CHAPTER

6

AGRICULTURE SECTOR

6.1 'WHY' IS AGRICULTURE SECTOR IMPORTANT FOR INDIA?

In the previous section, we had dealt about agriculture sector which has about 60 per cent plus population-dependence, an aspect which has been there since Independence. This sector provides us with food security and raw material for manufacturing sector.

Each and every country would like to be self-sufficient for its requirements of food grains, pulses, sugar, edible oils, milk, fruits and vegetables.

India has the largest number of villages of over 6,00,000. Majority of our population resides in villages. No other country has so many villages.

India's agricultural sector is characterized by traditional, subsistence and livelihood, rain fed farming, food grain oriented, lacking in diversification and commercialization. Over 80 per cent of the farmers are landless, small and marginal farmers with cultivation for consumption and little diversification. Agricultural finance is informal with reliance on the money lenders. It is said about India that majority of our economic issues are primarily of poverty and unemployment and both the problems and their resolution lie in the agricultural sector.

There is enough literature available on agriculture in standard text books on Indian Economy. It would be suffice to say here that the key issues in agriculture are to increase production through distinct improved productivity.

'Why' is Productivity Important?

In the earlier years, production could be increased by bringing in more and more land under cultivation without addressing productivity. However, today all available arable land is already under cultivation which means production can be increased only through increased productivity.

With the increasing population, increased incomes especially of the poor in the future would increase the demand for agricultural products manifold. What would happen if productivity does not increase? It would mean 'supply' not sufficient for 'demand' which would result in increased prices of food items, as it happened in 2009-2010 with food inflation climbing over 15 per cent in a short period. As everyone will be aware that food inflation will hurt all but the poor will be hit much harder.

Agriculture sector is considered as very vulnerable because it is one sector where demand will only keep on increasing and supply will always be volatile with so many structural factors and others like monsoon dependence as only 40 per cent land is irrigated.

Realizing the importance of food grains way back in the sixties, the government ushered in the 'Green Revolution ' pioneered by Dr M. S. Swaminathan , to improve the productivity of wheat and other cereals, through researched improved seeds known as high yielding varieties HYV) seeds. This was the first time where a scientific approach was adopted and with measured applications of fertilizers, insecticides/pesticides, productivity of wheat quadrupled. The success story was made possible only by creating the right model of optimal land size, assured/adequate water supply , soil conduciveness in the areas such as Punjab , Haryana and Western Uttar Pradesh.

However, it was more of an experiment to see how to improve productivity especially of wheat. Much of the self-sufficiency in wheat can be attributed to the Green Revolution. Our attempts with other revolutions in the agriculture sector were centred around products and their relative importance such as:

- White Revolution (milk and milk products).
- Yellow Revolution (oil seeds).
- Blue Revolution (marine products).
- Golden Revolution (Honey).
- Golden Fibre Revolution (Jute).
- Silver Fibre Revolution (Cotton).
- Brown Revolution (Cocoa).

Primary Sector Revolutions

The numerous revolutions affecting the productivity of agriculture and allied activities in India are highlighted below:

1. Agriculture Revolution: Green Revolution Also known as Seed-Water-Fertilizers-Pesticides Technology In 1965, under the aegis of Late Mrs. Indira Gandhi the then PM, resolute to mark historic revamp in Agriculture sector named as "Green Revolution" that was implemented during 1967-1978 in phases in the state of Punjab and Haryana, w.r.t. Wheat and Rice.
2. White Revolution: Operation flood a program initiated under supervisory of National Dairy Development Board (NDDB) in year of 1970 put India on world map by making India the largest producer of milk. The father of White Revolution in 1949 Mr. V. Kurien joined Amul (Anand Milk Union Limited) formerly known as Kaira District Co-operative Milk Producers' Union (KDCMPUL). Later the movement in 1965, under the leadership of Late Shri Lal Bahadur Shastri, the then PM, established National Dairy Development Board (NDDB). Operation Flood was completed in following three phases:
   - Phase I (1970-79)
   - Phase II (1981-1985)
   - Phase III (1985-1996)

