

Jammu & Kashmir Export Scenario

Apple as focused Product & Germany as focused Country



Taste the Himalayan Legacy: J&K's Apples, Truly Exceptional

- What Sets Kashmiri Apples Apart?
- Germany's Apple Production & Demand.
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Global Trade Insights & J&K Exports Spotlight

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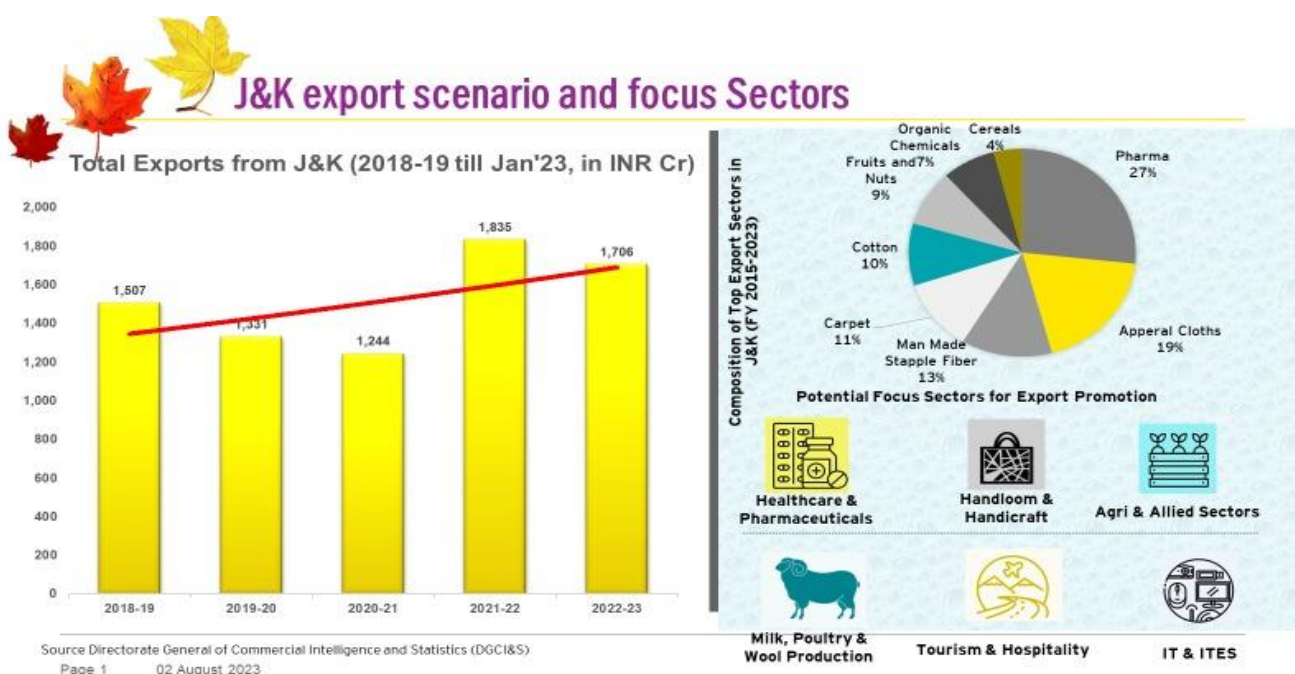
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Global Trade Insights & J&K Exports Spotlight



"Taste the Himalayan Legacy: J&K's Apples, Truly Exceptional!"

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



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)

