Ministry of Commerce & Industry

APEDA Facilitates Trial Export of 1.5 MT of Arunachal Pradesh Kiwi to Dubai

“Kiwi: USP of Arunachal Pradesh” Initiative Aims to Strengthen Export Linkages for Local Growers

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce and Industry, Government of India, facilitated the trial export of 1.5 metric tonnes (MT) of kiwi from Ziro, Arunachal Pradesh, to Dubai, United Arab Emirates (UAE). The consignment successfully reached Dubai and was showcased at LuLu Hypermarket, Al Qusais. The initiative marks a step towards assessing the fruit’s potential in international markets.

The initiative, undertaken under the Ministry of Development of North Eastern Region (MDoNER), seeks to promote and strengthen Arunachal Pradesh’s kiwi sector under the branding initiative “Kiwi: USP of Arunachal Pradesh”. Implemented in collaboration with the Department of Trade & Commerce and the Department of Horticulture, Government of Arunachal Pradesh, the initiative aims to introduce the state’s kiwis to international markets, assess consumer response and develop stronger market linkages to expand export opportunities for local growers.

Arunachal Pradesh’s high-altitude growing conditions and natural environment support the cultivation of kiwi with distinctive fruit quality and flavour. The state’s produce offers potential in premium domestic markets, export promotion and value-added products. The major varieties grown in the region include Hayward, Monty, Allison and Bruno, with the Hayward variety showing good demand in international markets.

With the consignment reaching retail shelves at LuLu Hypermarket, Al Qusais, the initiative has moved beyond the flag-off stage to retail-level market assessment. Consumer tasting and feedback will help evaluate the fruit’s acceptability and potential demand. The assessment is also expected to provide insights into consumer preferences,

quality expectations, packaging and presentation requirements. These findings can help growers, cooperatives and exporters prepare for future commercial shipments and identify suitable market opportunities.

The initiative also seeks to connect local kiwi growers with potential overseas markets, creating additional sales channels and opportunities for improved farmer returns through future shipments. The trial export is expected to provide a basis for assessing market response and identifying requirements for expanding the presence of Arunachal Pradesh kiwi in international markets.

The flag-off ceremony was attended by the Minister of Agriculture & Allied Departments, Government of Arunachal Pradesh, Shri Gabriel D. Wangsu, and the MLA-cum-Advisor to the Minister of Trade & Commerce, Dr. Mohesh Chai. Other dignitaries present included the MLA, Ziro, Shri Hage Appa; Special Secretary (Agriculture/Horticulture), Ms. Rishita Gupta; Secretary, Trade & Commerce, Ms. Bullo Mamu, IRS; Secretary, Horticulture, Government of Arunachal Pradesh, Ms. Koj Rinya; and Director, ICER, Shillong, Shri Kardirvel Govindasamy.

Representatives of the Kiwi Growers Cooperative Society and Fair Exports India Pvt. Ltd. also participated in the event, along with APEDA officials, officers from the Departments of Trade & Commerce, Horticulture and Agriculture, kiwi farmers accompanying the consignment and other programme representatives.

Through this initiative, APEDA continues to support the promotion of agricultural and horticultural produce from the Northeast and facilitate its access to international markets. The successful arrival and retail placement of Arunachal Pradesh kiwi in Dubai provide an opportunity to evaluate overseas market potential and prepare local growers for participation in international trade.

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