3. Yellow Revolution: Oil Seeds Revolution Also known as the People Power Revolution. Was a result of series of demonstrations that took place from 1983-1986 in the Philippines.
4. Blue Revolution: Development of Fisheries in the country
5. Brown Revolution: is known for Leather/non-conventional (India)/Cocoa Production & Tomato production. A 'BROWN revolution' happening in the tribal areas of Visakhapatnam district w.r.t. cocoa, where the tribal people are being not only taught but at the same time encouraged, to grow "socially responsible and environment friendly" coffee to cater to the demand from developed countries.
6. Black Revolution: known for Petroleum Production
7. Grey Revolution: known for Fertilizer Development
8. Golden revolution: 'Golden Revolution' is the period between 1991-2003.
9. Golden Fiber Revolution: known for Jute Production
10. Pink Revolution: is for Onion production/Pharmaceutical/Prawn production
11. Red Revolution: is for Meat production
12. Round Revolution: for Potato production
13. Silver Revolution: for Egg/Poultry production
14. Silver Fiber Revolution: for Cotton production
15. Almond Revolution: for Spice production
16. Evergreen Revolution: relates to Overall development of Agriculture
17. Ambrosia Revolution: For Connecting Rivers

Revolution	**Product**	**Father (India)**
Black	Petroleum	
Blue	Fish	Dr. Hiralal Chaudhary (induced breeding)/Dr. Arun Krishnan
Brown	Leather, cocoa, non - conventional energy	
Golden fiber	Jute	
Golden	Overall horticulture, honey, Fruit	Nirpakh Tutej
Green	Food grains	World: Dr. Norman Borlaug India: MS Swaminathan
Grey	Fertilizer	
Pink	Onion, Prawn, Pharmaceuticals, modernizing of meat and poultry processing	Durgesh Patel
Red	Meat, tomato	Vishal Tewari
Round	Potato	
Silver fiber	Cotton	
Silver	Egg	Indira Gandhi

Revolution	Product	Father (India)
White	Dairy/milk	Dr. Verghese Kurien
Yellow (Also known as people power)	Oil Seeds, Edible Oil, Especially Mustard and Sunflower.	Sam Pitroda
Saffron Revolution	Solar Energy	

6.2.PINK REVOLUTION

Pink revolution primarily referred as for onion, prawns and pharma industry, but the 2nd generation pink revolution focusing on modernisation of meat and poultry has attained the number 1 position in the world in exports of buffalo meat in 2012, exporting approximately 1.5 million metric tons of beef, according to the United States Department of Agriculture (USDA) Foreign Agricultural Service. The major importers are from Middle East and South East Asia countries. Further, it was also found that the broiler meat (i.e. chicken) sector has witnessed a 30 percent growth rate since the year 2009, at the same time it is placed amongst the fastest growing sectors in the Indian economy at a rate of 8 percent. This increase has been largely attributable to growing domestic demand. The Food and Agriculture Organization of the UN (FAO) has acknowledged India's potential and effective measures towards 'pink revolution' by fostering modernization of its meat and poultry processing units. Accordingly, in a report titled the 'Indian Meat Industry Perspective', the Food and Agriculture Organization of the UN (FAO) has recommended an outlined four steps framework that India must adopt and adhere to it for the success of pink revolution are as follows:

1. Setting up state of the art meat processing plants;
2. Developing technologies to raise male buffalo calves for meat production;
3. Increasing the number of farmers rearing buffalo under contractual farming;
4. Establishing disease-free zones for rearing animals.

Environmental and Health Hazards

Although, the robust performance of the sector is too lucrative but at the same time there are some environmental riders to be borne in mind. As per an article being published in Environmental Science and Technology Journal, titled 'Food-miles and the relative climate impacts of food choices in the US', the data shows United States red meat production accounts for 30 percent of total greenhouse gas emissions so created while poultry and dairy contribute 28 percent of emissions. Thus, now we can cannot be ignorant with the fact that India is now largest exporter of meat in the world which will in turn pointing at the level of green house gas emission. Another vital area of concern is the managing risk w.r.t. meat borne pathogens like E.coli, Salmonella, Campylobacter, Listeria and Yesinia, also at the same time other diseases of concern to public health, and the control of pesticide residues.

Potential and challenges of Pink Revolution in India

Growth Potentials

- To increase present meat consumption per capita of 6 grams approx, per day to 50 grams a day in the next decade or so.
- India accounts only 2 percent approx of global market in light of large live stock count
- Growing rate is varying between range of between 8-15 per cent annually, and is now worth more than 700 billion dollars.

