

Monthly e-Newsletter on Exports

Jammu & Kashmir Export Scenario

Walnut as focused Product & USA as focused Country

Global Trade Insights & J&K Exports Spotlight

- Walnut Wonder
- Walnut Export
- J&K Topmost walnut producing State

Jammu & Kashmir's Delightful Journey to Satisfy America's Nutty Cravings

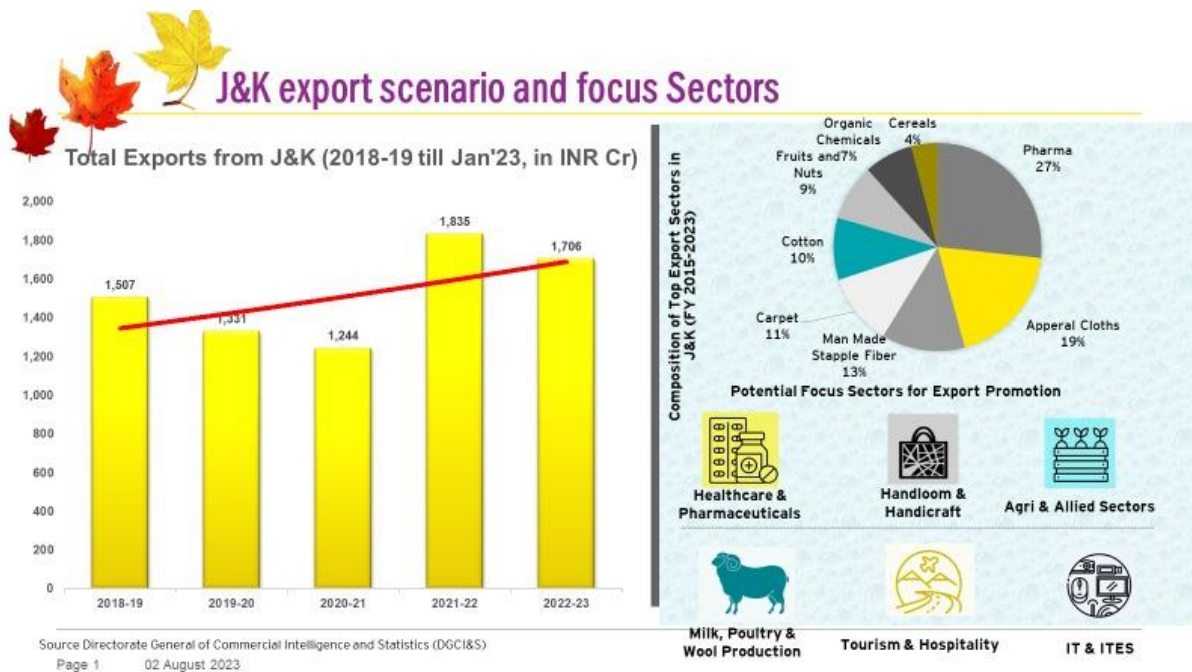
- Exploring US walnut Imports
- SWOT Analysis of Walnut
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Global Trade Insights & J&K Exports Spotlight

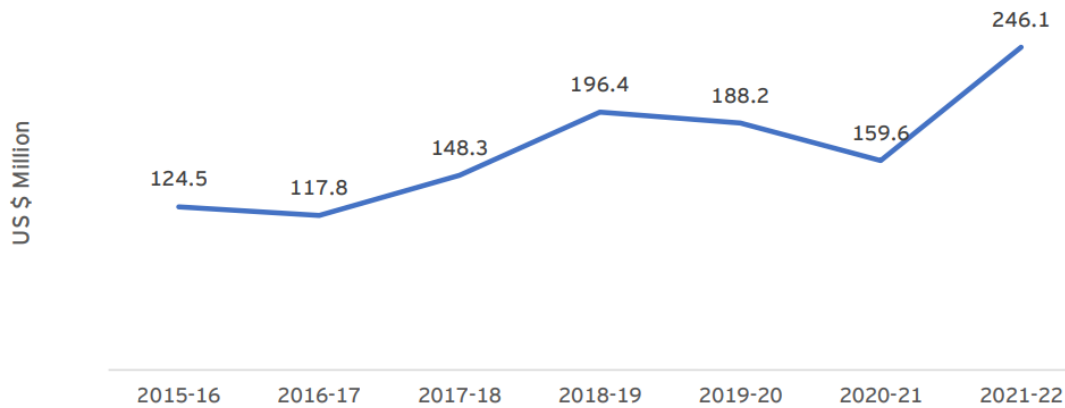


“Walnut Wonders: Jammu & Kashmir's Delightful Journey to Satisfy America's Nutty Cravings”

