




*All India Spices Exporters Forum*

**23<sup>rd</sup> AGM Report**

**28<sup>th</sup> September 2012**



# Contents

- ✓ AISEF | Members | Meetings | MCM
  - ✓ Spice Industry Overview | Statistics
  - ✓ AISEF | Activities Report
  - ✓ Discussions
- 



# AISEF

## Members

- ✓ **127** Members
- ✓ **110** Ordinary Members
- ✓ **17** Associate Members


## Meetings

- ✓ E G M on 17.01.2011
- ✓ A G M on 16.12.2011
- ✓ 10 MCM after EGM
- ✓ 3 MCM after AGM

## Members of the Managing committee

Geemon Korah – Chairman  
Gulshan John – Vice Chairman

Bobby Jacob Markose  
Jojan L Malliyil  
Krishna Chandra Chaturvedi  
Krishna kumar Bhammer  
M L Parekh  
Philip Kuruvilla  
Prakash Namboodiri  
Ramkumar Menon  
T Karthikeyan



## Spice Industry Overview

ITEM	TARGET FOR		APRIL - MARCH 2011 - 12 (*)			APRIL - MARCH 2010- 11			% ACHIEVEMENT OF TARGET		% CHANGE IN 2011-12	
	2011 - 12 (*)		QTY	VALUE	RATE	QTY	VALUE	RATE	QTY	VALUE	QTY	VALUE
	QTY	VALUE	(TONNES)	(Rs.LAKHS)	(Rs/Kg)	(TONNES)	(Rs.LAKHS)	(Rs/Kg)	QTY	VALUE	QTY	VALUE
PEPPER	20,000	45,000	26,700	87,813.45	328.89	18,850	38,318.50	203.28	134%	195%	42%	129%
CARDAMOM(S)	1,500	12,000	4,650	36,322.28	781.12	1,175	13216.25	1124.79	310%	303%	296%	175%
CARDAMOM(L)	1,000	5,000	935	6,830.00	730.48	775	4,462.90	575.86	94%	137%	21%	53%
CHILLI	225,000	143,500	241,000	214,408.00	88.97	240,000	153,554.00	63.98	107%	149%	0%	40%
GINGER	10,000	9,000	21,550	20,420.02	94.76	15,750	12,131.25	77.02	216%	227%	37%	68%
TURMERIC	50,000	50,000	79,500	73,434.40	92.37	49,250	70,285.18	142.71	159%	147%	61%	4%
CORIANDER	35,000	14,500	28,100	16,401.85	58.37	40,500	16,663.23	41.14	80%	113%	-31%	-2%
CUMIN	35,000	40,000	45,500	64,442.05	141.63	32,500	39,597.75	121.84	130%	161%	40%	63%
CELERY	4,000	3,000	3,650	2,340.05	64.11	3,750	2,585.89	68.96	91%	78%	-3%	-10%
FENNEL	6,000	6,000	8,100	7,209.20	89.00	7,250	6588.25	90.87	135%	120%	12%	9%
FENUGREEK	17,500	6,000	21,800	7,275.20	33.37	18,500	6548.10	35.40	125%	121%	18%	11%
OTHER SEEDS (1)	12,500	6,000	13,050	5,881.25	45.07	12,500	5558.05	44.46	104%	98%	4%	6%
GARLIC	15,000	5500	2,200	1,415.70	64.35	17300	6977.30	40.33	15%	26%	-87%	-80%
NUTMEG & MACE	2,000	10,000	3,620	24,097.51	665.68	2,100	9776.82	465.56	181%	241%	72%	146%
OTHER SPICES(2)	25,000	16,000	35,900	32,033.00	89.23	25,250	16,015.30	63.43	144%	200%	42%	100%
CURRY POWDERS/PASTE	15,000	21,000	17,000	25,208.25	148.28	15,250	21,050.50	138.04	113%	120%	11%	20%
MINT PRODUCTS	17,750	165,000	14,750	222,372.00	1507.61	17,450	169,679.00	972.37	83%	135%	-15%	31%
SPICE OILS &OLEORESINS	7,750	92,500	7,265	130.438.28	1795.43	7,600	91,062.45	1198.19	94%	141%	-4%	43%
<b>TOTAL</b>	<b>500,000</b>	<b>650,000</b>	<b>575,270</b>	<b>978,342.48</b>		<b>525,750</b>	<b>684,070.72</b>		<b>115%</b>	<b>151%</b>	<b>9%</b>	<b>43%</b>
VALUE IN MILLION US \$		1450.00		2037.76			1,502.85			141%		36%