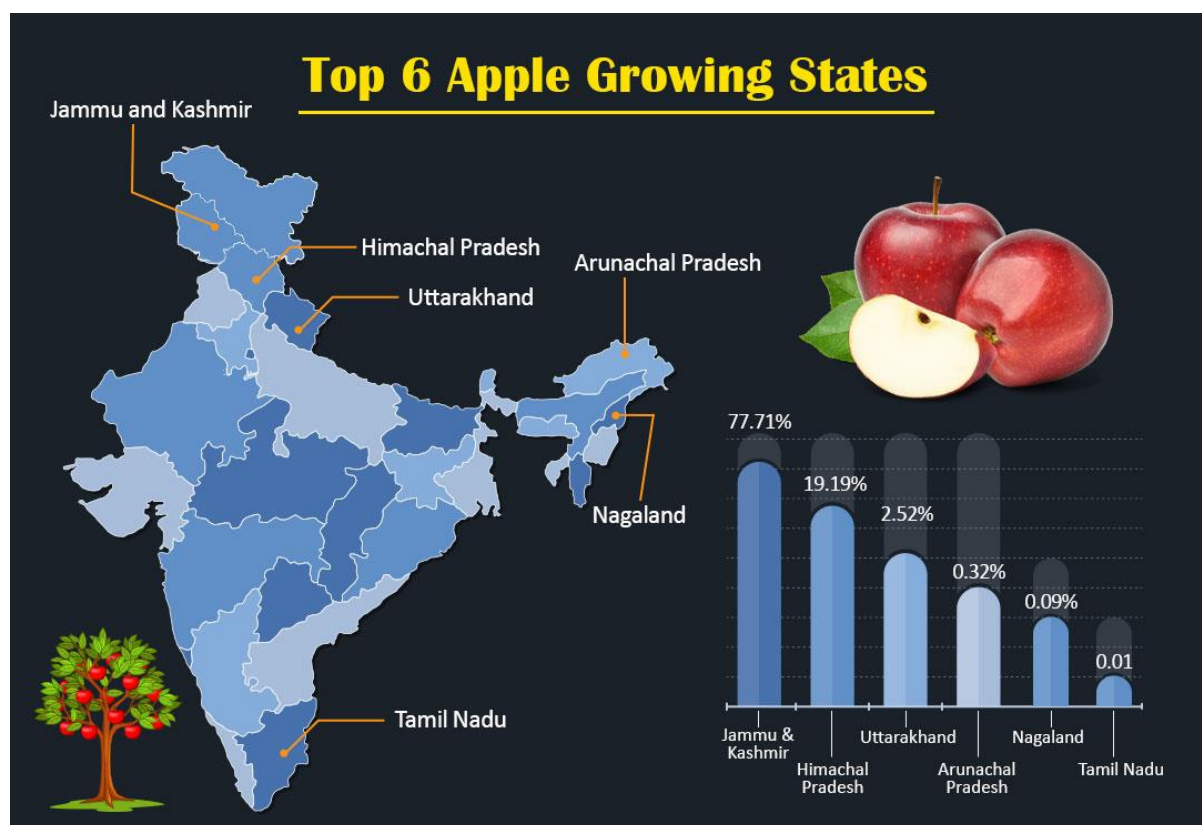
We are delighted to bring you exciting news from the heart of Kashmir, the land of enchanting orchards and lush greenery! In our latest venture, we are thrilled to introduce the world-renowned Kashmiri Apples to the discerning consumers of Germany.

Kashmiri apples are celebrated globally for their exceptional taste, vibrant colour, and crisp texture. Cultivated in the pristine Himalayan climate, these apples are a testament to the perfect blend of nature's bounty and meticulous craftsmanship of local farmers.

Germany: The Epicentre of Apple Excellence

Germany, a country synonymous with top-quality apples, has become our focal point. Renowned as the leading exporter of apples worldwide, Germany appreciates the nuances of this delectable fruit like no other. We are proud to share this natural treasure with the apple enthusiasts of Germany.

Jammu & Kashmir is the largest producer of apples and contributes about 75% of the total produced in India. The largest employment generator in Jammu & Kashmir is the apple industry, providing 400 man-days per year per hectare, employing 3.5 million people, and earning about 10% of its GDP. Jammu & Kashmir has tremendous potential for enhanced production and export of quality apples. Kashmiri apple is famous both in taste and appearance. It has gained fame in the export markets. Apple contributes 60-65% to the total horticultural crop production in Jammu & Kashmir from an acreage of over 50 percent. The apple production sector is the backbone of the rural economy because most of the population in rural villages is involved in this sector. The total apple production in Kashmir in the years 2020-2021 according to the Directorate of Horticulture J&K was 2026472 Metric tonnes of apples. The major producer was the valley of Kashmir.

