



कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
Ministry of Agriculture & Farmers Welfare,
Government of India

सत्यमेव जयते

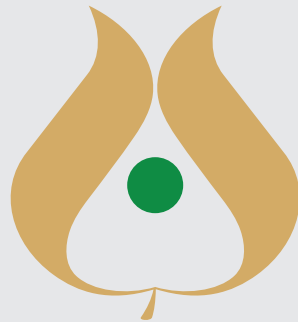
Kinnaur Apple

SWEETNESS OVERLOADED

Grown at an altitude of over 10,000 feet, Apples from Kinnaur are known for their natural sweetness, colour, succulence, crunchiness and prolonged shelf-life. The skin of the Apple can be waxy, glossy, or smooth and in hues of red, green, yellow, or orange. The flesh, depending on the variety, can be firm, pale yellow to cream-colored, juicy, crunchy, or crisp. Kinnaur apples encompass many different varieties that range in size from small to large and from round to oblate to conical in shape. The Royal, Golden, Red Golden, Red Delicious and Scarlet Spur etc. are some of the popular varieties grown in the region.



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board



HORTICULTURE CLUSTER DEVELOPMENT PROGRAMME

The Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India, has announced a new programme for Horticulture Cluster Development to enhance the global competitiveness of the Indian horticulture sector. The National Horticulture Board has been designated as the Nodal Agency for implementation of Cluster Development Programme as a component of Central Sector Scheme of NHB.

The Cluster Development Programme (CDP) is designed to leverage the geographical specialisation of horticulture clusters and promote integrated and market-led development of pre-production and production, post-harvest management and value addition, logistics, marketing and branding activities. MoA&FW has identified 55 horticulture clusters, of which 12 clusters have been selected for the pilot launch of the Programme.

Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture clusters across India.