(1) INCLUDE MUSTARD, ANISEED, AJWANSEED, DILL SEED, POPPY SEED ETC.

(2) INCLUDE TAMARIND, ASAFOETIDA, CASSIA, SAFFRON ETC.

(3) INCLUDE MINT OILS, MENTHOL & MENTHOL CRYSTAL.

(\*) INCLUDE LATE REPORTS OF PREVIOUS MONTHS.

SOURCE : ESTIMATE BASED ON CUSTOMS, REPORT FORM RO'S AND LAST YEAR'S EXPORT TREND ETC.





# Activities Report



# Activities Report

- ✓ **Relationship building/working with government and other industry bodies:**
  - ✓ **ISFEA Mumbai** : Building relations
  - ✓ AISEF represented in the Joint Panel for Approval & Renewal of EIC's Voluntary Certification Scheme.

**AISEF representations to the Govt. | Status Report →**



Microsoft Office  
Word Document

# Activities Report

## Exercising fore-sight and setting the right direction for the industry:

- ✓ Mooted the idea of strengthening **Spice House Certification** (Spices Board), with the goal of conferring the final authority status to the Spices Board for Indian Spice Exports.

**STATUS** : Manual developed, and approved,  
Awaiting notification in the official gazette of govt. of India  
Approval from Ministry, orientation/feedback programs with industry in progress.

[Spice House Certification Manual.pdf](#)

# Activities Report

## The World Spice Congress 2012

- ✓ Sustainability and Food Safety – Global Initiatives
- ✓ Involvement of Spice Associations and International Government regulatory Bodies

**176** Overseas Delegates

**310** Indian Delegates

**25** Exhibition Stalls





# Activities Report

## Post WSC-2012

### - Walking the Talk :

- Identification of *Key Actionable Points* from the congress →
- Eliciting Responses from the participants →
- Working with WSO and Spices Board on Food Safety and Sustainability



Microsoft Office  
Word Document



Microsoft Office  
Word Document





# Activities Report

## WSC 2012 : Walking the Talk

The Forum has been actively involved in supporting Sustainability and Food Safety in spices, through it's collaboration with the Spices Board and World Spice Organisation.

- ✓ Cultivation of Chili in Non-traditional Areas
- ✓ WSO's Expert Panel of Scientists
- ✓ Codex committee for spices
- ✓ WTO-WSO Symposium bringing together research houses, government and industry, to strategize for the future.
- ✓ Nutmeg drier prototype
- ✓ Awareness Programs



# Activities Report

## Post WSC-2012

### - Preparation for WSC 2014 :

- Engaging Marketing and Event Management Companies
- Presentation by Event and Marketing Companies
- Tentative date for presentations by other shortlisted agencies : 2<sup>nd</sup> week of October
- **TO DO** : Brainstorming session jointly with Spices Board :
  - *Transforming the architecture* : The positioning, propositions, target audience, means to achieve more delegates, more revenue