Challenges

- Drafting of standard policies for the sector w.r.t. meat production and export, standardizing the quality and safety aspects of meat and poultry, and creating infrastructure facilities for modern slaughter houses, meat testing facilities and cold storages for the growth of the meat and poultry processing sector.
- Implementation of 4 areas highlighted by FAO of UN
- Better hygienic methods required in meat and poultry processing
- Channelizing of increased and high volume of investment s in the sector.

Government Policies

- No income tax or central excise.
- No restrictions imposed upon the export of poultry and poultry products, and the government provides some transport subsidiaries.
- 100 per cent FDI is being permitted to tap into available opportunities across the sector.
- Comprehensive scheme being launched for the modernization of abattoirs across the country in order to address quality standards, contamination and deterioration of produce, and the amount of meat wasted.

More recently, Rainbow Revolution (includes horticulture comprising of fruits, vegetables, floriculture, plantation crops, spices, etc.).

India is one among the largest producers of various agricultural goods in terms of area under cultivation and production; however, it clearly lags behind in the productivity in all major crops which is not sufficient for the domestic market as is evident in their increasing prices. It is not sufficient enough to be satisfied as the largest producer of pulses, coconut, ginger, turmeric, pepper, milk or even the fact that India is the second largest producer of rice, wheat, ground nut, fruits and vegetables. It has to be seen in relation to the relative domestic demand and productivity rather than only production.

India is blessed with large land area whereas, China has lesser arable land than us but its agricultural production is double than that of India. Clearly, productivity is the chief differentiator between India and China.

Another concern is that the average annual growth of agricultural production right since Independence has been only 2.5 per cent. This is very low keeping in view the domestic needs. Food grains output has been trapped between 175 and 200 million tonnes of which wheat has stagnated around 70 million tonnes in the last few years. There

is an urgent requirement to increase the production which can happen only with the increased productivity.

Growth in agricultural production is seen as a multiplier for the rest of the economy as it helps in augmenting supply of food products thereby cooling prices. It also increases income of the farmers and thus greater demand for non-agricultural goods giving incentive to the industrial sector to produce more and provide an upward spiral in growth.

6.3 NEW AGRICULTURAL POLICY 2000

The government realizing the importance of the agriculture sector formulated the New Agricultural Policy during 2000, which has tried to give a new direction to the agriculture sector which has the following salient features:

- Agriculture sector has to grow at an average annual growth of a minimum 4 per cent over the next few decades.
- Greater focus has to be given on horticulture, animal husbandry, poultry, dairy, aquaculture given their potential and their twin ability to raise the plank of growth and increase purchasing power.
- Need to provide food and nutrition security.
- There is a requirement for greater biotechnology use, newer plant varieties and their protection through suitable legislation, greater thrust on scientific farming, dissemination of technology advancements.
- Focus on agro and social forestry for maintaining ecological imbalances.
- Regular supply of price protection to farmers through the minimum support price system.
- Dismantling restrictions on movements of agricultural commodities.
- Increase public investment in agriculture sector especially rural electrification, irrigation projects, watershed development, etc.
- Create off-farm employment opportunities through promotion of agro-processing units.
- Land reforms to be provided a decisive thrust for better land distribution, consolidation and re-distribution of surplus land to landless farmers.
- National Agriculture Insurance Corporation should provide insurance cover in case of crop failure, droughts, etc.
- Allowing private sector participation through contract farming.

The new agricultural policy of the central government is only indicative in nature as agriculture being in the state list falls within the domain of respective state governments which would have the responsibility to implement the policy. Many experts including Prime Minister Manmohan Singh feel that India's agriculture sector requires a 'Green Revolution II.

6.4. AGRICULTURE EXPORT POLICY, 2018

In order to provide an impetus to agricultural exports, the Government has come out with a comprehensive 'Agriculture Export Policy" with an aim at doubling the agricultural exports and integrating Indian farmers and Indian products with the global value chains.

The Agriculture Export Policy envisions in harnessing the export potential of Indian agriculture to transform India as a global power in agriculture and raise farmers income.

Policy Objectives

- Doubling agricultural exports from present -USS 30+ Billion to -USS 60+ Billion by 2022 and reach US$ 100 Billion in the next few years thereafter, with a sustained trade policy regime.
- Diversify India's export basket and destinations by boosting value added agricultural exports.
- Promote indigenous, organic, traditional and non-traditional Agricultural products exports.
- Provide institutional mechanisms for pursuing market access, addressing trade barriers and deal with sanitary and phyto-sanitary issues.
- Strive to double India's share in world agri exports by integrating with global value chain.
- Enable farmers to get benefit of export opportunities from global market.

