

Manipur, APEDA hold organic pineapple export promo event in Dubai

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The in-store promotion show of organic certified fibre rich Kwe variety of pineapples from Manipur, was organised at the Lulu hyper market, Dubai's largest supermarket in association with Manipur Organic Mission Agency (MOMA) of Government of Manipur. The event is a part of the government's strategy to promote locally produced agricultural products in the international markets.

MOMA has supported the sourcing of pineapples directly from the farmers of Manipur. They are procured from Thayong Organic Producer Company Ltd in Imphal East district, Manipur. On the occasion, APEDA chairman Dr M Angamuthu stressed on promoting processed form of value-added pineapple to sustain in the global export market for a longer time period.

We need to focus on promoting pineapple sourced from farmers in processed form in the Gulf countries through Lulu Group. It will help farmers in better price realisation of their produce, elaborated Dr Angamuthu. The event was also graced by P Vaiphel, additional Chief Secretary, Government of Manipur. With a production of 134.82 metric tonne (MT) in 2020-21, Manipur ranks sixth in pineapple production having a share of 7.46 per cent in total production in India.