

APEDA Facilitates First Export Shipment of Areko Cherries and Scentrose Plums from Jammu & Kashmir to UAE

Export of premium stone fruits sourced from Shopian and Pulwama creates new market opportunities and enhances farmers' returns

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The Agricultural and Processed Food Products Export Development Authority (APEDA), under the Ministry of Commerce & Industry, facilitated the virtual flag-off of the first export shipment of premium Areko Cherries (High-Density European Sweet Cherries) and Scentrose Plums from the Union Territory of Jammu & Kashmir to Abu Dhabi and Dubai in the United Arab Emirates (UAE).

The export consignment, comprising one metric tonne of premium stone fruits sourced from farmers in Shopian and Pulwama districts, highlights the growing export potential of Jammu & Kashmir's high-value horticultural produce and the increasing global demand for premium Indian fruits.

The virtual flag-off ceremony was led by APEDA Chairman Abhishek Dev. The programme was attended by officers of APEDA, officials of the Department of Horticulture, Government of Jammu & Kashmir, exporters, international buyers and other stakeholders from the horticulture sector. The event showcased the collaborative efforts of all stakeholders towards promoting exports of premium horticultural produce from the region.

Congratulating the farmers and the exporter on this milestone APEDA Chairman Abhishek Dev, said, "Jammu & Kashmir has emerged as an important hub for premium horticultural produce with immense export potential. APEDA remains committed to facilitating market access for farmers through export promotion initiatives, quality enhancement and global buyer outreach. The export of Areko Cherries and Scentrose Plums to the UAE reflects the growing international demand for India's premium fruits and will create new opportunities for growers while contributing to higher incomes through better price realisation."

The export initiative is expected to significantly benefit farmers by providing access to premium international markets and ensuring better price realisation. Growers associated with the export supply chain realised nearly 60 per cent higher returns for cherries and 120 per cent higher returns for plums compared to prevailing domestic market prices, demonstrating the substantial value addition achieved through export-led market access.

The successful shipment is expected to create new export opportunities for growers in Shopian and Pulwama, encourage wider adoption of export-oriented production practices and further strengthen the global presence of Jammu & Kashmir's premium stone fruits.

APEDA continues to promote exports of high-quality agricultural produce through market linkage initiatives, quality assurance support, buyer outreach programmes and export facilitation measures. The export of Areko Cherries and Scentrose Plums to the UAE marks another significant step towards expanding India's fresh fruit exports, enhancing farmers' income and strengthening the country's presence in international markets.

जम्मू-कश्मीर के बागों से वैश्विक बाजारों तक नई उड़ान!

शोपियां और पुलवामा की प्रीमियम Areko Cherries और Scentrose Plums की पहली निर्यात खेप अबू धाबी और दुबई के लिए रवाना हुई। यह उपलब्धि भारतीय फलों की वैश्विक पहचान को और मजबूत करने के साथ जम्मू-कश्मीर के बागवानी क्षेत्र के लिए नए... pic.twitter.com/kms0y6ARmM

— Piyush Goyal (@PiyushGoyal) July 4, 2026

Abhishek Dayal/ Abhijith Narayanan/ Garima Singh

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