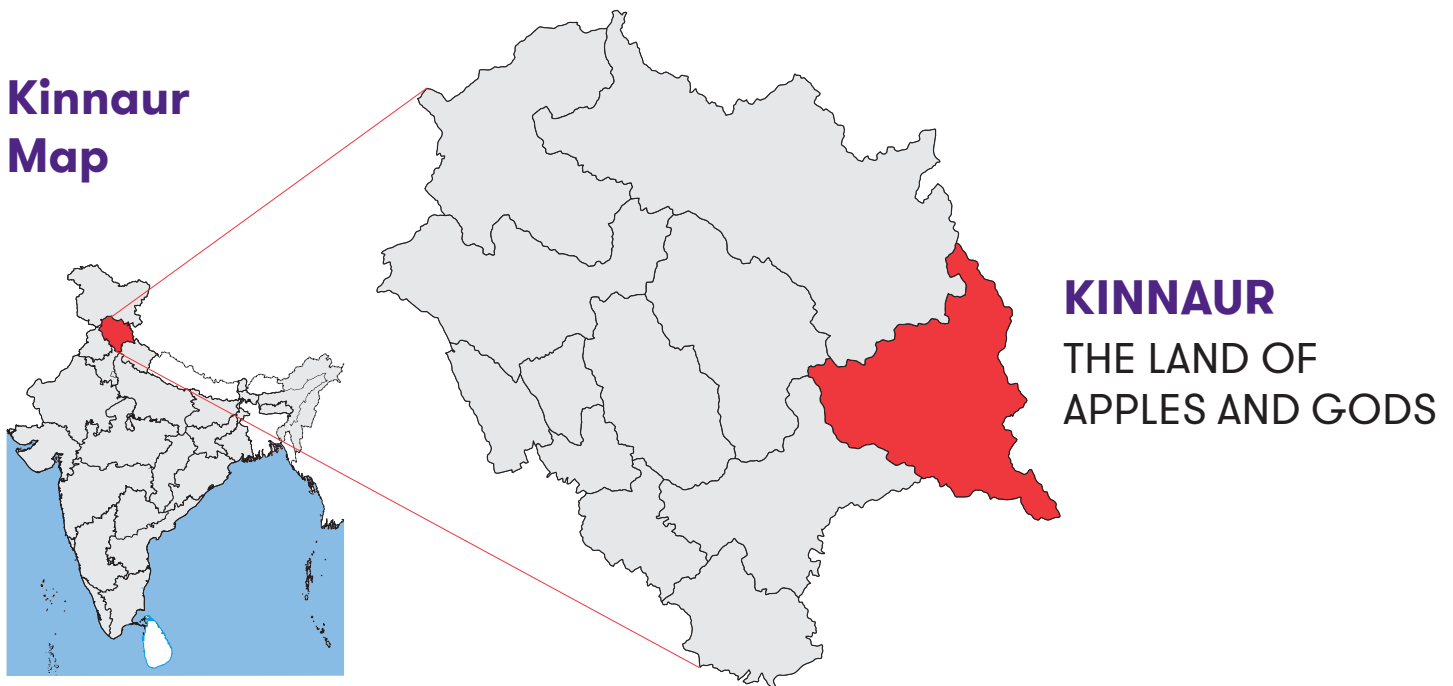
APPLE PROFILE

Apple (*Malus pumila*) is commercially the most important temperate fruit and is fourth among the most widely produced fruits in the world after banana, orange, and grape. Apples are mostly consumed fresh, but a small part of the production is processed into juices, jellies, canned slices and other items. The average summer temperature should be around 21-24°C during active growth period.

Apple is primarily cultivated in Jammu & Kashmir 1.72 Million MT (70.5%) and Himachal Pradesh 0.64 Million MT (26.5%). The leading commercial varieties grown in India are Golden Delicious, Red Delicious, Lal Ambri, Granny Smith etc.

HS Code for Fresh Apples is **#08081000**.

Kinnaur Map



Exit Terminals

-  **Road**
NH-05
-  **Railway Station**
Kalka, Chandigarh
-  **Sea Port**
JNPT, Kandla
-  **Air**
Chandigarh Airport

FUN FACT

While other apple varieties have a shelf life of two months, the kinnaur apples are famous for having a shelf life of four months and is known as “**king of fruits**”

NUTRITION FACTS/ HEALTH BENEFITS AND DIFFERENTIATOR

NUTRITIONAL INFORMATION

(In 100g)

Energy	52kcal
Carbohydrates	13.8 g
Fat	0.17 g
Vitamin B2	0.026 mg (2%)
Vitamin B6	0.041 mg (3%)
Vitamin C	4.6 mg (6%)
Manganese	0.035 mg (2%)
Phosphorus	11 mg (2%)
Potassium	107 mg (2%)



Apples are low in sodium, fat, and cholesterol. They don't offer protein, but apples are a good source of vitamin C and fiber. Scientists also give apples credit for helping – Your Lung Strength, Your Heart, Bone Health, Weight Loss, Your Brain, Your Immune System etc.

- **Carbs in Apples** – Apples are mainly composed of carbs and water. They're rich in simple sugars, such as fructose, sucrose, and glucose.
- **Fiber** - Apples are very rich in fiber. A single medium-sized apple (100 grams) contains about 4 grams of this nutrient, which is 17% of the Daily Value (DV).
- **Vitamins and Minerals** – Apples are not particularly rich in vitamins and minerals. However, they contain decent amounts of both vitamin C and potassium.

BENEFITS

- **Weight Loss** – Two properties of apples — their high fiber and low-calorie contents — make them a weight-loss-friendly food.
- **Cancer** – One study indicated that those who consumed 1 or more apples per day were at a lower risk of cancer, including a 20% and 18% lower risk of colorectal and breast cancers, respectively.

HEALTH BENEFITS OF APPLE



PREVENT DIABETES RISK



SUPPORT HEALTHY WEIGHT LOSS



GOOD FOR EYESIGHT



BOOST IMMUNE SYSTEM



AID DIGESTION



GOOD FOR BLOOD PRESSURE

VALUE ADDITION IN APPLE

APPLE WINE

APPLE VINEGAR



APPLE JAM & JELLY



APPLE JUICE



- **Apple Jam & Jelly** – Apple can successfully be converted into jam & jelly.
- **Apple Juice** - Apple juice is a fruit juice made by the maceration and pressing of an apple.
- **Apple Cider Vinegar** - Made from fermented apple juice, and used in salad dressings, marinades, vinaigrettes, food preservatives, and chutneys.
- **Apple Wine** – It is an alcoholic beverage made from the fermented juice of apples.
- **Apple Pomace** – Apple Pomace is a processing byproduct generated after apple juice manufacturing and can be utilized for production of various products.

