

Ornamental Crop Research and Production for Export Markets – current status and opportunities



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Ornamental Floriculture –Current Status

- India has become a prominent player in international ornamental business. The liberalisation of the economy has given an incentive to the Indian entrepreneurs for establishing export oriented units
- India has exported floricultural products of Rs. 575 crores in 2020-21 and Rs.777.4 crores during 2021-22, an increase of 34% Y-o-Y growth (*Directorate General of Commercial Intelligence and Statistics, Annual Report, 2022*).
- India with diverse agro climatic zones is geographically well located between two major export markets Europe and East Asia.

➤ Ornamental Floriculture –Current Status

- India has a strong presence in procuring propagation material like live plants, plant bulbs, tubers and others from abroad and excels in exporting finished products like cut flowers, foliage, parts of plants for ornamental purposes.
- Major floriculture centres have emerged in Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, West Bengal and North Eastern states
- India is the second largest flower growing country after China and is at 14th position in exporting floriculture products.

Top few countries to which India exports floriculture products

The US

The Netherlands

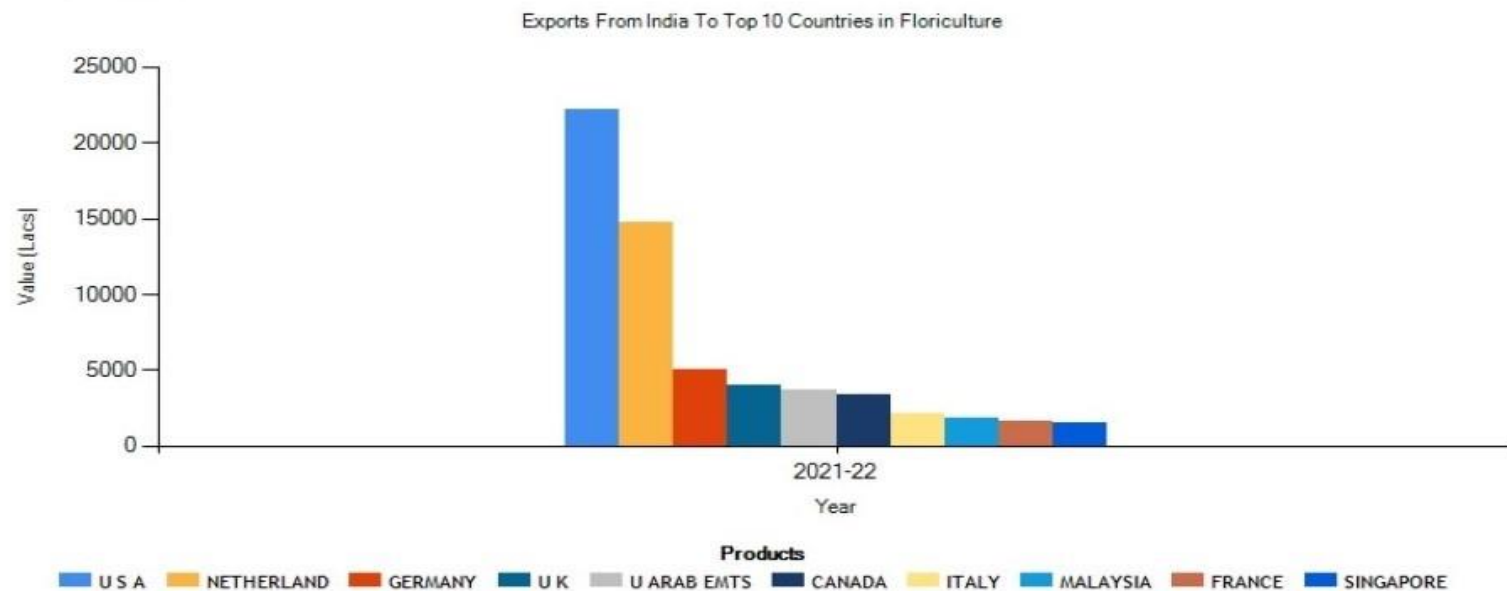
Germany

United Kingdom

Middle East

Canada and

Japan.



