

Odisha FPOs start exporting mangoes, fresh vegetables

Our Bureau
Bengaluru

For the first time, eight FPOs from Odisha have exported over 86 quintals of mangoes and fresh vegetables to seven countries in the Middle East and Europe including the United Kingdom, Italy, Ireland, Poland, Qatar and UAE, over the last three months.

To tap the export potential further, Nabard, in partnership with the Department of Agriculture and Farmers' Empowerment, Odisha government, Agricultural and Processed Food Products Export Development Authority (Apeda) and Palladium organised a strategy workshop in Mayurbhanj for FPOs on exporting fresh vegetables from Mayurbhanj, Keonjhar, and Balasore districts in north

zone of the State. The workshop focused on educating FPOs about the processes and opportunities in the export market, with a specific goal of exporting okra, bitter gourd and long beans to Dubai within the next six months, as per the demand. The workshop was facilitated by Palladium as Technical Support Unit (TSU) to the Directorate of Horticulture, Odisha. The event aimed to enhance the export potential of fresh vegetables from the region.

KEY TO BOOST EXPORT

Sudhanshu KK Mishra, CGM, Nabard, said, "Three areas are key to boost export in the State — strengthening supply to meet market demand, adherence to international quality standards and role of packaging. The markets are demanding and only good

quality produce will fetch remunerative prices. Nabard along with Apeda, Department of Agriculture and Farmers' Empowerment and Palladium, will focus on the value-chain development in fruits and vegetables to increase export of fresh produce from the State."

Biswajit Behera, Associate Director, Palladium said, "Facilitating export of fresh produce from Odisha is one of the key focus areas of the State government as it is facilitating cold-chain facilities to boost export from the State. Palladium is working closely with the FPOs in the State to make the farmers market-ready and the FPOs supply-ready."

The workshop saw an active interaction of representatives from FPOs with other stakeholders.