



U.S. TRADE AND DEVELOPMENT AGENCY

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USTDA REVERSE TRADE MISSION AIMS TO ENSURE FOOD SECURITY AND SAFETY IN INDIA

INDIA – In response to President Obama’s call for increased cooperation in agriculture during his trip to India in November, USTDA is supporting a reverse trade mission to the U.S. for twelve Indian representatives to learn about modern cold chain technologies and U.S. practices and standards. Because of the lack of cold chain infrastructure to keep fruit and vegetables fresh in India, a quarter or more of agricultural produce is wasted in a country where many go hungry. The trade mission will aim to introduce the technology necessary to improve India’s cold chain infrastructure, which would enhance the country’s ability to maintain the value and quality of its agricultural production. An efficient cold chain system is an important component of India’s agricultural economy and is vital for the country’s development.

“We are very proud and excited to continue our work supporting cold chain technologies in India,” stated USTDA Director Leocadia Zak. “This trade mission offers an opportunity to introduce U.S. cold chain technologies to India while continuing our dialogue about best practices in the sector.”

The trade mission will take place April 23 through May 6, 2011 and will include visits with U.S. companies and U.S. government representatives in Atlanta, New Orleans, and Washington, DC. The visit will include delegates both from the Ministry of Food Processing and the National Horticulture Board, as well as private sector operators of cold chain facilities in India. While in New Orleans, the delegates will attend the International Association of Refrigerated Warehouses (IARW)/World Food Logistics Organization (WFLO) Annual Convention and Expo, the largest cold chain trade show, and will provide an opportunity to meet a large variety of U.S. suppliers.

This trade mission supports the ongoing U.S.-India Agricultural Dialogue’s efforts to extend food security in India. It will introduce the Indian delegates to U.S. technology and expertise in the areas of harvesting, storing, processing, and transporting agricultural products. Exposure to U.S. technology in this area will decrease spoilage and maintain a high level of quality throughout the supply chain in India to ensure food safety and security.

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The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.