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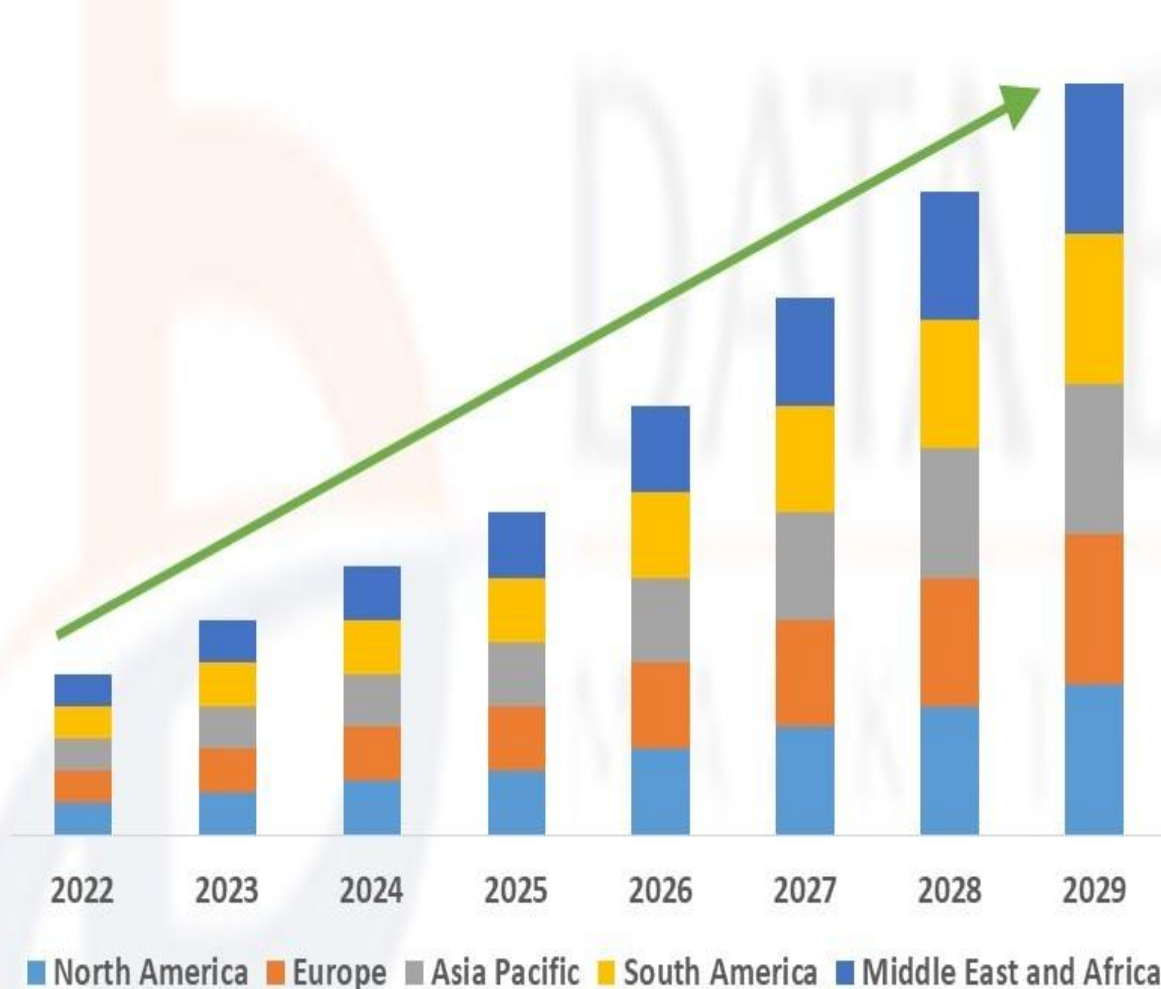
Exports From India

