

# Indian irradiated fruit exports



Kaushal Khakhar – Kay Bee Exports

# Topics covered

- Kay Bee Exports
  - HWT vs VHT vs Irradiation
- Indian fruits and market access
- Country-wise experiences

# Kay Bee Exports

- India's largest air-freight exporter of fresh produce.
- Largest market share for irradiated produce
- Most integrated
  - Farming
  - Contract farming with plant protection managed by us
  - Self-manufacturing of organic pesticides
  - Fleet of 70+ vehicles
  - IATA accredited freight forwarding
  - Customs clearance
  - Distribution in Europe



State-of-the-art baby corn packhouse, best in the industry, BRC A certified















## **APHIS Prohibits the Importation of Pomegranate Arils from Peru into the United States due to Mediterranean Fruit Fly (*Ceratitis capitata*)**

*USDA Animal and Plant Health Inspection Service sent this bulletin at 06/11/2018 02:25 PM EDT*

FOR INFORMATION AND ACTION  
DA-2018-19  
June 11, 2018

**Subject:** APHIS Prohibits the Importation of Pomegranate Arils from Peru into the United States due to Mediterranean Fruit Fly (*Ceratitis capitata*)

**To:** State and Territory Agricultural Regulatory Officials

Effective immediately, the Animal and Plant Health Inspection Service (APHIS) prohibits the importation of pomegranate arils from Peru into the United States. APHIS is taking this action in response to two detections of Mediterranean fruit fly (Medfly) larvae in commercial shipments of pomegranate arils from Peru.



KAY BEE EXPORTS







BRC A fruit packhouse with automated handling facility for mangoes and pomegranates





First hot water treatment plant installation in India for mangoes



# HWT vs VHT vs Irradiation

- HWT – different treatment temperatures for sizes of mangoes but not for variety; insufficient research
- VHT – driven by maintaining pulp temperature for certain duration rather than fixed duration treatment
- Irradiation – cold treatment

# Indian fruits

- India is 2<sup>nd</sup> largest producer of fruits
- Largest for mangoes : 44.1%















