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 2013, Canada agri-food exports to India were valued at $738 million, an increase of 39% from 2012.
- 98% of these exports included dried peas ($390 million), lentils ($336 million).
- Much of Alberta’s pulses are routed through other provinces. According to Alberta Pulse Growers, in 2012 approximately 726,000 tonnes (70 percent) of Alberta pulses were destined for the India market totalling $228 million.
- In 2012, India’s agri-food world imports were valued at $20.0 billion. Most of these imports consist of palm oils ($7.9 billion) vegetables ($2.3 billion) edible fruit and nuts ($2.0 billion), soybean oil ($1.4 billion) and sunflower seed ($1.3 billion).

Activities and Engagement

- 2014: Premier Alison Redford led a trade mission to Delhi, Amritsar, Mumbai and Bangalore to promote trade in agriculture and energy. Two agricultural agreements were signed with Punjab and Meghalaya during this mission along with the opening of an Alberta India Trade Office.
• 2011: Assistant Deputy Minister, Colin Jeffares, Alberta Agriculture and Rural Development, led a mission to Delhi, Mumbai and Chandigarh to develop increased trade and relations with the Punjab region.

• 2010: The Honourable Ed Stelmach, Premier of Alberta, met with business and government leaders in the cities of New Delhi and Amritsar. During his stay at Amritsar, he signed a Memorandum of Understanding with the Government of Punjab to increase interaction between the two regions in the areas of agriculture and education.

**Provincial and Federal Agreements with India**

• 2014: A Memorandum of Understanding was signed between Alberta and the State of Meghalaya to increase trade in agriculture and food safety.

• 2014: A Letter of Intent was signed between Alberta and the State of Punjab to increase trade in livestock genetics and animal husbandry.

• 2010: The Government of Alberta entered into a Memorandum of Understanding with the Government of Punjab, India, focusing on education and agriculture.

• 2009: Canada signed a Memorandum of Understanding with India to create a framework to increase agricultural trade between the two countries and formulate the parameters of a Comprehensive Economic Partnership Agreement.

**Alberta Priorities in India**

• Work with federal counterparts to enhanced 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.

**Opportunities**

• Due to the ban on beef, opportunities exist to introduce pork as a protein alternative to chicken.

• 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 income projected to reach $64 million next year and $100 million by 2020, consumption is expected to increase across many categories.

• Key lifestyle changes offer significant opportunities as people seek out a healthier lifestyle.

• 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 tap 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.

• In farming, Canada can provide 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. Therefore, significant opportunities exist for pulse exports.

**Challenges**

• Restrictive investment and import regulations as well as high import tariffs create a barrier to increased trade.

• Lack of enforcement of intellectual property rights and lack of knowledge of Canadian capabilities.

• Availability of strategic, timely and actionable market intelligence.

• Access to financing and capital can be challenging for this market.

For more information, contact:
Albera Agriculture and Rural Development
International Relations and Marketing

Annalisa Baer, Branch Head
Tel: +1-780-427-4148
Email: annalisa.baer@gov.ab.ca

Grant Winton, Senior Director, Trade & Relations
Tel: +1-780-644-2403
Email: grant.winton@gov.ab.ca

The information contained in this document is for general information purposes only. Alberta Agriculture and Rural Development made reasonable efforts to obtain reliable content from third parties, but does not guarantee the accuracy or completeness.