Value in Rs. Lacs
Quantity in MT

Sr No.	Country	2021-22	
		Qty	Value
1	U S A	3,520.05	22,231.02
2	Netherland	2,206.37	14,710.77
3	Germany	1,208.63	5,071.42
4	U K	917.69	3,962.30
5	U Arab Emts	3,074.79	3,659.65
6	Canada	768.59	3,356.77
7	Italy	261.18	2,136.76
8	Malaysia	882.13	1,832.28
9	France	302.59	1,578.39
10	Singapore	1,932.30	1,558.16
Page Total		15,074.32	60,097.52

Global Flowers and Ornamental Plants Market is Expected to Account for USD 45.07 Billion by 2029

Global Flowers and Ornamental Plants Market, By Regions, 2022 to 2029



DATA BRIDGE MARKET
RESEARCH

SWOT ANALYSIS –INDIAN FLORICULTURE

STRENGTH

- India has varied Agro Climate conditions.
- Availability of labor at low costs.
- It has ample agricultural Land.

WEAKNESS

- Flowers markets are unorganized sector.
- More Air freight charges for export.
- Lack of Storage facility.
- Improper supply chain management system.

OPPORTUNITY

- After Globalization, export market flowers are widen that gives India is a better stand in world market.

THREAT

- Price of flower is fluctuating regularly.
- Infrastructure particularly storage system is essential in this direction during export .
- Dummy Flower/ Artificial flower demand is also booming in World Market.

Specific areas that will boost export potential of ornamental products

- Research in development of new varieties
- Adoption of suitable crops
- Production technology including crop specific standardized growing media recipe
- Sophisticated climate control systems, irrigation systems and Balanced nutrient management
- Conducive Policies and support from the government to push plant exports
- Post harvest technology in cut flowers and packaging technology
- Compliance of plant quarantine requirements,
- Export logistics