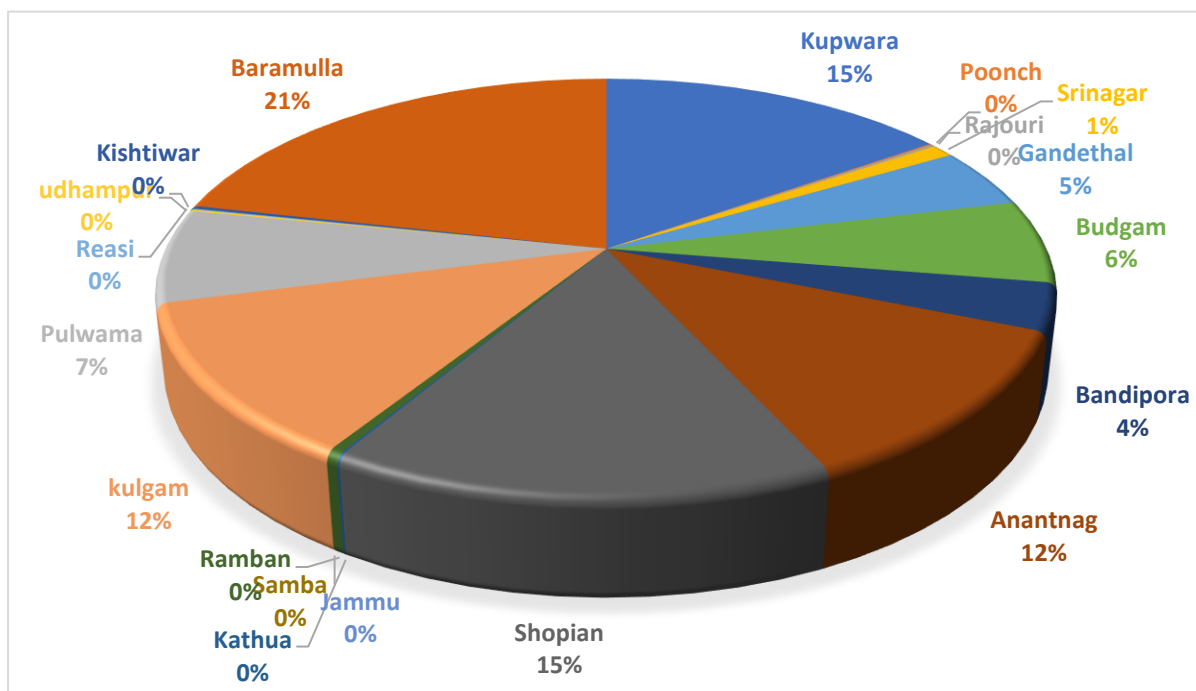


Apple is farm-based, labour intensive and commercially attractive economic activity. The income per acre is much higher than any other horticulture crops if it is done in systematic way. Apple production plays an important role in improving the standard of living, per capita income, and employment generation. The improvement in production is quite important, but the marketing has equal importance to develop a commercial crop. It has been found that the farmers face numerous problems like marketing, storage facilities, good quality pesticides, irrigation etc which contributes a lot for low production. It has been suggested that if these facilities are provided, productivity could be enhanced & improved like in other major Apple producing Countries.

Year wise Production of Apple in Jammu & Kashmir

District Wise Production of Apples in Jammu & Kashmir																					
Production in MTS Tons																					
Year	Srinagar	Ganderbal	Budgam	Baramulla	Bandipora	Kupw	Anantnag	Kulgam	Shopian	Pulwa	Jmu	Samb	Kathua	Udhpu	Reasi	Doda	Kishti	Ramban	Rajouri	Poonch	Total
2017-2018	18708	87576	121612	403766	68205	286628	223893	223893	288809	136389	0	0	1718	2442	1760	0	4137	7330	2916	2008	1881790
2018-2019	19231	91955	148276	404089	60358	289215	210619	213653	272620	138467	0	0	1523	2442	1736	8393	3891	7400	3203	2008	1879079
2019-2020	20205	91955	153356	479570	50385	283460	259959	207873	276226	172112	0	0	1821	2470	1850	8022	4246	7416	3511	2035	2026472

Production of Apples in Different Districts of Jammu and Kashmir



What Sets Kashmiri Apples Apart?

Exquisite Flavours: Experience the rich, authentic taste of Kashmiri apples – a burst of sweetness with a hint of tanginess that delights your taste buds.

Purity and Freshness: Our apples are handpicked at the peak of ripeness, ensuring you receive the freshest and most flavourful fruits.

Healthy Indulgence: Packed with essential nutrients and vitamins, Kashmiri apples are not just a treat for your taste buds but also a boost for your overall health.

Why Choose Our Kashmiri Apples?

Quality Assurance: We uphold the highest standards of quality to deliver apples that meet and exceed your expectations.

Sustainable Farming: Our commitment to sustainable farming practices ensures the conservation of the environment while producing premium quality fruits.

Direct from Orchards: By sourcing directly from Kashmiri orchards, we bring you apples that are as close to nature as it gets.