This month's issue focuses on Walnut export from Jammu & Kashmir keeping in mind the highest demand of import of walnuts from United States of America

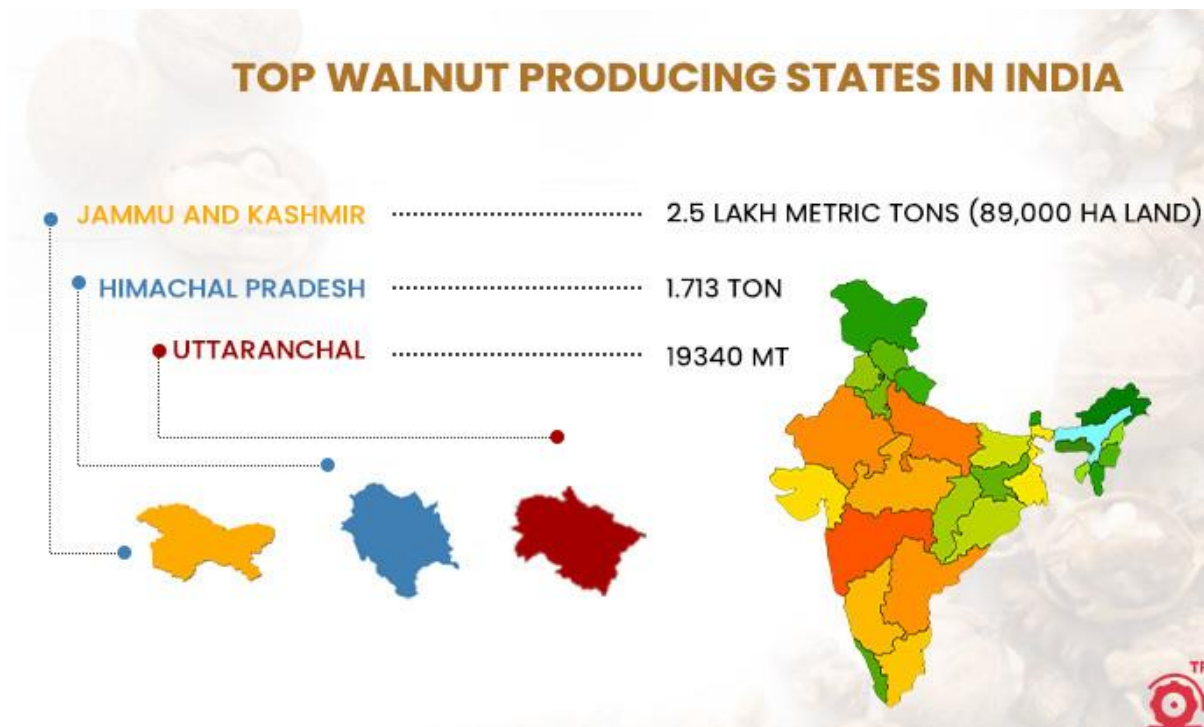


In 2021-22, J&K exported goods worth US\$246 Mn. Of the total exports, Pharma sector contributed 50% of the total exports followed by cotton yarn (24% of total exports) and Man-Made Yarn (10% of total exports).



We're thrilled to present the latest edition of our e-newsletter, dedicated to showcasing the vibrant world of exports from the beautiful region of Jammu & Kashmir. In this edition, we shine a spotlight on Walnut as one of the major export product and United States of America as focused country for Walnut export up to the tune of 8147347 (Thousand USD) in 2021, unveiling the exciting potential and opportunities that lie ahead for Jammu & Kashmir as being the top walnut producing state in India.

 **Focus Sector: Walnut**



The Walnut Wonder: Jammu & Kashmir's Pride:

Nestled in the lap of the Himalayas, the breath-taking region of Jammu & Kashmir is renowned for many treasures, and among them, walnuts take a special place. The unique climate and pristine environment provide the perfect conditions for cultivating the finest quality walnuts, prized for their taste, texture, and health benefits.

J&K's walnut industry has flourished over the years, with local farmers employing traditional methods handed down through generations. The commitment to quality and sustainable practices has resulted in a bountiful harvest that is now making its mark on the global stage.