EXPORTS



Bangladesh

57%



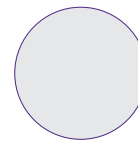
Nepal

36%



Bhutan

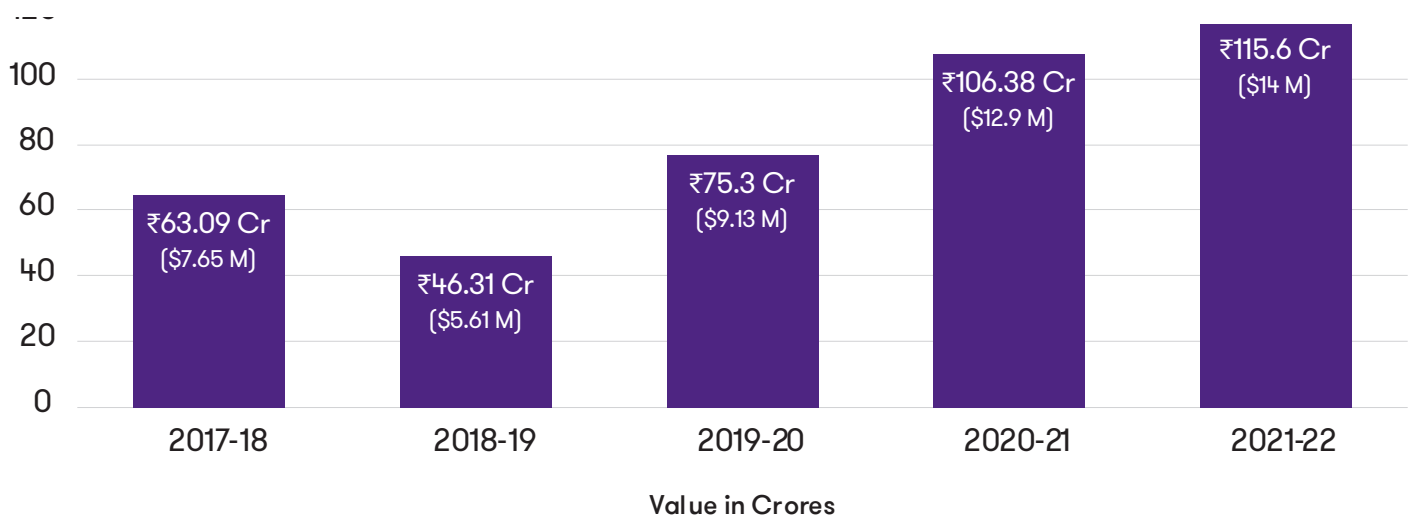
4%



Other

3%

EXPORT IN LAST 5 YEARS

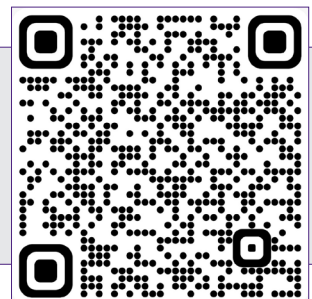


MANDATORY EXPORT REQUIREMENTS

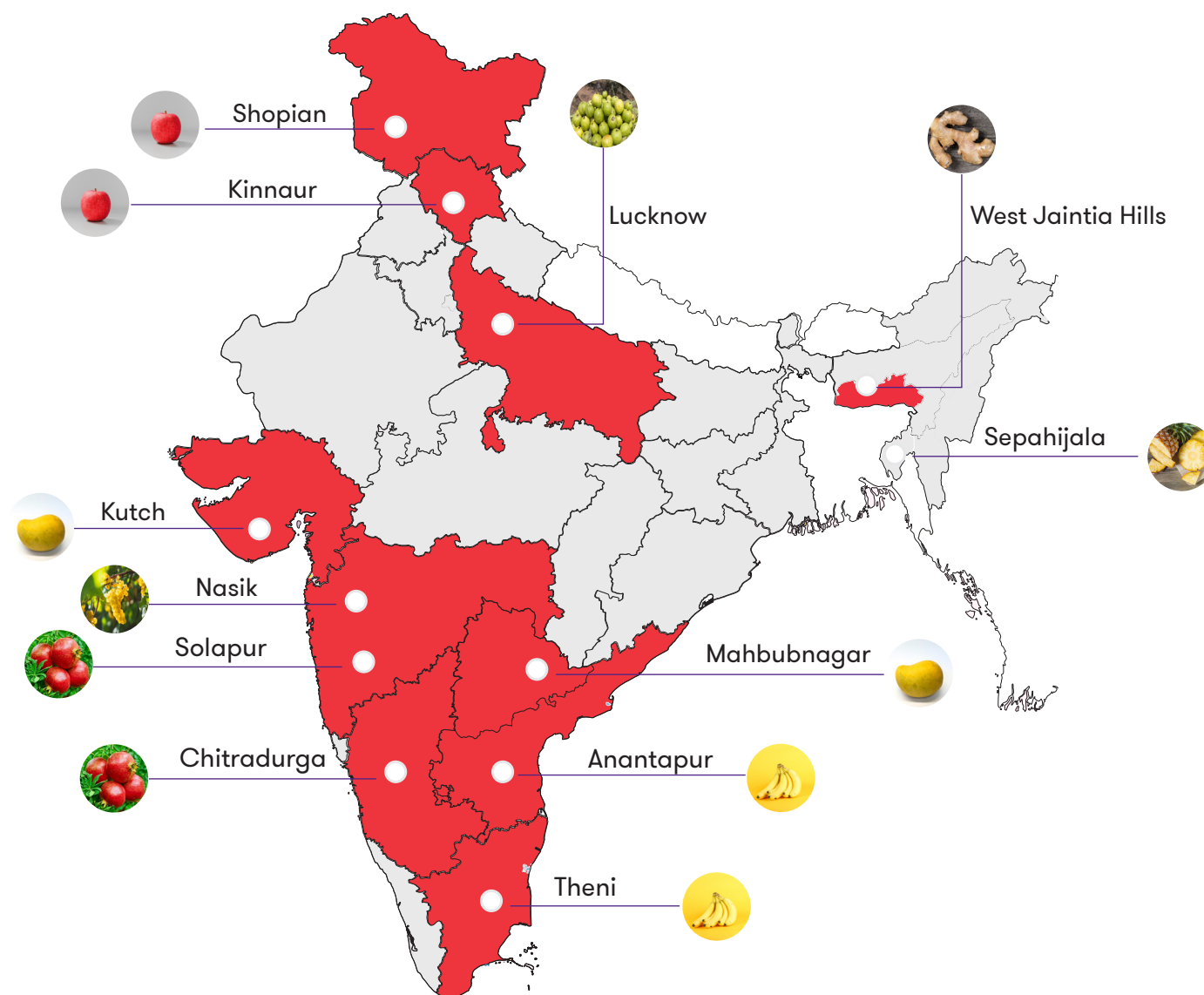
- Avoid pesticide residue and contaminations
- Post-Harvest treatments
- Follow phytosanitary regulations
- Maintain high quality standards
- Maturity
- Product size uniformity
- Protective packaging



SCAN THE QR CODE TO GET THE LIST OF ALL THE FRESH APPLE EXPORTERS FROM INDIA



IDENTIFIED CLUSTERS FOR PILOT PHASE



Why to invest in CDP?

1. Located in well established horticulture clusters
2. Options to invest in any or all three verticals:
 - a. Pre-Production & Production
 - b. Post Harvest Management & Value Addition
 - c. Logistics, Marketing & Branding
3. Up to 100 Cr of Financial Assistance (based on area)
4. Convergence of schemes of various ministries of GoI
5. One Stop Solution for complete value chain of the commodities
6. State government support in setting up the project
7. To know more visit: www.nhb.gov.in

RELEVANT AGENCIES & SCHEMES BY GOVERNMENT



Ministry of Agriculture & Farmers' Welfare

Scheme: Cluster Development Programme, MIDH, FPO

Commercial Horticulture, Agriculture Infrastructure Fund

Website: www.nhb.gov.in



Ministry of Food Processing Industries

Scheme: PM Formalisation of Micro food processing Enterprises, Operation Greens, Agro Processing Cluster, Integrated Cold Chain & Value Addition, Creation of Backward and Forward Linkages.

Website: www.mofpi.gov.in



Agricultural and Processed Food Products Export Development Authority

Schemes: Agriculture & Processed Food Export Promotion

Website: www.apeda.gov.in

Paste Your Visiting Card Here

CONTACT US INFO



Cluster Development Agency - HPMC

Email ID - hpmcgm16@gmail.com

Web - www.hpmc.in

Contact no - +91 85447 67220



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board

National Horticulture Board

Email: clusters.nhb@gov.in

Mob: +91 92058 35769

Web: www.nhb.gov.in



Grant Thornton

Programme Management Unit

Email: cdp.nhb@in.gt.com

Mob: +91 96545 25348

Web: www.grantthornton.in