How to Enjoy Kashmiri Apples:

Whether you prefer them crisp and fresh or incorporated into mouth-watering recipes, Kashmiri apples elevate your culinary experiences. From refreshing salads to decadent desserts, the possibilities are endless:

Eat Them Fresh

Enjoy Kashmiri apples fresh and crisp. Wash them thoroughly, and bite into the juicy, sweet flesh. The natural sweetness of these apples is a treat on its own.



Make Fresh Apple Juice:

Use a juicer to extract fresh Kashmiri apple juice. You can drink it as is or mix it with other fruits for a refreshing and nutritious beverage.



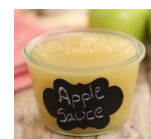
Prepare Apple-Based Desserts:

Use Kashmiri apples in desserts like apple pies, apple crumbles, or apple tarts. The natural sweetness and texture of these apples enhance the flavour of the desserts.



Make Applesauce:

Cook the apples with a bit of water and sugar to make applesauce. You can enjoy it as a topping for pancakes, waffles, or even eat it as a snack.



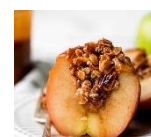
Include in Salads:

Slice Kashmiri apples and add them to your salads for a sweet and crunchy element. They pair well with greens, nuts, and cheese.



Bake Apples:

Core the apples, stuff them with a mixture of nuts, cinnamon, and sugar, and bake until tender. Baked apples make for a warm and comforting dessert.



Pair with Cheese:

Serve slices of Kashmiri apples with cheese, such as cheddar or brie. The combination of sweet and savory flavors is delightful.



Create Apple Chips:

Slice the apples thinly, sprinkle with cinnamon and sugar, and bake them until they are crispy. Homemade apple chips are a healthy and delicious snack.



Experiment with Savoury Dishes:

Get creative and use Kashmiri apples in savoury dishes. They can be added to curries, chutneys, or sauces to add a hint of sweetness.



Pair with Spices:

Combine Kashmiri apples with warm spices like cinnamon, nutmeg, or cloves. These spices enhance the natural flavours of the apples and create a cozy, fall-inspired treat.



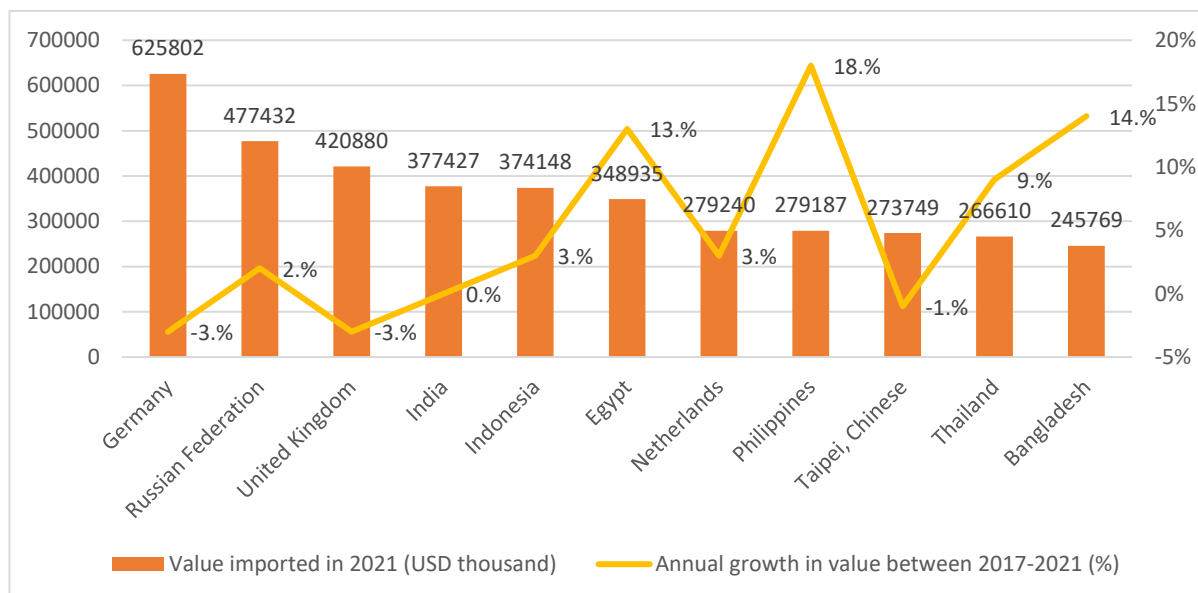
Freeze Them:

Peel, core, and slice the apples, then freeze them. Frozen apples can be used later for smoothies or desserts, and they retain their natural sweetness and texture.

