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APEDA and Government of Tripura Organise International Organic Buyer-Seller Meet to Expand Global Market Linkages

Global Buyers, Exporters and Farmers Come Together to Explore Organic Trade Opportunities in Tripura

The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, Government of India, in collaboration with the Tripura State Organic Farming Development Agency (TSOFDA) and the Department of Agriculture and Farmers Welfare, Government of Tripura, organised an International Organic Buyer-Seller Meet in Agartala, Tripura, to provide a direct platform for the state's organic producers, Farmer Producer Organisations (FPOs), exporters and international buyers to explore new business opportunities and establish long-term market linkages.

Around 200 participants participated in the programme, including more than 20 international buyers from countries such as Australia, New Zealand, Germany, Italy, Greece and Argentina, 27 exporters, 96 farmers representing 22 FPOs/FPCs, and officials from various Government departments. The diverse participation provided a platform for direct interaction among farmers, producer organisations, exporters, Government stakeholders and international buyers, facilitating discussions on sourcing opportunities, market requirements and potential business linkages.

The event featured 12 vibrantly curated stalls showcasing the diverse range of organic and naturally produced products that Tripura has to offer, including Queen Pineapple, GI-tagged Kalikhasa Rice, Organic Ginger and Turmeric, Black Sesame, Jackfruits, Scented Lemon and other fresh and exotic organic products. The stalls provided international buyers with an opportunity to explore Tripura's unique agricultural offerings through product displays, direct interactions with producers and discussions on potential sourcing and business opportunities.

The International Organic Buyer-Seller Meet provided a platform for meaningful commercial engagement between Tripura's organic producers and international buyers while promoting the state's organic identity in global markets. The initiative is expected to generate new business linkages, encourage long-term sourcing partnerships and contribute to improved market access and income opportunities for farmers.

The event was graced by Agriculture Minister, Government of Tripura Shri Ratan Lal Nath. IAS, Secretary, Agriculture & Horticulture, Government of Tripura, Shri Apurba Roy, Executive Director, IFOAM Organics Asia and senior officers from APEDA, Ms Jennifer Chang, also attended the programme and shared their perspectives on strengthening the organic sector and expanding market opportunities for organic producers.

Agriculture Minister Shri Ratan Lal Nath, appreciated the efforts to promote Tripura's organic products in international markets and highlighted the importance of strengthening market linkages for organic farmers and producer groups. He said, "Tripura's farmers are producing quality organic products with strong potential in domestic and international markets. Connecting our farmers and FPOs directly with international buyers can create new opportunities for better market access and income generation. The Government of Tripura will continue to support initiatives that strengthen organic farming and enable our farmers to benefit from emerging global opportunities."

The event also featured the felicitation of organic farmers by the Agriculture Minister in recognition of their contribution to the state's organic agriculture movement and their role in building sustainable agricultural value chains.

APEDA continues to work closely with State Governments, FPOs, exporters and other stakeholders to strengthen India's organic export ecosystem through certification support, capacity building, infrastructure development, market promotion and international buyer linkages. The initiatives in Tripura form part of these continued efforts to expand the global footprint of India's organic products and create sustainable opportunities for farmers across the North Eastern Region.

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