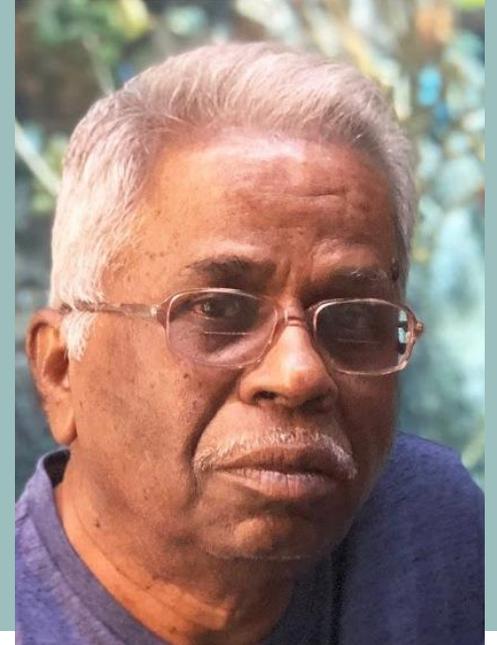


# EXPORTING POMEGRANATE



Presentation by  
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# POMEGRANATE IS A FRUIT WITH PROVEN HEALTH BENEFITS

Pomegranate holds good quantities of vitamins, potassium and antioxidant polyphenols. Moreover, research shows pomegranate is effective in reducing heart disease risk factors, risks of cancer and other maladies



## Pomegranate derivatives are gaining in popularity.

Soft drinks (including juices and fruit drinks) and food supplements containing pomegranate are dominant amongst the new innovative products. Other major categories include confectionary and dairy (for Northern Europe) and sauces, seasonings and cereals (for Southern Europe)

## POMEGRANATE CULTIVATION

THE POMEGRANATE IS CULTIVATED IN LARGE PARTS OF THE WORLD, INCLUDING LATIN AMERICA, SOUTHERN EUROPE, ASIA AND AFRICA.

- In the northern hemisphere, pomegranates are typically in season from September through February, while in the southern hemisphere, they are in season from March through May.
- In India, Maharashtra state cultivates Pomegranate in largest area followed by state of Karnataka , around 75 percent production of entire country's production comes from these two states
- Productivity of Pomegranate is greater in Tamil Nadu region however, area of cultivation is less

# PESTICIDE RESIDUES CONSTITUTE A CRUCIAL ISSUES FOR SUPPLIERS OF FRUITS AND VEGETABLES.

With the objective of avoiding health and environmental damage, the European Union has set maximum residue levels (MRLs) for pesticides in and on food products.

Products containing more pesticides than allowed will be withdrawn from the European market.

Buyers in several member states (for example, the United Kingdom, Germany, the Netherlands and Austria) use MRLs that are stricter than those specified in European legislation.

# India Scenario

## GRADE THE POMEGRANATES ACCORDING TO THE AGMARK STANDARDS BEFORE ISSUE OF THE PHYTO SANITARY CERTIFICATE (PSC)

LABORATORIES APPROVED BY DMI FOR THE GRADING AND MARKING OF FRUITS AND VEGETABLES FOR EXPORT

THE VARIOUS CLASSIFICATIONS, SIZE PROVISIONS AND BOUNDARIES FOR PUNGENCY FOR POMEGRANATES ARE PRESENTED IN THE MARKETING STANDARD FOR POMEGRANATES (CODEX STAN 310-2013).

# IMPORTERS

The Netherlands import the largest volume of pomegranates from non-European countries

Germany, Italy and France prove to be important destination countries for pomegranates.

Pomegrenates do not have their individual  
Harmonised System (HS) code.

They are included in the code for fresh fruit  
that is not mentioned elsewhere: 08109075.

Therefore, exact trade statistics are not  
available.

EXPORT TRADE DATA BASE  
FOR  
POMEGRANATE  
AVAILABLE WITH DETAILS

TAKE A LOOK AT THIS LINK

<http://www.primaryinfo.com/market/exporting-pomegranate.htm>



Questions?

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