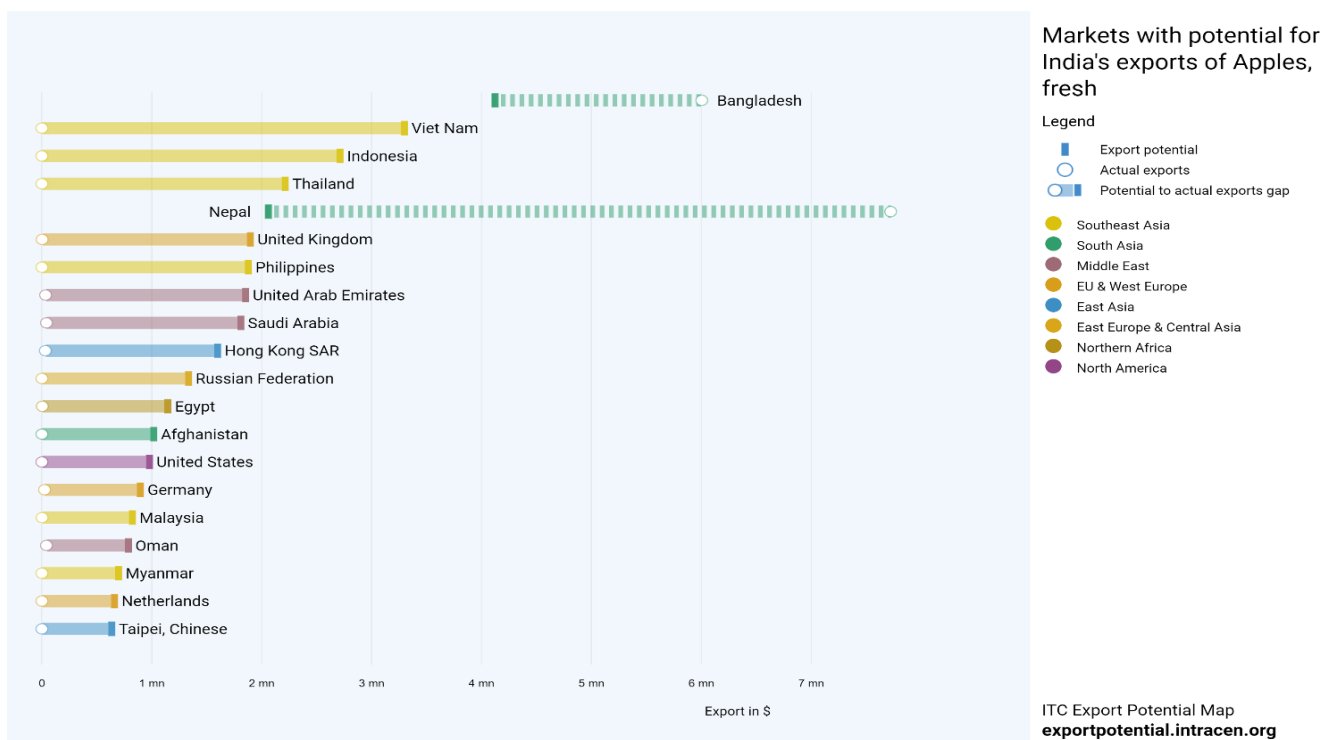
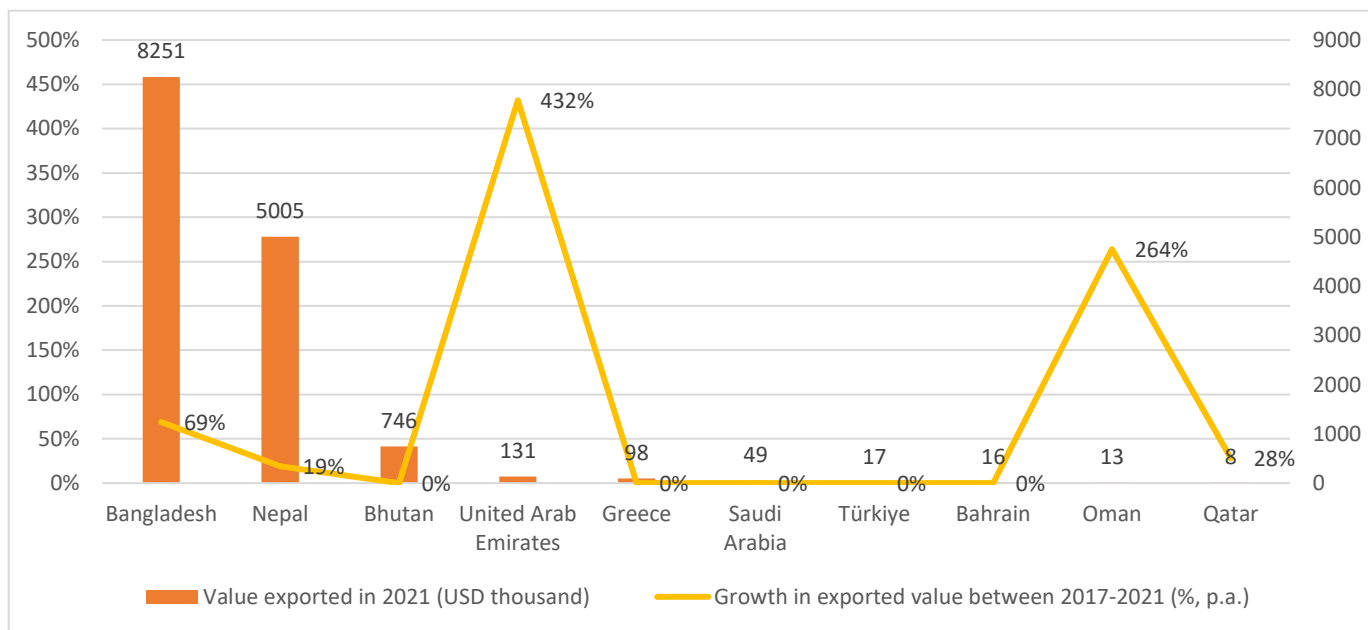


