Alberta-India Relations
- Alberta and India share a cooperative and mutually beneficial trading relationship.
- Share a common language and a political model based on a parliamentary democracy.
- Alberta and India are both members of the Commonwealth of Nations.
- There are over 72,000 Albertans of Indian descent living in Alberta.

Agriculture in India
- Approximately 72 per cent of India’s population live in rural areas with 65 percent employed in agriculture.
- The Indian agri-food industry is estimated to be worth $180 billion and is expected to grow to $310 billion by 2020.
- Agriculture currently accounts for 17.4% of India’s GDP. Key crops include wheat and rice.
- Most food and grocery outlets are owner-run “mom and pop” outlets. However, India's retail industry and supermarket sectors are growing rapidly.
- Urban markets are the most viable option available to exporters wishing to export to India.
- 80 percent of India's population are Hindu and vegetarian, hence low meat consumption. Cows hold a sacred place in Hinduism, therefore consumption of beef is prohibited for Hindus.
- Fresh fruit and vegetables are in plentiful supply in rural and urban markets.

Canada-India Trade
- In 2014, Canada’s agri-food exports to India were valued at $915 million, an increase of 23.9% from 2013.
- Dried peas ($476 million) accounted for 52.6% of these exports and lentils 44.9% ($406 million).
- Much of Alberta's pulses are routed through other provinces and an estimated 70 percent thereof were destined for the Indian market.

Activities and Engagement
- 2014: Alberta Agriculture and Forestry participated in the AgroTech trade show in Chandigarh with four Alberta companies and conducted an advocacy mission to Delhi to promote Alberta’s agriculture industry.
Alberta Priorities in India

- Work with federal counterparts to enhance market access in pork, live swine and poultry genetics.
- Reduce or eliminate tariffs and non-tariff trade barriers.
- Enhance relationships, including mutually beneficial partnerships and trade agreements.
- Expansion of current trade in dried peas, canola oil, and livestock genetics.
- Increase trade of Alberta agriculture and agri-food exports to India, especially value-added products.
- Increase research collaboration and best practice exchanges.
- Increase attraction of foreign investment from India.

Opportunities

- Due to the ban on eating beef, opportunities exist to introduce pork as a protein alternative.
- India's population is increasing rapidly and has the potential to become the third-largest global economy by 2050.
- With a growing younger population and increasing high and middle class incomes, consumption is expected to increase across many categories.
- Key lifestyle changes offer significant opportunities as people seek to live healthier.
- India is the third highest importer of edible oils in the world, consisting mostly of palm, soybean and sunflower oil. Opportunities exist for canola oil exporters to continue tapping into this market.
- As India seeks to modernize its agricultural industry, opportunities exist in enhancing cooperation and agriculture consultation services.
- Alberta can provide expertise in food processing technology (e.g. pilot plants), biotechnology, energy efficiency, environmental protection, food packaging, and food safety practices.
- Consultation in grain and oilseed storage, gradation, remote sensing technology, seed management systems, soil health and nutrition management, water management, bio-friendly insecticides and pesticides. Consultation services can also be provided in dairy processing technologies and practices.
- India is the largest importer of pulses in the world and significant opportunities continue to exist for pulse exports.
- Storage of pulses and grains remains a significant problem in India. Opportunities exist in this sector for Alberta manufacturers of storage equipment.
- India is upgrading the genetic stock of its dairy cattle and access has been granted for importation of live bulls.
- The conclusion of the Comprehensive Economic and Trade Agreement (CETA) will benefit Alberta and Canada’s agricultural trade with India.
- Closer collaboration between AF, Trade Commissioner Service in India and the Alberta New Delhi Office has improved flow of information on India.

Challenges

- Restrictive investment and import regulations as well as high import tariffs create trade barriers.
- Lack of enforcement of intellectual property rights and lack of knowledge of Canadian capabilities.
- Limited availability of strategic, timely and actionable market intelligence.
- Access to financing and capital can be challenging for this market.
- Despite its growing wealth, the Indian market remains price sensitive and will substitute pulse crops with other crops if prices dramatically increase.

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