification adds value, but the saffron itself must be of top-notch quality.

Branding and Packaging: Creating a strong brand identity for Kashmiri saffron. Designing eye-catching and informative packaging that highlights its organic certification, origin, and unique selling points. Using elegant and sustainable packaging materials to convey a premium feel.

Storytelling: Telling the story of Kashmiri saffron cultural heritage. Share the centuries-old traditions, the labour-intensive harvesting process, Highlight the rich cultural and historical significance of saffron cultivation in the region. Emphasize the traditional methods of cultivation, harvesting, and processing, and how these contribute to the unique flavour and aroma.

Online Presence: Showcasing the Kashmiri saffron's history, quality, and organic certification. Farmers/growers to maximize the usage of e-commerce also Include high-quality images and videos that demonstrate the saffron production process and its natural beauty. Create engaging content that educates consumers about the benefits of using saffron. Listing of Kashmiri saffron on well-known e-commerce platforms that specializes in gourmet and organic products. This expands the reach to international consumers who actively search for such items.

Export Regulations and Logistics: Growers to Familiarize themselves with international trade regulations and logistics to ensure smooth and compliant

export. This includes packaging requirements, labelling regulations, and any import restrictions in different countries.

By combining these strategies and staying consistent in our messaging, Growers can effectively market organic Kashmiri saffron to the world market and create a stronger presence for the unique and valuable Kashmiri Saffron.

Remember, successful marketing takes time and effort. Consistency in branding, storytelling, and quality will help establish Kashmiri saffron as a premium product in the world market.