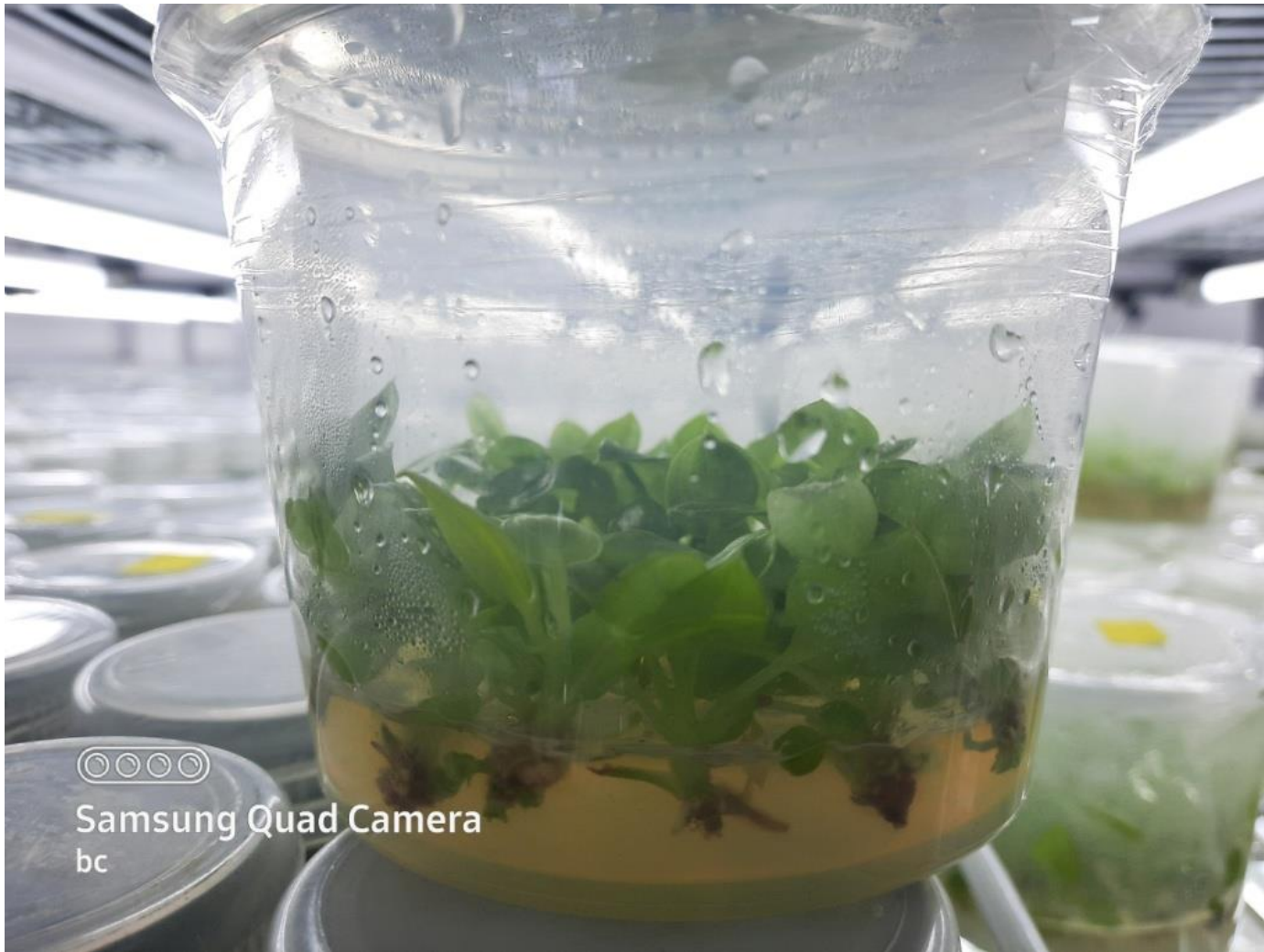
Properties for ideal growing media/Soil-less

- low volume–weight ratio
- good aeration and reserves of easily available water
- good rehydration properties after drying
- stable structure
- good pH-buffering capacity
- absence of toxic compounds
- low micro-organism activity
- absence of weed seeds, pests and pathogens and
- low level of fertilizers.

Crop Specific growing media



TC In agar for Export



TC Ex Agar export packing



Tissue Culture plants



Ferns TC plants



Hardened(Rooted)plants for export



Foliage plants Unrooted cuttings(URC) for Export



PEQ facility at IAHS



PEQ Facility



Grafted cacti



Orchid production facility



Orchids Production



Orchids plants ready for Export



Poinsettia plant production



Anthurium production



Anthurium Production



Finished Product



Quality Plants



Ornamental horticulture to boost exports



1. Development of export processing centres and training for the personnel involved in production and export zones.
2. There is a need to make the trade standards robust to compete with that of established exporters like the US and European countries.
3. Interregional export and import of floricultural products have to be encouraged among the SAARC nations, since functioning is under the same umbrella of climate, culture and supply chains.
4. Ornamental horticulture can be a sustainable year-round livelihood alternative for farmers. India can grow variety of crops even during the offseason (November-December) of European and Far East countries.

Future Strategies



- Initiatives for development of floriculture Infrastructure parks and Horti export zones
- Centre for Excellence in major floriculture states
- Evolving new high yielding varieties specially for protected cultivation.
- Standardization of crop specific greenhouse cultivation practices.
- Cold-storage Infrastructure
- Direct cargo flights from production hubs to destination centres
- Stringent Sanitation and Phyto-sanitary measures are to be adopted
- Creation of awareness and dealing with IPR issues of Indian Floriculture sector.
- Emphasis should be made on quality, service and reliability of products
- Non-conventional energy resources should be popularized
- Single window system for farmers with respect to finance and consultancy



THANKYOU