

**Voluntary Report** – Voluntary - Public Distribution

**Date:** January 14, 2022

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## **Report Name:** India Grants Expanded Market Access for US-Origin Cherry Exports

**Country:** India

**Post:** New Delhi

**Report Category:** Agriculture in the News, Trade Policy Monitoring, SP1 - Expand International Marketing Opportunities, Sanitary/Phytosanitary/Food Safety, Stone Fruit, Export Accomplishments - Market Access, Agricultural Situation, Fresh Deciduous Fruit, SP2 - Prevent or Resolve Barriers to Trade that Hinder U.S. Food and Agricultural Exports

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### **Report Highlights:**

On January 11, 2021, the Indian Ministry of Commerce and Industry announced that India and the United States agreed to a framework that will implement market access for a number agricultural products from both countries. Among the successes, India agreed to a phytosanitary protocol that will facilitate expanded market access for U.S. cherries in India. In 2021, U.S.-origin cherry exports to India surpassed \$600,000; with expanded market access U.S. cherry exports potentially may reach \$5 million annually.

## GENERAL INFORMATION

On January 11, 2022, the Ministry of Commerce and Industry announced that India and the United States agreed to a framework that will implement market access for agricultural products from both countries. During the November 23, 2021, Twelfth Ministerial of the India-United States Trade Policy Forum (held in New Delhi), both countries agreed to address outstanding bilateral trade concerns. The meeting allowed both countries to explore important, emerging trade policy issues, including those pertaining to food and agricultural products. India's Minister of Commerce and Industry, Piyush Goyal and U.S. Trade Representative (USTR), Ambassador Katherine Tai agreed to finalize work on market access facilitation for mangoes and pomegranates, pomegranate arils from India, and cherries and alfalfa hay for animal feed from the United States.<sup>1</sup>

In conjunction with the ministerial, the U.S. Department of Agriculture (USDA), Animal and Plant Health Inspection Service and the Ministry of Agriculture and Farmers Welfare agreed to a protocol that will expand U.S. cherry trade. The Indian government stated that beginning April 1, 2022, the United States will be able to ship U.S.-origin cherries under the new protocol.<sup>2</sup>

Resulting from this trade facilitation success, FAS New Delhi (Post) projects U.S. cherry exports potentially expanding to \$5 million annually, increasing by 500 metric tons (MT). In calendar year 2021 (January-November), exports of U.S. cherries to India reached \$600,000 (roughly 66 MT), up 135 percent from 2020 (Source: USDA GATS). India levies a 30 percent basic customs duty on U.S.-origin cherries. Significant market potential exists in major metropolitan areas in high-end retail stores, as well as in hotel, restaurant, and institutional (HRI) sector.<sup>3</sup>



In India, U.S. cherries are represented by the Northwest Cherry Growers.

Imported U.S. cherries in 2021 were retailing in some New Delhi stores for India rupees (INR) 948 (~\$12.82) per 500 grams.<sup>4</sup>

Photo source: FAS New Delhi.

## Attachments:

No Attachments.

<sup>1</sup> [Joint Statement from the United States - India Trade Policy Forum](#), November 23, 2021.

<sup>2</sup> Ministry of Commerce and Industry, Press Information Bureau [No. 1789120](#); January 11, 2022.

<sup>3</sup> [GAIN INDIA \(IN2021-0091\) Highlighting the Best of Taste of America at the Hyatt Regency Delhi.](#)

<sup>4</sup> FOREX: Indian rupees (INR) 73.94 = \$1.00.