6.5 RAINBOW REVOLUTION

The earlier Green Revolution was centred on wheat and now what is required is a comprehensive revolution, which covers the entire agriculture sector known as Rainbow Revolution and it essentially means the following:

- Agricultural activities to change from subsistence and livelihood activities to as a commercial venture with focus on productivity and profitability.
- Crop diversification, commercialization, moving up the value addition chain.
- Intensification of research and should ensure their effective dissemination amongst farmers.
- Agricultural extension service, which is transmission of appropriate technology from lab to land, has virtually collapsed in India. Less than 1 per cent of farmers make use of the extension services (Krishi Vigyan Kendra). Block level extension services are not equipped with the latest advancements in technology. There is an urgent requirement of their integration in the agriculture sector to close the knowledge gap.
- Allowing modern science, biotechnology, organic farming to be blended within the agriculture sector.
- Farmers to move away from two-crop cycle to shorter duration crops allowing for multiple cropping.
- Stress on completion of irrigation projects to get more and more land under irrigation.
- Increase both on and off farm employment.
- Focusing on rural transportation.
- The farmer should become the fulcrum and efforts made to improve his standards of living and in his prosperity, lies the prosperity of the agriculture sector and the Indian Economy.

Dr M. S. Swaminathan, an agricultural economist, however, feels that India needs 'Ever Green Revolution' for long-term sustainability. It cannot be achieved in one shot but continuous shots at improving production and productivity, suitable blend of the traditional with modern, focused on locally renewable sources of energy, organic farming and making inputs and credit available to the farmers, as fundamentally more important today.

Agriculture sector right since Independence has been a thrust area, with increased investments in each successive five-year plans, but problems have not only remained unresolved but only accentuated over a period of time with large-scale rural poverty.

6.6 MINIMUM SUPPORT PRICE (MSP)

The government announces the minimum support price (MSP) for twenty-four crops including rice, wheat, pulses, sugarcane prior to harvest which is to say that the minimum price of crops in the market would not be less than the MSP announced for the crop. Of the MSP announced for various crops, the government through Food Corporation of India, as discussed in an earlier chapter, directly procures wheat and rice for meeting buffer stock requirements and also to channelize the food grains to the poor through various government sponsored schemes. For the remaining crops, the government would ensure a price which is higher than the MSP in the market.

Fruits and vegetables are sold to the agriculture produce marketing cooperatives (APMC) of the respective state governments, which also fix the price keeping in view their relative cost and also ensure the farmer obtains a fair price.

The delivery channel has a number of middle men, who serve as bottlenecks and also responsible for increased prices, large-scale hoardings and also prevents the farmer from getting benefits of increased prices.

The MSP allows a farmer knowing the price which he would get for the produce in the market especially for the food grains, but it is also believed that the benefits largely go to the bigger farmers, besides the MSP has prevented diversification of the agriculture sector. Many critics have favored discontinuation of the MSP, but the large scale small and marginal farmers do benefit, even though a larger chunk of the benefit is reaped by the affluent farmers. Further it may be too pre mature for India, presently to move towards a market pricing for food grains.

6.7 INDIAN AGRICULTURE—TEN NEW THOUGHTS

Agriculture sector in India requires an out-of-box thinking keeping in mind the criticality of this sector.

At first, the scientific/modem genetic engineered farming today is crucial for India's future.

Secondly, the markets for the farmers are distorted, not enabling them to get the best prices and there is a need to connect the farmer directly with the markets what is referred as F(Farmer) • F(firm) • F(fork).

At present, selling of agricultural commodities is under the APMCs of the respective state government. Today, technology/internet provides not only for domestic access but also for global access.

Farmers would need to be sensitized towards accessing those markets which get them a better pricing. This would also do away with the inefficient middle men syndrome, which are intermediaries with no contribution and on the contrary are largely responsible for distorting, hoardings and other such malpractices.

Third, is contract farming which also allows for direct contact of the farmer with the market. Under this, the land is with the farmer except that production of a crop is under a 'contract' with a buyer directly who also has the responsibility of providing necessary inputs and also picking up the produce whenever ready.