World Walnut Imports:

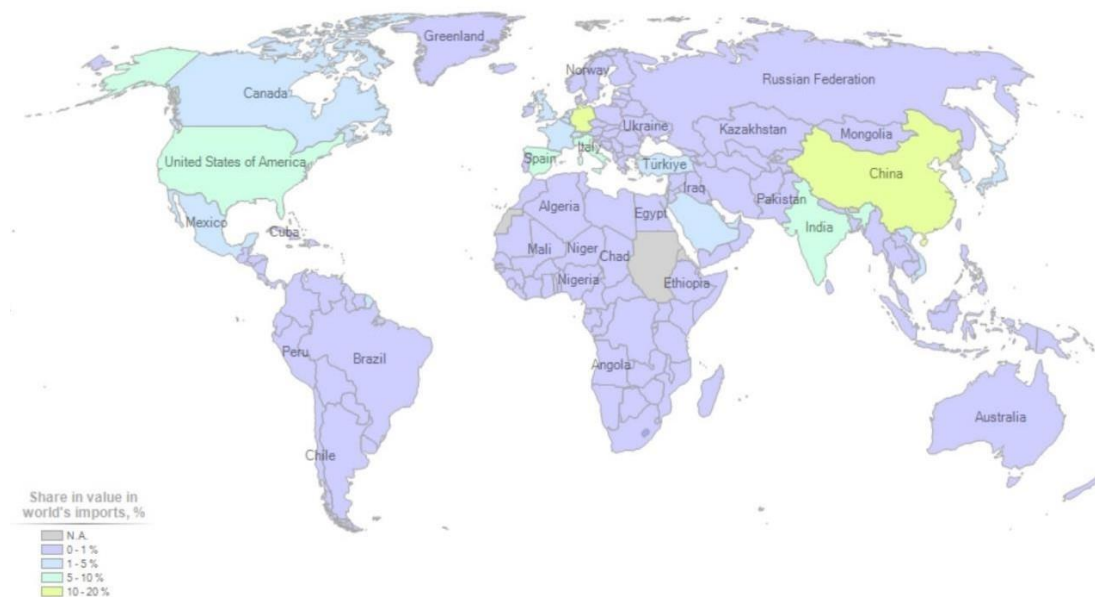


Figure 1 World Walnut Import

Exporters	Value exported in 2021(USD thousand)	Quantity exported in 2021
World	19574509	0
United States of America	8147347	1554393
Turkey	1811131	277261
Spain	897573	146212
Iran, Islamic Republic of	819651	129632
China	778598	183118
Australia	770268	144908
Chile	674732	147083
Germany	645712	67875
Mexico	644943	0
Italy	629417	74428

Figure 2 (Source: Trade Map)

India's Walnut Export:

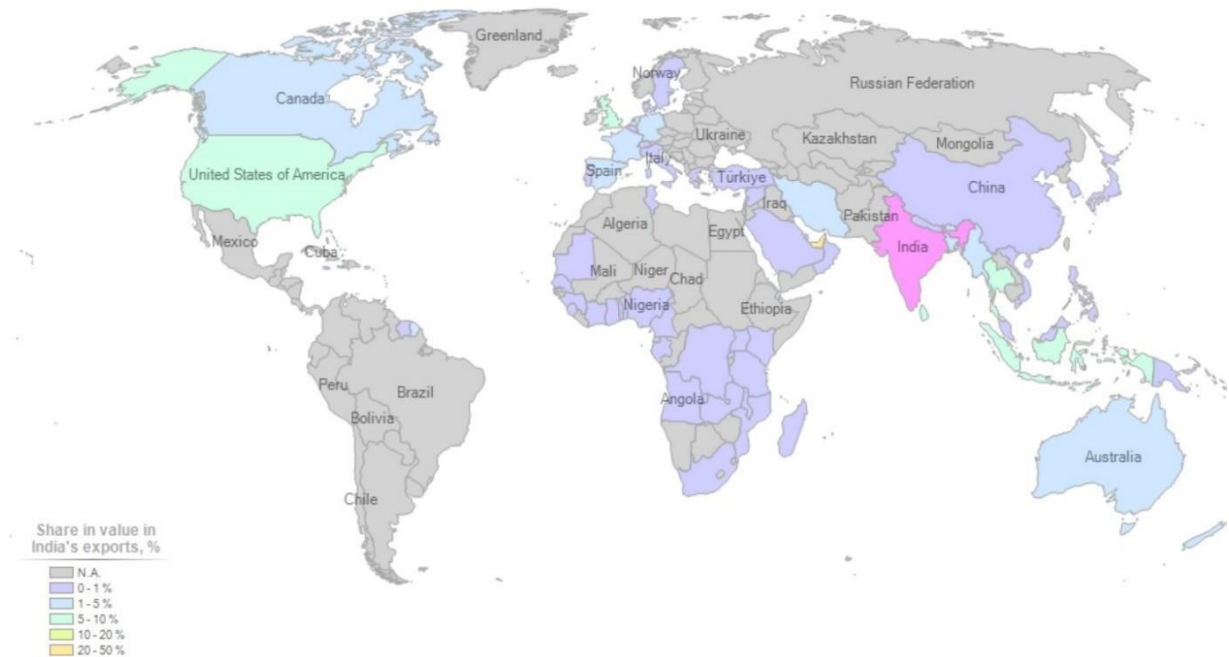


Figure 3 Share of India's Walnut Export

S.No	Commodity	2020-21 (in Crores)	2021-22 (in Crores)
1	India's Total Walnut Export	215,904,322.13	314,618,628.91

