

Market Pecans in India

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Market Assessment

- ▶ India is one of the most dynamic and fastest growing markets in the world.
- ▶ With 1.37 billion inhabitants, India is the second most populous country after China
- ▶ Over 50% of population below age of 25 (Buying Catalyst)
- ▶ It is estimated that India is on pace to become the world's third largest economy by 2025. GDP growing at 4.9%
- ▶ India's agricultural imports grew from \$24.6 billion in 2014 to \$24.9 in 2018, while exports decreased by roughly \$4 billion during the same period.
- ▶ India's large growing affluent urban consumers are becoming more interested in Western-style foods.

Advantages

- ▶ U.S. products are perceived as high quality and safe.
- ▶ Tree nuts are largest ag. export to India, constituting 30% of total US Ag. exports to India.
- ▶ Strong demand for consumer oriented agricultural products.
- ▶ Emerging consumer trends favor healthier, natural, and organic food options.
- ▶ Shifting buying habits and consumer preferences to purchase high-quality products over price.
- ▶ The market demand for tree nuts continues to grow, resulting in the largest agricultural product exported to India.
 - ▶ Previously, tree nuts were primarily consumed during certain Indian holidays.
 - ▶ Indian consumers now prefer tree nuts throughout the entire year with October to December being the months with highest demand.
- ▶ India does not produce pecans.
- ▶ India is protein deficient
- ▶ <https://www.fas.usda.gov/regions/india>



Challenges

- ▶ U.S. Pecans, high 36% tariff (Almonds 5%)
- ▶ Lack of awareness (i.e. Identify, Pecan v. Walnut, Health Attributes, Versatility)
- ▶ Up to 12% Value Added Tax (VAT)
- ▶ Infrastructure (Cold Chain, logistics, handling and food safety)
- ▶ Price sensitivity and currency exchange fluctuations
- ▶ Close proximity of competing foreign suppliers
- ▶ Regulatory environment.
 - ▶ Phyto-sanitary requirements (e.g. kernel fumigation and labeling)
- ▶ Gross National Income Level is \$2012 USD/year in 2018
- ▶ Income inequality. India's richest 1% holds 73% wealth.
- ▶ 10.6% Population speak English (Official-Hindi, Secondary-English)
- ▶ 22 Major languages in India, written in 13 scripts with over 720 dialects

U.S. Pecan Exports to India

- U.S. pecan demand and sales show continuous growth.

WISERTrade: State HS Database

From State: **All States**

Series: **Exports**

Unit: **Total dollar value**

Commodity: **Pecans, Nuts Nesoi, Fresh Or Dried, Shelled** HS Code: **080290**

Sorted by: **2019**

Destination: **India**

Order: **Desc**

Rank	Codes	Description	ANNUAL 2017	ANNUAL 2018	ANNUAL 2019	%2017-2018	%2018-2019
		TOTAL ALL STATES	256,021	418,676	544,761	63.53	30.12
1	CA	California	203,671	320,988	294,633	57.6	-8.21
2	AZ	Arizona	3,840	27,000	142,796	603.12	428.87
3	TX	Texas	48,510	0	94,980	-100	Infinity
4	NY	New York	0	0	12,352	NaN	Infinity
5	FL	Florida	0	64,638	0	Infinity	-100
6	NJ	New Jersey	0	6,050	0	Infinity	-100

Comparison of other U.S. Exported Tree Nuts in Indian Market

Almond

WISERTrade: State HS Database

From State: **All States**

Series: **Exports**

Unit: **Total dollar value**

Commodity: **Almonds, Fresh Or Dried, In Shell** HS Code: **080211**

Sorted by: **2019**

Destination: **India**

Order: **Desc**

Rank	Codes	Description	ANNUAL 2017	ANNUAL 2018	ANNUAL 2019	%2017-2018	%2018-2019
		TOTAL ALL STATES	583,522,945	543,839,889	691,624,672	-6.8	27.17
1	CA	California	583,017,324	542,796,092	689,742,645	-6.9	27.07
2	AZ	Arizona	0	108,900	1,098,988	Infinity	909.17
3	UT	Utah	201,150	229,130	583,166	13.91	154.51
4	SC	South Carolina	107,800	103,500	102,223	-3.99	-1.23
5	NE	Nebraska	0	0	97,650	NaN	Infinity
6	TX	Texas	0	602,267	0	Infinity	-100
7	NC	North Carolina	196,671	0	0	-100	NaN

