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APEDA Facilitates First Export of Fresh Uttarakhand Litchi to Italy, Marking Entry into European Market

The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, Government of India, facilitated the first export consignment of fresh Uttarakhand litchi from Dehradun to Italy on 18 June 2026. This milestone marks the entry of Uttarakhand's premium litchi into the European market and reflects the growing international acceptance of India's high-quality fresh fruits.

The inaugural consignment, comprising one metric tonne of fresh litchi, was exported to Italy, showcasing the export potential of Uttarakhand's horticulture sector. The shipment is expected to strengthen India's presence in international fresh fruit markets while promoting premium produce from the Himalayan region.

Dehradun litchi is widely recognised for its distinctive sweetness, attractive red colour, delicate aroma and superior pulp quality. The region is known for renowned varieties such as Rose Scented, Calcuttia and Bedana. The favourable agro-climatic conditions of Uttarakhand, particularly in the districts of Dehradun, Haridwar, Nainital and Udham Singh Nagar, contribute significantly to the fruit's premium quality and market appeal.

The export initiative has also resulted in improved returns for growers, with farmers receiving prices approximately 25 per cent higher than prevailing domestic market rates. The development is expected to encourage wider adoption of quality production practices and greater participation in export-oriented horticulture.

The shipment was facilitated through the coordinated efforts of APEDA, the Government of Uttarakhand, exporters, farmer producer organisations (FPOs), logistics partners and other stakeholders. The initiative highlights the importance of collaboration across the value chain in enabling international market access for Indian agricultural produce.

The export of Uttarakhand litchi to Italy represents a significant step towards diversifying export destinations for India's fresh fruits and reinforces the country's reputation as a reliable supplier of premium horticultural products.

APEDA continues to advance India's agri-export agenda through market development initiatives, quality assurance mechanisms, infrastructure support and capacity-building programmes aimed at enhancing farmers' access to high-value international markets.

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