This will however require two critical supports from the government:

- Amendments to the respective APMC of different state governments.
- Enacting legislations to ensure that interest of the farmers is adequately protected.

Fourthly, a serious thought would have to be afforded to corporate farming which allows private sector players to enter into agricultural activities. It is not true that this step would lead to greater marginalization and exploitation of the small and marginal farmers.

There is a larger take away in the form of increased productivity, commercialization, diversification, greater value-addition, greater and efficient use of land, building an efficient supply chain, increased investment and readily absorbed modern technologies. Almost 40 per cent of food products are wasted and destroyed in the absence of supply chain which can easily be plugged by the large corporates resulting in increased supply of food products and this would lead to lower prices in the markets.

Fifthly, what is required today is complete mapping of soils across the length and breadth of the country, superimposed with historical data of the climate, rainfall, crop suitability and then decide on the cropping pattern. Today, technology information is available to allow for soil, climate-based cropping pattern and not on traditional and historical-based cropping pattern.

Sixthly, need of growth will start to encroach upon land for setting up the special economic zones, setting up power plants, building roads, etc., which means in future the land available for agriculture would gradually be reduced.

In terms of The National Bureau of Soil Survey and Land, Government of India, land under non-agriculture has increased from 3 per cent in 1950—51 to over 11 per cent presently. This makes increasing productivity not only important but an absolute 'Must'.

Seventhly, there is an increasing trend amongst farmers in the belief of agriculture as non-viable and unprofitable provided, the increasing cost of production and they exiting by selling the land for industrial activities. In recent times, the government is also declaring large land area as non-agriculture to support industrial growth.

Herein, lies the challenges of balancing both but larger challenge would be to reestablish agricultural activities as not only viable but also as a profitable commercial proposition.

Eighth, is the land reforms which have been an avowed objective since Independence but little has been done and still lesser achieved. There is a need for this to be prioritized by the state governments. Further efforts should be made to computerize land records such as the 'Bhoomi Project in Karnataka' and web-based land records under the 'Dharitree Project in Assam'. India also has large waste land area which could be given to rural

landless people on ownership basis at free of cost for integrated farming -cum -forestry operations. This would serve the objective of utilization of waste land besides giving the landless farmers a source of livelihood.

Ninthly, current agriculture sector is starved of investment and it receives as little as 0.3 per cent of GDP. There is an urgent need to step up public investment in irrigation, roads, power and public health.

Finally, today strategy for agriculture sector would have to be broken down to the last unit which is the village or at best district level. Issues at each district level would need to be prioritized and then efforts should be made for their resolution.

What the agriculture sector needs is not another green or rainbow or evergreen revolution but a renaissance which is rebuilding the agriculture sector.

6.8. SECOND GREEN REVOLUTION

The present status of agriculture in India is the result of green revolution of late 1960s. The first green revolution has delivered India food security which was critical during those times. This progress and security had its own costs in terms of environment and economic viability as it rampantly used fertilizers and other chemicals. Since the current state of agriculture is not sustainable, new agriculture policy of India aims at sustainable agriculture, which is popularly called 'second green revolution' or 'Evergreen Revolution'.

6.9. NATIONAL MISSION FOR SUSTAINABLE AGRICULTURE

As an important component under National Action Plan on Climate Change, the national mission for Sustainable Agriculture aims to address issues regarding the Agriculture in the context of risks associated with climate change. The mission includes strategies for food security, equitable access to food resources, enhancement of livelihood opportunities and contribution to economic stability at the national level.

This mission seeks to transform Indian agriculture into a climate resilient production system in the domain of crops and animal husbandry. The mission tries to absorb improved technology, best practices, creation of physical and financial infrastructure, access to information and promotion of capacity building towards sustainable agriculture.

6.10 FOOD PROCESSING INDUSTRY—AN OVERVIEW, OPPORTUNITIES AND CHALLENGES

India's Agrarian Strength

India produces 200 million tonnes of food grains of which it is one among the largest producers of wheat and rice. It is the second largest producer of groundnuts, fruits and vegetables, which accounts for 10 per cent of the world's fruits production and the country is leading in the production of mangoes and bananas. India is the world's largest producer

of milk owing to the strong business models which are formed through cooperative movements in the country. Meat and poultry has also gained popularity due to the emergence of producers that have integrated breeding, feed milling, contract growing and marketing facilities which results in improved productivity. Meat, fish and poultry are in rural areas as they are easily affordable and provide necessary nutrients.