Remember, the best way to enjoy Kashmiri apples ultimately depends on your personal preference. Whether you like them fresh and crisp or incorporated into various dishes, these apples are sure to delight your taste buds.

Top Importers of the APPLES

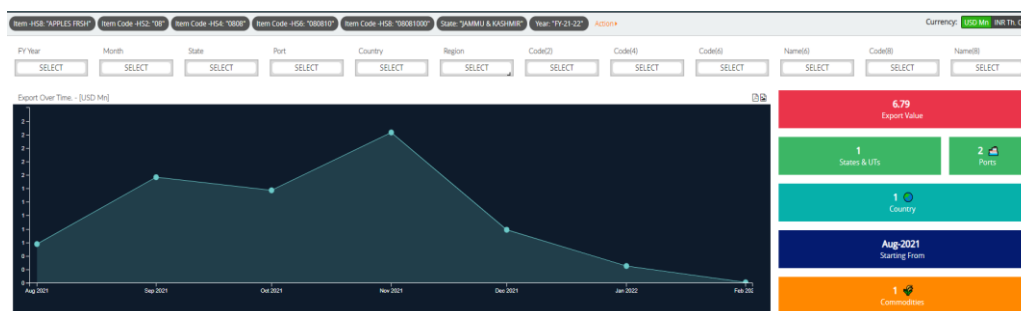


Top Countries to whom India Exports APPLES



32,812 USD Thousand is the untapped export potential for Fresh apples

Only **6.79 USD** Thousand been export from Jammu & Kashmir



Key Fact of Export

Value of world exports in 2021

8,039,177 (USD Thousand)

9,116,737 Tones

Total Exports from India in 2021

14,345 (USD Thousand)

29,050 Tones

Total export from J&K in 2021

6.79 (USD Thousand)

Export Potential of Apples

Countries	Actual export	Export Potential	Un-realised potential
Vietnam	0	3.2 Mn	3.2 Mn
Indonesia	0	2.6 Mn	2.6 Mn
Thailand	0	2.1 Mn	2.1 Mn
United Kingdom	2.3k	1.8 Mn	1.8 Mn
Philippines	\$600	1.8 Mn	1.8 Mn
UAE	34K	1.8 Mn	1.7 Mn
Saudi Arabia	42K	1.7 Mn	1.6 Mn
Hong Kong	31K	1.5 Mn	1.4 Mn
Russia	0	1.3 Mn	1.3 Mn
Egypt	3.7K	1.1 Mn	1.1 Mn

Potential market:

- Immediate:** Countries where a proper marketing channel will unlock the potential of that market in very short period.
 - Based on Signed FTAs the following can be targeted: **UAE, Saudi Arabia, Thailand, Nepal**
 - High Growth Markets: **Vietnam, Indonesia, Thailand**
- Long Term:** The following countries **Vietnam, Indonesia, Thailand** come under Long-term priority market as these are those markets where the untapped market potential can only be fulfilled if J&K exporters comply and raise the quality of the product to the highest standards, freight rates are more subsidized and major efforts is required in marketing which will require time to accommodate the same.

