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Indian market in focus at citrus summit

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Citrus growers are increasingly looking to India for export growth, according to the Citrus Growers' Association (CGA).

But understanding its complexities and challenges – one of which is the differing distribution channels – is key, says CGA CEO Justin Chadwick.

“A vast majority of the fresh produce sold in India goes through what is known as “traditional retailers” – in South Africa this could be likened to hawkers,” says Chadwick.

“But even within the traditional retailer category there are a number of formats.”

To provide the southern African citrus industry with an insight into the complexities of the Indian market, Parth Karvat of the YUPAA group, the first company to import SA citrus back in 2000, will present one of the keynote addresses at the CGA Citrus Summit next March.

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