125 acre Pomegranate farm – Global GAP and TN10 (Silver) certified





12/11/2013 05:09



**Kay Bee Exports**

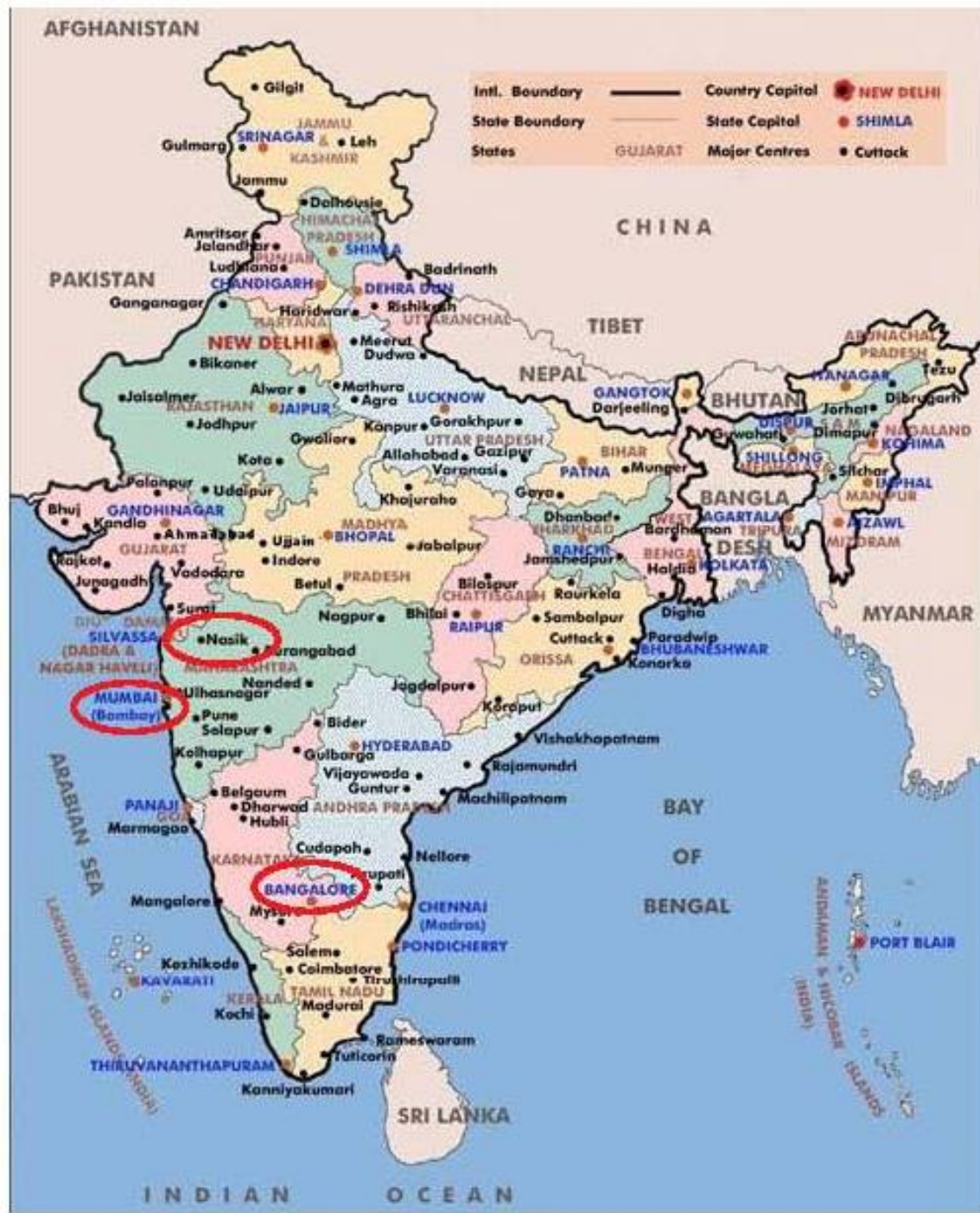
# Indian fruits

- India is 2<sup>nd</sup> largest producer of fruits
- Largest for mangoes : 44.1%
- Market access received
  - USA mangoes in 2006
  - USA pomegranates in 2016
  - Australia mangoes in 2017
- USA is a pre-clearance program with USDA inspectors at the irradiation facilities. Australia is on-arrival clearance.



# Pre-clearance program

- Pros
  - Peace of mind of assured clearance
- Cons
  - Higher costs
  - Reduced flexibility of shipping outside of inspector stationing periods
- Mid-way?
  - Local USDA resource?



































**kb** *fresh*  
The taste of freshness.



*Alphonso*  
*mangoes*



**kb** *fresh*  
The taste of freshness.



*Fresh Indian*  
*mangoes*











ANILA MANGO

\$ 6 PER BOX

## INDIAN MANGOES

*Cashiers will open box on counter during checkout*

UTTAM BRAND <u>KESAR MANGO</u>	\$25
KAYBEE BRAND <u>KESAR MANGO</u>	\$27
KAYBEE BRAND <u>ALPHONSO MANGO</u>	\$35
KAYBEE BRAND <u>BENGANPALLI</u> MANGO	\$28
KAYBEE BRAND <u>RAJAPURI MANGO</u>	\$30

## INDIAN MANGOES

ALL SALES ARE FINAL

NO REFUNDS OR EXCHANGES

KESAR  
MANGO  
PULP

KESAR  
MANGO  
PULP

KESAR  
MANGO  
PULP

KESAR MANGO PULP 850 Gm. x 6 CANS



# Challenges

- FDA hold for several days (17 days!)
- Need for original documents
  - Proposed solution : Upload by USDA in IRADS?



AKE 34771

BA

BRITISH AIRWAYS  
WORLD CARGO



**TURKISH  
CARGO**

ORIGINAL DOCS & CERTIFICATE

AWB NO 125-2263 6154

ORD - (PER)

BA 138

8<sup>th</sup> June

AKK-34771 BA

ENVELOPE IS REVERSIBLE  
SEE REVERSE

Fresh Indian  
mangoes

kaybee

Fresh Indian  
mangoes

BRITISH AIRWAYS  
WORLD CARGO

125

PER

BRITISH AIRWAYS  
WORLD CARGO

125

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BRITISH AIRWAYS  
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BRITISH AIRWAYS  
WORLD CARGO

125

PER







# Challenges

- FDA hold for several days (17 days!)
- Need for original documents
  - Proposed solution : Upload by USDA in IRADS?
- Labelling requirement on pomegranates





# Australia

“

We are unable to engage with you on mango's from India due to the current irradiation process the product goes through. Our current position is that we do not take in any products that have been irradiated. Thank you for your interest, however we will not be proceeding with any further inquiries at this point in time.

“

# Australia

- Brisbane vs other import airports
- Import permits were required for Indian mangoes till 30<sup>th</sup> June 2017





17/06/2014 10:12

# Other markets

- New Zealand
  - Currently allows only VHT for Indian mangoes
  - But, allows irradiation for Australian mangoes
  - Mites found on few shipments 2 years ago
- Europe
  - Accepts both HWT and VHT but no irradiation



# Consumer awareness

- Acceptance / Ignorance?
- Independent website with safety information and backed by academia / research institutions

Thank you!



India's leading integrated fruits and vegetable exporter