In recent years, there has been a shift from conventional farming of food grains to horticulture which includes fruits, vegetables, ornamental crops, medicinal and aromatic plants, spices and plantation crops including coconut, cashew nuts and cocoa and allied activities.

Nascent Food Processing

Despite the agrarian strength of production in India, food processing industry is still in a nascent stage but holds tremendous potential to grow, considering the wide-ranging and large raw material base that the country offers, along with a consumer base of over one billion people. This industry holds tremendous opportunities for large investments and an untapped market. Even though India's agricultural production base is reasonably strong, it has low productivity and is largely a livelihood activity. It is also characterized by high levels of wastage of over 35 per cent especially in fruits and vegetables.

Processing of fruits and vegetables is low 2 per cent, around 35 per cent in milk, 21 per cent in meat and 6 per cent in poultry products. By international comparison, these levels are significantly low—processing of agricultural produce is around 40 per cent in China, 30 per cent in Thailand, 70 per cent in Brazil, 78 per cent in the Philippines and 80 per cent in Malaysia. Value addition in agriculture produce in India is hardly 20 per cent.

The other important aspect is organized sector which has very little presence and largely dominated by the unorganized sector. For example, in fruits and vegetables segment over 90 per cent is by the unorganized sector.

The food processing industry in India has a very small share of 1.5 per cent in the total GDP of the country and as a part of total manufacturing accounts for around 9 per cent. India's share in world trade in respect of processed food is only about 1.6 per cent.

Potential of the Food Processing Industry

The Indian food industry is poised for a huge growth, increasing its contribution to world food trade every year. In India, the food sector has emerged as a high-growth and high-profit sector due to its immense potential for value addition, particularly within the food processing industry.

The food industry, which is currently valued at USS 39.71 billion, is expected to grow at a Compounded Annual Growth Rate (CAGR) of 11 per cent to US$65.4 billion by 2018. Food and grocery account for around 31 per cent of India's consumption basket.

Accounting for about 32 per cent of the country's total food market, The Government of India has been instrumental in the growth and development of the food processing

industry . The government through the Ministry of Food Processing Industries (MoFPI) is making all efforts to encourage investments in the business . It has approved proposals for joint ventures (JV), foreign collaborations, industrial licenses and 100 per cent export oriented units.

The Indian food and grocery market is the worlds sixth largest, with retail contributing to 70 per cent of the sales. Food has also been one of the largest segments in India's retail sector, which was valued at USS 490 billion in 2013. The Indian food retail market is expected to reach Rs 61 lakh crore (USS 894.98 billion) by 2020.

According to the Confederation of Indian Industry (CII), the food processing sector has the potential to attract US $33 billion of investment in 10 years and can generate employment of 9 million person-days.

Ministry for Food Processing Industries

Realizing the importance of food processing and its potential in India, the government has set up a separate Ministry for Food Processing Industries during 1998, with the following under its purview:

- Fruit and vegetable processing (including freezing and dehydration)
- Grain processing
- Processing of fish (including canning and freezing)
- Processing and refrigeration of certain agricultural products, dairy products, poultry and eggs, meat and meat products
- Industries that are related to bread , oil seeds , meals (edible), breakfast foods , biscuits , confectionery, malt extract, protein isolate, high protein food, weaning food and extruded food products (including other ready-to-eat foods)
- Beer, including non-alcoholic beer
- Alcoholic drinks from non-molasses base
- Aerated water and soft drinks

The vision 2015 for the food processing sector aims at the following:

- Enhancing and stabilizing the income level of the farmers
- Providing choice to consumers in terms of wide variety and taste including traditional ethnic food
- Providing greater assurance in terms of safety and quality of food to consumers
- On promoting a dynamic food processing industry
- Enhancing the competitiveness of food processing industry in both domestic as well as international markets
- To establish the food processing sector attractive for both domestic and foreign investors
- Achieving integration of the food processing infrastructure from farm to market
- Having a transparent and industry friendly regulatory regime
- Arranging in place a transparent system of standards based on science

The following specific targets have been set out for the year 2015:

- Increase in the level of processing of perishables from 6 to 20 per cent
- Increase in value addition from 20 to 35 per cent
- Share in global food trade to increase from 1.5 to 3 per cent