

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT
POLICY

Voluntary Public

Date: 11/21/2016

GAIN Report Number: IN6142

India

Post: New Delhi

India Success Story- U.S. Peanut Butter gets space in retail

Report Categories:

Export Accomplishments - Marketing, Trade Events
and Shows

Retail Foods

Food Service - Hotel Restaurant Institutional

CSSF Activity Evaluation

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Report Highlights:

FAS India recruited and supported a regional delegation of ten delegates to attend Food and Hotel Asia (FHA), Singapore, 2016. The FHA Singapore, a USDA endorsed show, had a record 92 exhibitors. One of the FAS India sponsored delegates imported \$50,000 worth of peanut butter from a U.S. supplier located in Massachusetts (zip code 02149) met at the show over the past six months and expects to import an additional \$250,000 over the next year.

General Information:

An FAS India sponsored buyer who attended the FHA Singapore 2016 trade show imported \$50,000 of U.S.-origin peanut butter over the past six months from a supplier met at the show in April 2016 and expects to import an additional \$250,000 in products over the next year. The Indian buyer is sourcing the products from a Massachusetts supplier (zip code 02149).

Food and Hotel Asia, Singapore 2016, held from April 12 to 15 in Singapore, included the largest USA Pavilion for the show with 92 exhibitors. FAS India recruited and supported a regional delegation of 10 importers and distributors from India, Sri Lanka, and Bangladesh. FAS also facilitated meetings with U.S. exhibitors at the show and these buyers as well as others that attended from the region at their own cost.

Calendar Year <i>(year activity is completed; if not completed, enter latest active year)</i>
2016
Cooperator
Not Applicable
Non-cooperator organization <i>(if you are not a cooperator, but you use FAS programs like EMP, TASC, or GSM)</i>
Not Applicable
Organization type: private or public <i>(public means government)</i>
Private
FAS program(s) used/funding sources <i>(e.g. MAP, MAP/GBI, EMP, CSSF, etc.)</i>
CSSF
Commodity <i>(if applicable, include if product is fresh, dried, concentrate, etc., like Fresh Sweet Cherries)</i>
Peanut Butter
Country/region

<i>(to which you are exporting)</i>
India
HQ State <i>(state where headquarters of cooperator or non-cooperator organization is located)</i>
MA
Producing/exporting state(s) <i>(attempt to determine exporting state; can enter "multi" if number of states is greater than 5)</i>
MA
Export dollars/projected sales
\$50,000 in past 6 months (April – October, 2016)
Congressional district(s) <i>(Example: CA-04; TX-11. Attempt to determine congressional districts of producing/exporting areas; enter n/a if unknown; can enter "multi" if number of districts is greater than 5.)</i>
MA 02149 - 7th District of Massachusetts
Story type <i>(focus of story: trade show, small company, cooperator, FAS/post, program)</i>
Trade Show
For branded, company name, if applicable
Peanut Butter