

### *Mushrooms*

India, with cheap manual labour and abundant agro-wastes, has immense potential to competitively produce large quantities of mushrooms for the international market. Mushrooms are a low-volume, high-value commodity (especially some of the more exotic varieties, such as oyster, shiitake and black ear), and as such fit well into government programs for promoting exports of agro-based products. Opportunities exist in exporting various types of canned or preserved mushrooms to foreign markets.

### *Potatoes*

Opportunities exist for processed potato products such as french fries, potato chips, etc., both in the domestic urban Indian market and for exports. In 1994 the cost of potato production in the Punjab was much lower than the export price, indicating a potential for exports. It is estimated that the installed capacity for processing potatoes is less than 1% of the annual harvest. The production chain (from cultivation and harvesting to storage) for potatoes is still quite primitive, resulting in under-potential of the crop and in a high percentage of spoilage. With high potato-user multinationals, such as McDonalds, poised to enter the Indian marketplace, the time is ripe for potato processing plants and the modernization of the sector, including technologies for potato harvesting, storage, energy conservation, irrigation and disease control.

### *Apples*

Given the abundance and variety of apples grown in India, opportunities exist for the processing of apples for juice, jams or candy purposes, both for the domestic and foreign markets.

### *Onions*

India is currently second in the world in total onion production. Potential exists for processing onions into dehydrated onion powder and ingredients for spices.

### *Pulp and Fruit Juices*

The majority of fruits grown in India could be processed into fruit juices and pulp in fresh and frozen form as well as into other beverages utilizing fruit juices.

*During the Team Canada trade mission to India in January of 1996, Richberry Farms Ltd. of Richmond, B.C., signed a memorandum of understanding with Parjan Bros. of Delhi to manufacture, produce and sell agro-based products in India. Initially, both parties have agreed to trade agro-based products, valued at \$8 million. They also plan to establish agricultural operations and undertake food processing activities, which are valued at \$18 million.*