

Pulses are now part of the Technology Mission on Oilseeds and Pulses which is a government initiative to encourage domestic crop production. Over the past 5 years oilseed production doubled (from 10 million tonnes to 22 million tonnes) with only a 45 % acreage increase. Production practice improvements accounted for 55 %. As a result, imports declines substantially. Pulses are the next target for this program.

The Secretary reported that "green peas" were reputedly a source of constipation.

No grading system is in place other than F.A.Q. (fair, average quality).

Pulses are sold at the farm level to village scale merchants, brokers, or occasionally to millers or wholesalers at daily markets known as "mundis". In some cases, larger millers or wholesalers may in fact have storage facilities in order to accumulate larger quantities. Some merchants act as financiers of inputs, storage etc. Product is brought to market in bulk, auctioned, and then bagged by the buyer.

3. Ram Gupta, one of the Canadian High Commission's locally engaged commercial officers, mentioned they normally do not become involved in trade disputes. Their role is one of encouraging export of Canadian products by informing both Indian and Canadian traders of the necessary procedures. Several comments were made with traders that some small Canadian companies do not understand the trading system regarding letters of credit. A CIGI course for Canadian exporters may be beneficial.

DAY 5 - Bombay

1. Presentations were made to a reception held for 40 importers in Bombay. One attendee was president of the Pulse Importers Association. They would like to receive a set of the CSCA trade rules. The group included direct buyers and brokers. Most were younger, aggressive traders with an excellent command of the market, English and knowledge of Canadian potential. This visit gave maximum exposure of Canadian potential to the most influential group of buyers.

Presentations in future could be targeted to specific groups based on their technical background and interest.

2. The meeting was followed by a private reception and dinner with Tri-Une Agencies (the Trivedi family), prominent brokers of many products including pulses, and lumber. Bharat Trivedi felt that it was not necessary to place a person in India for Canadian pulse promotion. His proposed scenario was that pricing was the only key, and that information flow on prices and production through the Canadian Consulate would be sufficient.