SWOT Analysis of Apple



Strengths:

- Large scale cultivation of Apples from last 60-80 years.

- The UT of Jammu and Kashmir is the largest apple producing state in India
- Better Connectivity and road infrastructure.
- Naturally best suited sites for Apple cultivation
- Easy supply of good planting material
- Cheap Labor availability
- Continuous increasing demand of Apple
- E-commerce platforms like ONDC, GeM, etc.

Weakness:

- Improper and less know-how about Apple Orchard Management
- Lack of proper grading and standardization
- Improper use of spray, chemicals, insecticides & pesticides
- Traditional method of production
- Inadequate packaging and labelling
- Lack of facility of processing
- Degradation of old Apple Gardens
- Shortage of CS & CA stores
- Lack of proper dialogue with Govt. agencies, research organization, universities, and others
- Shortage of skilled labor
- Lack of distribution/consolidation centers

Opportunities:

- Marketing through self-help groups corporation, different sameti & other corporations.
- Value addition by private sector for Apple orchard management.
- Opportunities for re-establishment of Apple orchards.
- Huge Export Potential.
- High Density Program for apples.
- Creation of infrastructure under High Density Apple Program.
- New Emerging industrial estates.

Threats:

- Absence of adequate Post Harvest Management.
- Absence of adequate Nutrition Management.
- Illegally import of Iranian apples flooding the Indian market.
- Environmental concerns.
- Aggressive use of pesticides and fertilizers.

Germany's Apple production & Demand:

Approximately 1 million tons of apples harvested in Germany in 2021. Apples continue to be by far the most widely harvested tree fruit in Germany. As reported by the Federal Statistical Office (Destatis) based on final harvest results, around 1.0

million tons of apples were harvested in 2021. 1.20 million tonnes of apples were harvested, the largest quantity since 1992. In 2020, the per capita apple yields amounted to more than 12 kilograms in Germany. Baden-Württemberg (403,200 tonnes or 39%) and Niedersachsen (279,700 tonnes or 27%) accounted for the largest quantities of apples harvested.

Four out of five Germans (79%) regularly eat apples, and most Germans (74%) believe that apples aren't just tasty but also healthy. They agree with the age old: "Ein Apfel pro Tag hält den Doktor fern" ("An apple a day keeps the doctor away.") The apple also features predominately in German cuisine.

The fact remains that German production is not sufficient to fulfil demand. This makes Germany one of the main importers of apples in Europe. In 2020, Germany produced 973,000 tonnes of apples.

Meeting Germany's Appetite for Excellence, Kashmiri Apples:

We are delighted to share exciting news about Germany's thriving apple market and the unique opportunity it presents for our Kashmiri apples. In recent years, Germany has emerged as one of Europe's primary importers of apples due to its growing demand, far outstripping its domestic production capabilities.

Germany's Insatiable Appetite for Apples:

Despite producing a substantial 973,000 tonnes of apples in 2020, Germany finds itself unable to meet the overwhelming demand for this delectable fruit. A staggering 70% of its homegrown apples are eagerly consumed by Germans as fresh produce, leaving a substantial gap that international suppliers can fill.



Why Kashmiri Apples Are the Perfect Fit:

Kashmir, blessed with its unique Himalayan climate, nurtures apples of unparalleled quality. Our region's apples, known for their exquisite taste and vibrant colours, perfectly complement Germany's discerning palate. We take immense pride in the fact that our apples meet the stringent standards of freshness and flavour that the German market demands.

Join Us in This Flavourful Journey:

We invite you to savour the essence of Kashmir through our exquisite apples. Indulge in the natural sweetness and unmatched quality that define Kashmiri apples. Join us in this flavourful journey and let your taste buds embark on an adventure of unparalleled delight.

Syed Mujtaba Safvi

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