



APEDA Facilitated flag-off of first GI-Tagged Salem Sago consignment from Tamil Nadu to Canada

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce and Industries, facilitated the export of 0.5 MT of GI-tagged Salem Sago from Salem, Tamil Nadu to Canada. This marked the first export consignment shipped directly by the GI Authorised User, SAGOSERVE, since the product received its Geographical Indication (GI) tag in March 2023.

Tamil Nadu is the largest producer of Tapioca Sago, also commonly known as Sabudhana. Salem has long been recognised as the hub of the country's sago and starch industry. Sago is derived from tapioca roots and serves as a staple food across several parts of India.

The GI registration for Salem Sago was obtained in March 2023 by SAGOSERVE under the Government of Tamil Nadu. The Society has 334 registered member-manufacturers and plays a significant role in the marketing of sago and starch produced by its members and also provides essential service facilities such as warehousing, quality improvement measures and initiatives to enhance tapioca cultivation and sago processing standards.

The sago industry in Salem sustains a large number of farmers, including tribal communities engaged in tapioca cultivation. By linking GI-certified production with direct export opportunities, the initiative improved price realisation and strengthened income prospects for farming households dependent on tapioca cultivation.

Traditionally, Salem Sago has been supplied to traders in Maharashtra, Gujarat, Rajasthan, and West Bengal and exported to countries such as the USA, UK, Canada, Vietnam and Singapore. However, this shipment marked the first direct export from the GI Authorised User Society itself.

An export-focused programme was also held at the premises of The Salem Starch and Sago Manufacturers' Service Industrial Cooperative Society Limited (SAGOSERVE) in Salem, Tamil Nadu on 18 February 2026, to explore exports to other key markets.

The initiative aligned with APEDA's strategy of promoting GI-tagged products, enabling direct market linkages between producer societies and international buyers and expanding value-added agri exports from India, and more such flag-offs are planned in the near term.

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