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Russian's Ban on West Import Food open new market for Indian dairy Poultry products

Russia's ban on Food imports from the west in Retaliation Against Sanctions over ukraine, could open up new opportunities for indian Exporter of Dairy products, Fresh vegetables and poultry among others.

"It definitely presents an opportunity for us and we are keen on having a direct presence there", said R.S.Sodhi, managing Director of Gujarat Co-operative milk marketing federation (GCMMF) which owns the amul brand. Sodhi said a large Russian company has shown interest in import Amul products and held talks with the Indian major on Friday.

"We will soon be going in for certification of our plants by the Russian authorities and expect to enter that market with our products such as butter, Cheese and milk powder among others, Sodhi.

Milking the Market

Amul has been indirectly exporting skimmed



milk powder (smp) to Russia and it would be looking forward to launch its own brands.

India's SMS exports to Russian have grown ten times to about 3,120 tonnes during 2013-14, from previous year's 310 tonnes.

In value terms; the dairy export grew Rs.67.16 Crore in 2013-14. Over previous year's Rs.4.53 Crore.

"Russia presents a new Market opportunity for

Indian exporters. "Said sandeep agrawal Director of SMC Foods a Delhi-based

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exporter. "However, exports of SMP are not viable currently as Indian prices are higher by Rs.300-400 a tonne over global prices, Agarwal added.

Big buyer

The one-year ban on Food Imports is in retaliation against sanctions imposed by the west on Russia defence, Oil and Financial Sectors over its alleged Supports to rebels Waging an insurrection in east ukraine.

It is reported that Russia bought \$ 43 Billion worth of Food last year and was by Far the biggest Consumer of Fruit and vegetables from the European union, the second biggest buyer of poultry from the USA, and a major global

consumer of Fishment and dairy.

Poultry Products.

"Taks are going on with Russia for exports of poultry but we can not divalge anything now", said an official with Animal Husbandary Department under the Ministry of Agriculatre.

Like in dairy, the export of poultry products from Indian may face a pricing hurdle.

An exporter from Namakkal Said Brazil was making inroads into the Russian Market beacuse its Poultry products are cheaper than India and also the eggas are bigger in size.

A fresh vegetable exporter from Banglore said though Russia op9ens up New market opportunities he would not look at venruring there at this point in time considering the economis situation there.

India exported Fresh vegetables worth Rs.35 Crore in 2013-14, to Russia almost a four-fold growth over the previous year.