Comparison of U.S. Exported Tree Nuts in Indian Market

Walnut

WISERTrade: State HS Database

From State: **All States**

Series: **Exports**

Unit: **Total dollar value**

Commodity: **Walnuts, Fresh Or Dried, In Shell** HS Code: **080231**

Sorted by: **2019**

Destination: **India**

Order: **Desc**

Rank	Codes	Description	ANNUAL 2017	ANNUAL 2018	ANNUAL 2019	%2017-2018	%2018-2019
		TOTAL ALL STATES	58,567,202	26,909,261	21,572,489	-54.05	-19.83
1	CA	California	58,567,202	26,909,261	21,513,089	-54.05	-20.05
2	AZ	Arizona	0	0	59,400	NaN	Infinity

Marketing Strategies

Identify Marketing Constraints: Address lack of awareness and tariff/non-tariff barriers

Tradeshows and trade missions offer an effective and marketing platform to introduce both product and suppliers to qualified buyers, importers, and distributors.

In-store promotions at well known retailers are geared towards promoting pecans as a healthy snack to consumers and provide them the opportunity to see and taste the pecan.

Media outlets generate the ability to reach the Indian population across the country via social media, food magazines, online and printed newspapers, trade journals, and influential food bloggers.

Nutritional seminars and cooking demonstrations are resourceful in creating long-term demand and sustainability.

Direct educational marketing activities concentrate on the pecan health benefits and characteristics.

Culinary events demonstrate the many applications of how a pecan maybe used to as an ingredient.

Overview of Past Marketing Activities

- ▶ 2017 Outbound Trade Mission to India (New Delhi and Mumbai)
 - ▶ WUSATA- Western U.S. Ag. Trade Association
 - ▶ SUSTA- Southern U.S. Ag. Trade Association
 - ▶ USDA Foreign Ag. Service, State and Regional Trade Groups
 - ▶ Utilize USDA Market Access Program (MAP) Funds.



Products of the U.S.A.

Overview of Past Marketing Activities

- 2015 WUSATA Outbound Trade Mission to India (Delhi and Mumbai)
- Business-To-Business (B2B)



Products of the U.S.A.

Overview of Past Marketing Activities

- 2015 WUSATA Outbound Trade Mission to India (Delhi and Mumbai)
- Retail Tours, Market Evaluation



Products of the U.S.A.



Overview of Past Marketing Activities

- 2015 WUSATA Outbound Trade Mission to India (Delhi and Mumbai)
- Retail Packaging and Merchandizing- Market Evaluation



Overview of Past Marketing Activities

- 2015 WUSATA Outbound Trade Mission to India (Delhi and Mumbai)
- Site Visits- Market Evaluation



Products of the U.S.A.



Overview of Past Marketing Activities

- ▶ 2016 U.S. Pecans
 - ▶ Food Hospitality World Show, RECA Show- Culinary and Mixology Competition
 - ▶ American Food Fiesta
 - ▶ In-Store Chef Demos (Foodhall@ Palladium)
 - ▶ In-Store Promotions (Foodhall- Delhi, Mumbai and Bangalore); and, Abitya Birla- Delhi and Haryana
 - ▶ Culinary Demos (IFCA- Indian Federation of Culinary Association)
 - ▶ Great American Food & Beverage Festival
 - ▶ US Independence Day Celebration
 - ▶ USDA- Goa American Food Fiesta
 - ▶ Media Initiatives



Overview of Past Marketing Activities

- ▶ 2017 U.S. Pecans
 - ▶ Upper Crust Food & Wine Show w/ Budding Chef Mixology Competition), Mumbai
 - ▶ AAHAR- International Food & Hospitality Fair, w/ Bakery Challenge, New Delhi
 - ▶ INC, Chennai
 - ▶ U.S. Independence Day Celebration
 - ▶ USDA Goa Table Top Festival
 - ▶ USDA Delhi Delights, Taste of America
 - ▶ In-Store Promotions, MORE Hypermarkets
 - ▶ Nut Lounge In-Store Promotion
 - ▶ Print Media + Social Media



Overview of Past Marketing Activities

- ▶ 2018 U.S. Pecans
 - ▶ Rose Research- Consumer Research Initiative
 - ▶ Tariff reduction strategy



