

Fruits & Vegetables (F&V) export. India must achieve a great leap forward.

Here is the reason👇

Pakistan produces **15 million tons** of F&V.

Pakistani exports F&V worth **\$ 730 million**

India produces **300 million tons** of F&V.

India exports F&V worth **\$ 1400 million**

In other words, for every million tons of F&V produced, Pakistan fetches export revenue of **\$ 50 million**. The corresponding figure for India is **\$ 5 million**; ten times lower!

Pakistan's F& V sector has evolved to be export intensive.

F&V is the largest exported agri. commodity globally.

The world export of F& V is huge :**\$ 274,000 million**(\$ 274 billion, FAOSTAT-2019).

India's share in this is insignificant: **0.5%**

India is the second largest producer of F&V in the world..!

Indian industry has products and technologies to increase the shelf life of harvested fruits and vegetables.

India can (and India must) improve the ratio of exports to total F&V production. This would considerably benefit F&V cultivators in India.

We can become our neighbours' envy in F&V export. Now, it is the reverse!