

PROMOTING CONSUMPTION OF LOCAL FRUITS



**Malaysia Federal
Agricultural
Marketing Authority
(FAMA) runs a
successful campaign
promoting
consumption of
locally grown fruits.**



**Do we promote
our fruits similarly
in India? **NO.****

**In a country of 1.45 billion people, many of
our local fruits do not find adequate markets.**



**Jackfruit
is a prime example.**
India is the largest producer of Jackfruit. As per UN FAO, 75% of the jackfruit produced in India goes to waste. In Kerala alone jackfruit worth **₹2000 Cr.** is wasted every year for want of buyers.

Mango :

India has long been a major producer of mango in the world. The domestic consumption of mangoes is not keeping pace with the increase in its production leading to price crash and distress sale.



Cranberry from USA is the latest entrant in the Indian market. It is sold at more than **₹ 1000 per kg.**

Our domestic fruit market is increasingly occupied by imported ones. Every fifth apple sold in the country is imported though the Indian apple offers better freshness, aroma and sweetness.



India is the world's largest importer of dates, though they can be successfully grown in states like Rajasthan and Gujarat giving good economic returns.

In the last financial year India imported fresh fruits worth **₹ 25,770 Cr.**

“India's Ministry of Agriculture and Farmers Welfare may consider running campaigns promoting consumption of local fruits.”



One mantra for Viksit Bharat
Go Vocal for Local

- Shri Narendra Modi, Prime Minister of India



Issued by Centre for Environment & Agriculture (CENTEGRO), a Mumbai based think tank.
We actively work, among others, on matters that concern Indian agriculture, trade, economy, health and environment.
E: info@centegro.org W: indianagriculturalfacts.com

