

Dear Sir/Madam,

Sub: Buyer Seller Meet for Seed Spices with focus on Gujarat on 05th December 2023 from 10.00 AM to 04.00 PM -reg

Greetings from Spices Board India!

As you are aware, India is the leading producer, consumer and exporter of spices in the world. During 2022-23, India exported 14,04,356.95 MT of spices and spice products valued at ₹31,761.38 crore (3,952.60 million US\$). The major contributors in the spices export basket are Chilli, Cumin, Spice oil & Oleoresins, Mint Products, Turmeric, Curry powder, Cardamom(small) and Pepper, of which the seed spices contributes to over 25% in terms of volume and 18% in terms of value of the total export earning of spices.

Gujarat being one of the largest producers of seed spices in the country holds a significant position in the spice sector of India. The APMC, Unjha in Gujarat is renowned as one of the biggest seed spices market in Asia. During 2022-23, the State produced 7.44 Lakh tons of seed spices in an area of 5.81 lakhs Hectares.

Spices Board (Ministry of Commerce & Industry, Govt. of India), the flagship organization for the development and worldwide promotion of Indian spices has been spearheading activities for promotion and facilitation of spice trade by strengthening linkages at various levels of the Spice Industry.

We also wish to inform that, in order to address the SPS issues in spices trade and to ensure export of safe and high-quality spices from India to overseas markets, Spices Board in collaboration with Food and Agriculture Organization and Standard and Trade Development Facility (STDF) is implementing a project titled "Strengthening spice value chain in India and improving market access through capacity building and innovative interventions" in potential spice growing areas. In Gujarat, the Board is implementing the project in four villages in Mehsana and Banaskantha districts with focus on cumin and fennel.

In addition to the above, in order to provide a platform for better commerce and trade aimed towards direct linkages of the spice farmers in Gujarat with exporters, Spices Board proposes to organize a Buyer Seller Meet **on 05th December 2023 from 10 am to 4 pm at Satkar Garden Restaurant & Banquet Hall, Kudasana, Gandhinagar, Gujarat 382421.**

The event would provide a platform for building direct market linkages with the sellers/ suppliers of seed spices from the region as well as to reflect upon the pertinent issue grappling the spice sector. Around 200 Participants including FPOs,

progressive farmers, farmer's societies, processors and traders from Gujarat and exporters from across the country will be attending the BSM.

In this connection, you are invited to participate in the BSM and explore the possibilities to establish effective business linkages with suppliers/growers of seeds spices. Interested exporters/buyers may register for the BSM by submitting the registration form using the below link on or before 27th November 2023. Accommodation (twin sharing basis) for one night shall be arranged by the Board for interested participants. The accommodation shall be provided to only one representative per firm/buyer.

https://docs.google.com/forms/d/e/1FAIpQLScYyBxEjEvspYqFAR2J5wb5Eo0hAKXYzq_JS7hSic_Iu1jgOA/viewform?usp=sf_link

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Regards,

B N Jha

Director (Marketing)