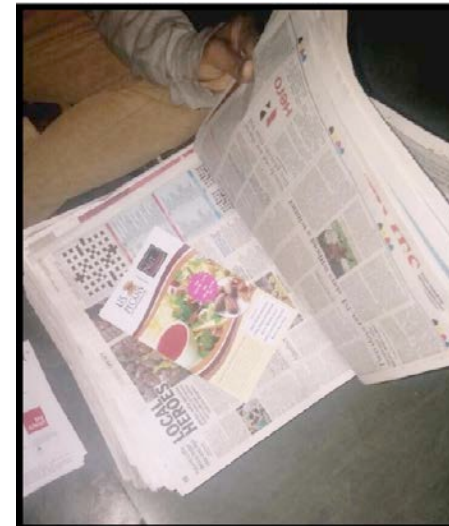
Overview of Past Marketing Activities



Overview of Past Marketing Activities



Overview of Past Marketing Activities



Overview of Past Marketing Activities

hindustantimes
WEEKLY MAGAZINE, APRIL 02, 2017
Free with your copy of Hindustan Times

BRUNCH

LEONARDO Olive Oil
Cargill

BEHIND A HAPPY HEART, THERE IS A HEALTHY BODY.*

Khata Rahe Mera Dil

The World Health Day visit our Facebook page to participate in a contest and win exciting prizes.

10 WELLNESS

CELEBRATING WORLD HEALTH DAY ON APRIL 7

NUTS ABOUT NUTS

Just a handful every day will ensure that you live longer and better
By Lovneet Batra

SURE, NUTS are fatty, but their fats are good for you. That, combined with the vitamins and minerals they offer, can sort out some of the most prevalent health conditions in our society.

KEEP TYPE-2 DIABETES AT BAY
India has 80 million people living with diabetes. This risk can drop nearly 40 per cent if you eat nuts. At 150 calories per serving, almonds contains six grams of protein and four grams of fibre, which help stabilise blood glucose levels by improving insulin sensitivity after meals. They are also a good source of vitamin E, copper and magnesium, which act as strong anti-inflammatory agents.
TIP: Raw almonds are best. Soak them overnight to get rid of phytic acid that interferes with the absorption of key nutrients.

OVERCOME OBESITY
Nuts are high in fat, but also high in fibre and protein, so eating peanuts actually reduce your risk of obesity over time. Peanuts contain about seven grams of protein per serving and are a good source of many B vitamins. They help relieve water retention and bloating and their fat helps break down

pathways through the liver.
TIP: Oil roast or ball peanuts for maximum antioxidant benefits. But eat in moderation.

BEAT HYPERTENSION
Hypertension or high blood pressure affects 30-40 per cent of urban Indians. Eating foods rich in potassium, fibre and magnesium, and avoiding sodium-packed foods can help lower the risk.
Naturally low in sodium, and high in potassium, fibre and magnesium, pistachios have heart-healthy monounsaturated fat. Studies show improvements in sleep, blood pressure, and a better response to stress when you have a handful of pistachios before every day for four weeks.
TIP: Choose unsalted pistachios.

NEVER GET HIGH CHOLESTEROL
According to Harvard School of Public Health, those who regularly eat nuts are at lower risk of developing heart disease.
They are rich in magnesium, which reduces inflammation in the body, and phytochemical substances that help remove cholesterol from blood vessels. They contain ellagic acid that inhibits DNA binding of certain carcinogens.
TIP: Pistachios, a superfood, will

with proper sleep and a mostly plant-based diet.
HOLD BACK PREMATURE AGEING
The New England Journal of Medicine published findings that show that eating a handful of nuts a day could possibly extend your life. Coconut is loaded with antioxidants that protect your body from damage caused by free radicals. It also contains anti-inflammatory and anti-arthritic properties that help cure almost every known infection and disease.
Coconut water contains vitamin C, which helps boost the immune system, heal wounds, protect the skin from damage and slow significant anti-aging effects. It also contains a protein called cytokinins that encourages cell growth and cell activation.
TIP: You can enjoy the raw tender coconut or use the oil for cooking. But don't let the possibility of getting younger pass by.

FIGHT INFERTILITY
The 40 transfer wall is an excellent source of omega-3 fatty acids, vitamin E, B vitamins and proteins that are essential for endometrial health. They enhance sperm quality, sperm vitality, motility and structure. They are rich with arginine, an amino acid that has been shown to increase sperm production.
TIP: Eat walnuts raw and whole.

BATTLE DEPRESSION
Nuts are a good source of omega-3 fatty acids that can boost neurotransmitters such as serotonin and dopamine, which improve your mood and help fight depression. Walnuts are a good source of zinc. Low levels of zinc have been linked to both anxiety and depression. Stress on our bodies has no way of showing itself as important to get some every day.
TIP: Roast the walnuts at 100°C for 15 to 20 minutes before consumption.

