

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** India's AAHAR 2023 Bigger Than Ever - FAS New Delhi  
Success Story

**Country:** India

**Post:** New Delhi

**Report Category:** Agricultural Situation, Agriculture in the News, Export Accomplishments - Trade Leads, Export Accomplishments - Marketing, Trade Events and Shows, Trade Show Evaluation

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**Report Highlights:**

FAS New Delhi (Post) participated at AAHAR 2023 (March 14-18, 2023), India's premier food and beverage tradeshow. The show organized by the India Trade Promotion Organization (ITPO), drew in over 100,000 business visitors and delegates from India and abroad. FAS New Delhi's "USA Pavilion" at AAHAR 2023, facilitated the exhibition of a wide range of top-quality U.S.-origin food and beverage products. Initial responses from participating USDA cooperators indicate that the AAHAR 2023 tradeshow resulted in over \$50,000 in immediate, on the spot sales; and \$300,000 in new U.S. food product sales over the next 12-months. FAS New Delhi staff met with over 400 Indian attendees, including buyers, retailers, and distributors. Post's participation was instrumental for helping to answer export-import inquiries, as well as guiding potential buyers to U.S. exporters.

## REPORT OVERVIEW

FAS New Delhi (Post) participated at AAHAR 2023 (March 14-18, 2023), India's premier food and beverage tradeshow with a "USA Pavilion." The show organized by the India Trade Promotion Organization (ITPO), a nodal agency of the Indian government falling under auspices of the Ministry of Commerce and Industry (MoCI), drew in over 100,000 business visitors and delegates from India and abroad. FAS New Delhi's "USA Pavilion" at AAHAR 2023, facilitated the exhibition of a wide range of top-quality U.S.-origin food and beverage products.

At the AAHAR tradeshow, Post received over 400 trade inquiries for U.S. consumer-oriented food products, including, but not limited to, fresh and processed fruits (e.g., blueberries, cranberries, apples, pears), tree nuts (including almonds, walnuts, hazelnuts, and pistachios), U.S. chickpeas and lentils, and meat and meat products (i.e., pork and poultry). Booth footfall was heavy, evidencing strong interest by Indian importers looking to partner with U.S. suppliers of gourmet food and agricultural products.

## THE SUCCESS STORY

The FAS New Delhi organized "USA Pavilion" was the focal point for seven participating U.S. Department of Agriculture (USDA) cooperators.<sup>1</sup> On March 14, the pavilion was inaugurated by the U.S. Embassy India's Chargé d'affaires ad interim (CDA), Ambassador Elizabeth Jones, who visited the booths and gave rousing opening remarks highlighting the growing and deepening U.S.-India diplomatic and commercial trade partnership to a packed, standing room only crowd in attendance.

FAS New Delhi staff met with over 400 Indian attendees, including buyers, retailers, and distributors. Post's participation was instrumental for helping to answer export-import inquiries, as well as guiding potential buyers to U.S. exporters. Buyers expressed strong interest in American food products such as tree nuts, fresh and processed fruits, plant proteins (i.e., soy and pulse-based products), and packaged foods.

The FAS New Delhi booth amplified the "USA Pavilion's" messaging of the wholesomeness and versatility of U.S. food and ingredients with a series of live cooking demonstrations with Indian celebrity chef Neha Shah. Chef Shah prepared seven unique and delightfully enticing recipes featuring nine key U.S. ingredients: **California almonds, walnuts, pistachios, American pecans, Oregon hazelnuts, U.S. chickpeas, Washington state apples, cranberries, and blueberries.** Post's goal of highlighting cooking with American food ingredients was to help educate the audience on how to incorporate these into day-to-day meals and give them a taste of how well our ingredients blend into and compliment Indian dishes. The cooking demonstration assisted greatly in drawing in prospective importers, Indian food industry representatives, and general consumers.

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<sup>1</sup> FAS partners with more than 70 non-profit trade associations, called "cooperators," that represent producers of myriad food and agricultural products — from pecans to papayas, from sorghum to salmon, from dried beans to beef, and beyond. As part of their mission to promote U.S. agricultural products around the world, many cooperator organizations offer exporter assistance, sponsor trade missions, and help farmers and ranchers identify international market opportunities (see, <https://www.fas.usda.gov/topics/getting-started>).

## NEXT STEPS

Initial responses from participating USDA cooperators indicate that the AAHAR 2023 tradeshow resulted in over \$50,000 in immediate, on the spot sales; and \$300,000 in new U.S. food product sales over the next 12-months. Over the next couple of months, Post will follow up with the buyers to request updates on potential additional business with U.S. suppliers being booked. Based on exhibitor feedback, there is continued high sales potential for U.S.-origin consumer-oriented food products, as the Indian retail sector is expected to grow to meet consumer demand for high quality products. In 2022, India imported \$7.5 billion of consumer-oriented food products, out of which 15 percent were of U.S.-origin. India's food and retail market is now the third largest in the world, valued at \$656 billion and it is expected to reach \$1 trillion by 2030.

## SOCIAL MEDIA COVERAGE

### USDA India Twitter



(Left) Chargé d'affaires ad interim, Ambassador Elizabeth Jones giving remarks at the inauguration of the USA Pavilion, (Right) learning about Oregon hazelnut.



(Left) Mark Rosmann Agricultural Attaché, CDA Ambassador Jones, Acting Minister Counselor for Agricultural Affairs Mariano J. Beillard, and Amit Lohani, Forum of Indian Food Importers at the USA Pavilion inauguration, (Right) Visiting the California Walnut Commission booth.

## Cooking Demonstration at the USDA/FAS booth, AAHAR 2023



(Left) Chef Neha Chef cooking with American pecans and Oregon Hazelnut alongside Mark Rosmann Agricultural Attaché, (Right) Chef Saby using U.S. duck in an Indian recipe.



Audience gathered to see Chef Neha Chef cooking live with American ingredients at the USDA/FAS booth at the AAHAR trade show 2023.

### Attachments:

No Attachments.