Microsoft Office  
Word Document

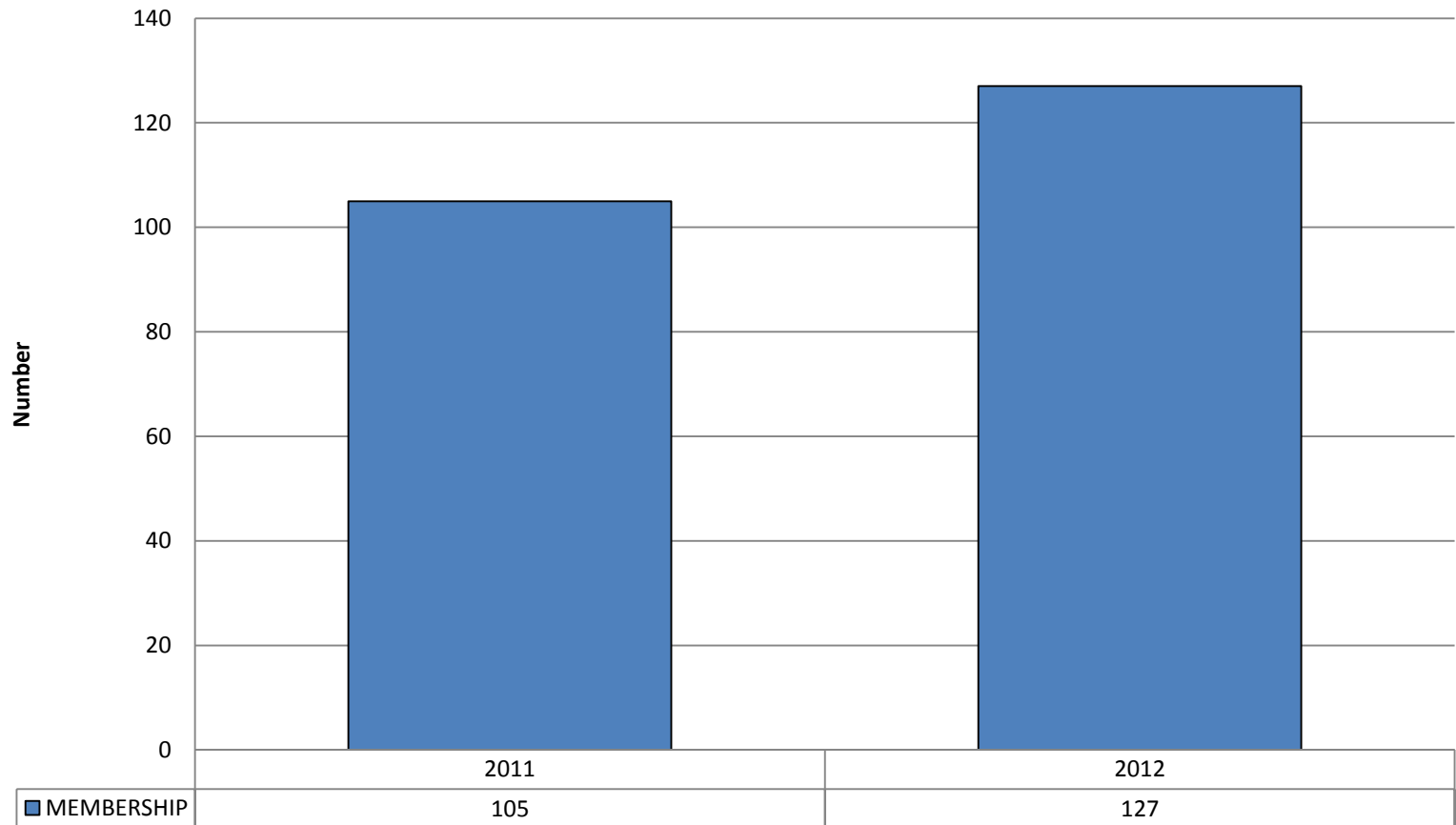


Microsoft Office  
Word Document



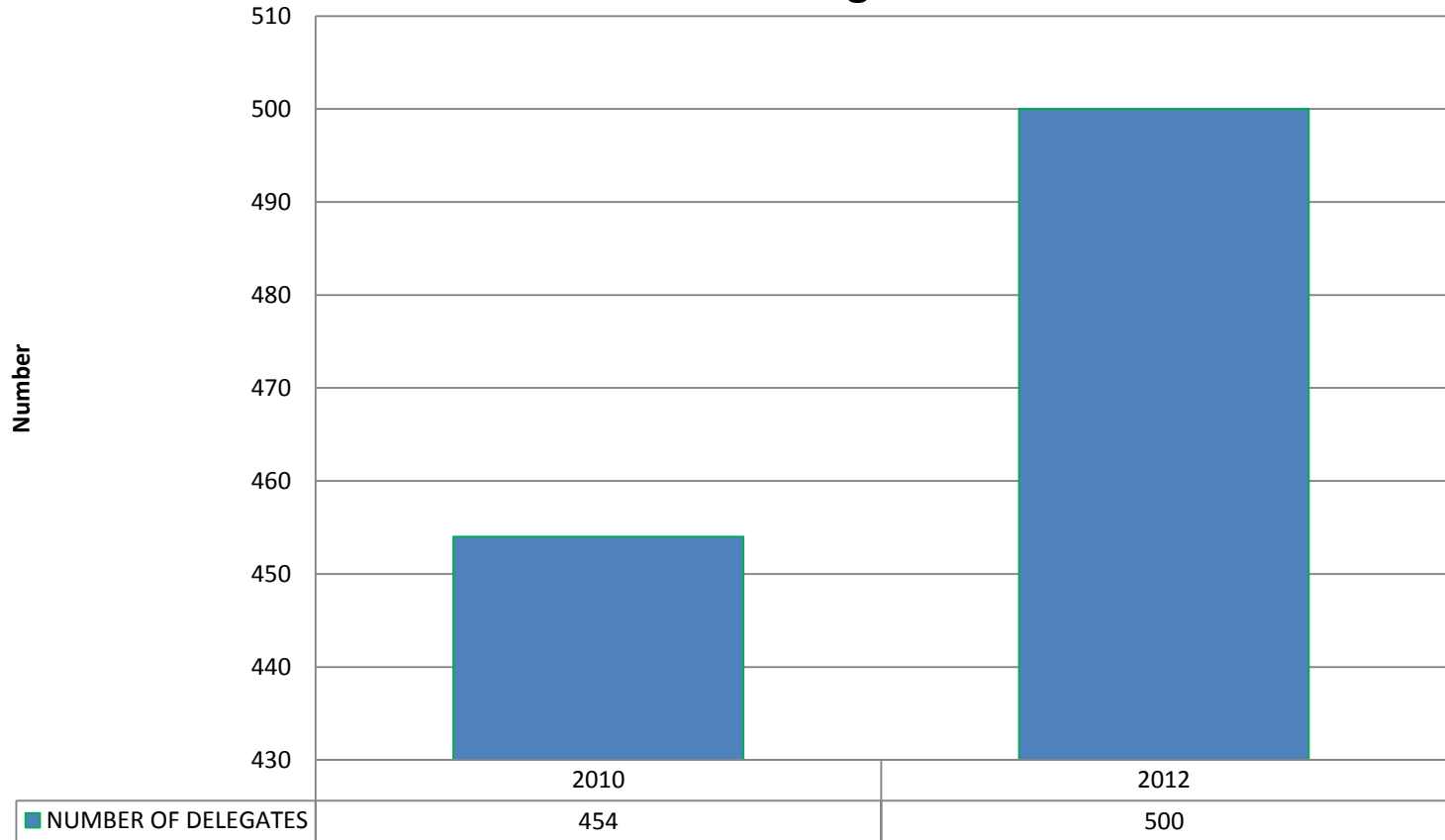
# Activities Report

## AISEF - Membership



# Activities Report

WSC : Number of delegates





# AISEF

*Celebrating and Perfecting the Indian Spice Industry ..*