STUDIES HAVE SHOWN THAT PEOPLE WHO EAT A DAILY SERVING OF NUTS DECREASE THEIR CANCER RISK BY 15 PER CENT

US Pecans, a platform for the global marketing of US-grown pecan nuts, has now launched the nuts in Delhi, Mumbai, Chennai, Hyderabad and Bangalore. Within a few months the nuts will be available across India, though it has already made its online presence with Paytm, the company added in a press release.

Pecans, which are very popular in the US and other countries, are a versatile nut with many different uses. Known to offer benefits to the human diet, pecans are among the top category of foods to contain the highest anti-oxidants property. Essentially what this means is that Pecans may decrease the risk of cancer, coronary heart disease and neurological diseases such as Alzheimer's.

US Pecans are enriched with many health-benefiting nutrients, minerals, vitamins that are essential for optimum health. The Pecan may just be the best kept secret of the nut family. Known to offer unique & amazing benefits to the human diet, pecans rank highest among all nuts and are among the top category of foods to contain the highest anti-oxidants property. Essentially what this means is that Pecans could decrease the risk of cancer, coronary heart disease and neurological diseases such as Alzheimer's.

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OUTSMART CANCER
Studies have shown that people who eat a daily serving of nuts decrease their cancer risk by 15 per cent. Pecans contain different forms of vitamin E known for its antioxidant abilities, and oleic acid, a fatty acid that has been found to reduce the risk of breast cancer.
They are rich in magnesium, which reduces inflammatory indicators in the body, and phytochemical substances that help remove cancerous toxic free radicals.
They contain ellagic acid, which has been found to reduce the risk of DNA binding of certain carcinogens.
TIP: Pecans, a superfood, will

Pecans now available in India
US Pecans, a platform for the global marketing of US-grown pecan nuts, has now launched the nuts in Delhi, Mumbai, Chennai, Hyderabad and Bangalore. Within a few months the nuts will be available across India, though it has already made its online presence with Paytm, the company added in a press release.

Pecans, which are very popular in the US and other countries, are a versatile nut with many different uses. Known to offer benefits to the human diet, pecans are among the top category of foods to contain the highest anti-oxidants property. Essentially what this means is that Pecans may decrease the risk of cancer, coronary heart disease and neurological diseases such as Alzheimer's.

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India's Finest Food Magazine
Food Lovers
CELEBRATING FOOD

Evolving Flavours, A Shift in Culinary Seasons

US PECANS
NATURE'S HEALTH FOOD

Overview of Past Marketing Activities

HAMMER
Food & Beverage
 Business Review
 Dec-Jan 2016 • Volume XIII Number 6 • ₹ 80
 Business magazine for food service & food retail professionals

business
 Comprehensive Hygiene in Restaurants

Trend
 Booking Tables Through Technology

Agri
 Blue, Purple, and Healthy

Celebrity Dining
 The Cookhouse of Two Cuisines

Theme Cuisine
 Culinary Realms of Rajasthan

International Cuisines
 Garnering Increasing Appeal

Restaurant Review • Beverage • Chef Voice • Industry • Profile

AGRI
US PECANS
 Pecan: Great in Taste, Rich in Antioxidants

Pecans: Top Nut for Antioxidants
 A USDA study finds that pecans lead the pack for antioxidants

Delicious, buttery yet rich-flavored pecans can be regarded as one of the healthy and edible tree-nuts known to the American aborigines since centuries ago. The US produces nearly 80-95 percent of the world's pecan crop. They are enriched with many health-benefiting nutrients, minerals and vitamins, which are essential for optimum health. The pecan may just be the best kept secret of the nut family. Pecans have a rich history that dates back hundreds of years, but recent research is redefining how people think about these delicious little tree nuts. Known for its smooth taste and versatility, there is more that the Indian food service industry should know about this powerful nut. Here are some important facts about pecans.

Known to offer unique & amazing benefits to the human diet, according to the US Department of Agriculture (USDA), pecans are the most antioxidant-rich tree nut. Essentially what this means is that intake of pecans may decrease the risk of cancer, coronary heart disease and neurological diseases such as Alzheimer's.

Among the nuts, pecans have the highest antioxidant content. Pecans contain more than 19 vitamins and minerals including Vitamin A, Vitamin E, colic acid, calcium, magnesium, phosphorus, potassium, several B vitamins and zinc. What is more, pecans are cholesterol free and naturally sodium free. Just one ounce of pecans has more zinc — an important nutrient for proper growth and strong immunity — than a 5 ounce piece of skinless chicken (typically a good source of zinc). It would also delight the food retailers to know that pecans can be frozen and refrozen for at least two years without loss of flavour or texture.

The applications of pecan is widespread. Pecan is a versatile nut with many different uses. They can be used in salads to give a crunchy texture and a nutty taste. They can also be used in bakery, such as in muffins, cakes and breads. They are also useful as garnishments on top of cakes or muffins. Pecans can also be used in cereal as a topping. What is more, they make for a good ice cream topper.

Succinctly, adding a handful of pecan nuts in your diet can give a holistic character to your diet meter by sprucing it with sufficient levels of minerals, vitamins, and protein. Pecans are more needed now than before, in these health-conscious times.

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64 Hammer Food & Beverage Business Review Dec-Jan '16

DEC-JAN '16 VOL. VIII NO. 2 ₹ 80
BAKERY
 Business Magazine for Bakery & Confectionery Professionals
REVIEW

India's Growing Fa

Song and DANCE
variety
IN A NUTSHELL
US PECANS

US pecan nuts launched in Hyd

BUSINESS BUREAU
 Hyderabad: US Pecans, a platform for global marketing of US-grown pecan nuts, has now launched the delicious nuts in India, including Hyderabad. "Delicious, buttery and rich-flavored Pecans are now going to be a diet partner for Indians because of its availability in the country. After conquering the platter in the west, Pecan nuts are now available in Delhi, Mumbai, Chennai, Hyderabad and Bangalore," US Pecans said in a release. Within few months Pecan nuts will be available across India, though it has already made its online presence with Paytm, it added.

Pecans, which are very popular in the US and other countries, are a versatile nut with many different uses. They can be used in salads to give a crunchy texture and a nutty taste. They can also be used in baking, such as muffins, cakes and bread for starters. They have a wonderful variety of uses in cooking. Known to offer unique and amazing benefits to the human diet, pecans rank highest among all nuts and are among the top category of foods to contain the highest anti-oxidants property. Essentially what this means is that pecans may decrease the risk of cancer, coronary heart disease and neurological diseases such as Alzheimer's.

US PECANS
 NATURE'S HEALTH FOOD

Overview of Past Marketing Activities

AREAS OF INVESTIGATION CONSUMER

As mentioned, the key output of this research project will be to determine the impact of lowering the 36% tariff on pecans in India. At the same time, we will also obtain information on the following topics:



Pecans

- Awareness of the nut
- Ever tried
- How they heard about it
- Image of the nut
- Would they like to be able to buy it – and at what price
- What it would compete with

Nuts in General

- Purchasing patterns of competitive nuts
- Usage characteristics of competitive nuts
- Purchase frequency / volume of competitive nuts
- Health perceptions of nuts & awareness of specific health benefits (i.e. high in fiber, good source of protein, etc.)
- Strategies/positionings that will have a positive effect on sales of pecans
- Amount of money spent on groceries per week/month and how pecans/nuts fit in
- Number of times food shopping takes place per week/month
- Reasons for purchase (motivators)/non-purchase of nuts
- Awareness of various nuts, ability to name them, number of varieties purchased & preference
- How valuable are nuts in a healthy lifestyle
- Specific health benefits associated with nuts/pecans
- Perceived versatility of nuts/pecans
- Nutritional value of nuts/pecans
- Quality perception of nuts from various countries/regions
- Taste perceptions of nuts/pecans from various countries/regions
- Etc.

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AREAS OF INVESTIGATION TRADE

The following free-flowing in-depth conversation will be conducted with the trade getting at the following issues:

Pecans/Nut Industry (General Discussion)

- Awareness of pecans/competitive nuts
- Image of the pecans/competitive nuts
- How pecans are perceived within the category
- Competition for pecans

Tariff

- Reaction to the 36% tariff on pecans and potential impact if it's lowered to 18%, 5%, etc.
- How much would they like the tariff to be lowered

Nuts in General

- Trends in the nut industry
- Future opportunities/constraints for pecans
- What is the sales potential of pecans in India
- Purchasing patterns of pecans/competitive nuts
- Usage characteristics of pecans/competitive nuts
- Purchase frequency / volume of pecans/competitive nuts
- Reasons for purchase (motivators)/non-purchase of pecans/competitive nuts
- Health perceptions of nuts & awareness of specific health benefits (i.e. high in fiber, good source of protein, etc.)
- Strategies/positionings that will have a positive effect on sales of pecans
- How valuable are nuts in a healthy lifestyle
- Specific health benefits associated with nuts/pecans
- Perceived versatility of nuts/pecans
- Quality perception of nuts/pecans from various countries/regions
- Taste perceptions of nuts/pecans from various countries/regions
- Attitude toward nuts/fresh produce from the U.S.
- Etc.

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PROPOSAL TO CONDUCT A TARIFF STUDY IN INDIA

Prepared For:



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Thank You



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