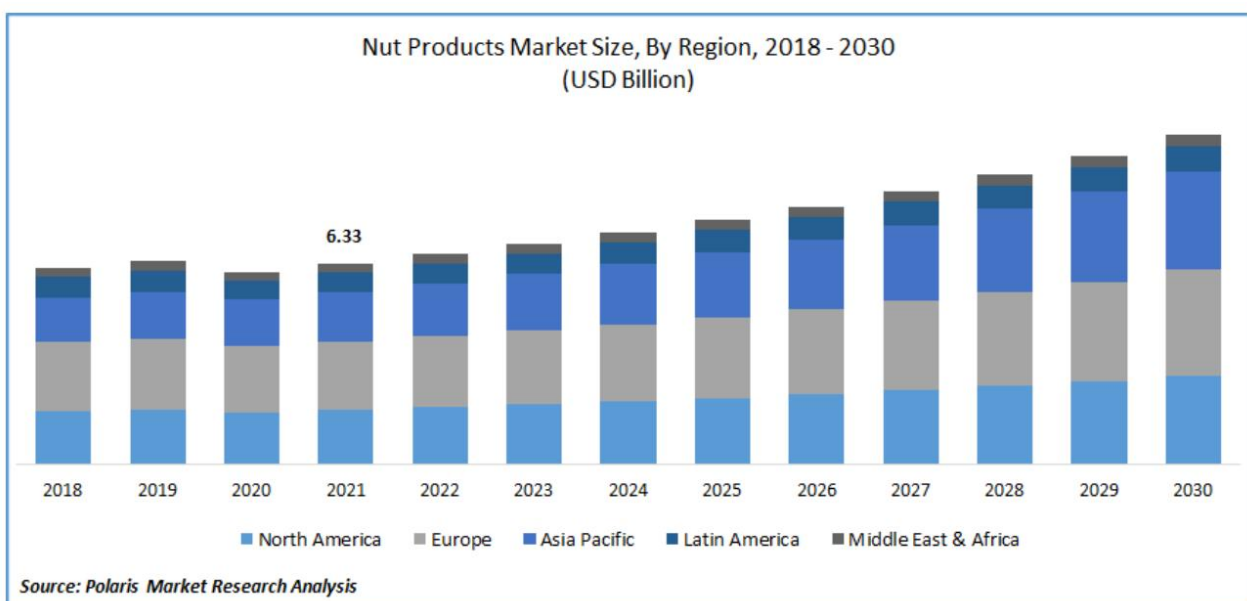
🔍 Insightful Highlights:

- Bountiful Harvests:** Jammu & Kashmir, with its unique climatic conditions and fertile soil, yields abundant walnut harvests. The region's cold winters and mild summers contribute to the growth of high-quality walnuts with a rich flavour and distinct texture.
- Premium Quality:** Kashmiri walnuts are celebrated for their premium quality and natural attributes. The meticulous care taken during harvesting, processing, and packaging ensures that the nuts retain their nutritional value, flavour, and crunchiness.
- Global Recognition:** Jammu & Kashmir's walnuts have gained international acclaim, earning recognition at prestigious food exhibitions and events. Their unique taste profile and exceptional quality have captured the attention of connoisseurs and food enthusiasts worldwide.
- Health and Nutrition:** Walnuts are renowned for their numerous health benefits, including being a rich source of omega-3 fatty acids, antioxidants, and essential nutrients. This health-conscious era has boosted the demand for natural and nutritious food options, further elevating the appeal of Kashmiri walnuts.

- **Economic Growth:** Walnut cultivation and export contribute significantly to the economic growth of the region. The industry provides livelihoods to thousands of farmers, processors, and exporters, thereby playing a pivotal role in bolstering the local economy.

In conclusion, Jammu & Kashmir's walnut export industry is a shining example of how a rich cultural heritage, sustainable practices, premium quality, and global demand can converge to create a flourishing trade ecosystem. The region's commitment to excellence and its role as a key player in the global walnut market make it a beacon of success in the world of exports.

🌐 Focus Country: Exploring United States of America walnut Markets



🔍 SWOT Analysis of Walnut

Strength: Indian walnut has long shelf life, high oil content and big size of kernel. India, especially Kashmir, has traditional specialization in growing walnut. Its ecosystem has large number of farmers and processes. Transportation system for walnuts is developed. India has established market in in

- Middle East countries:
- United Arab Emirates
- Saudi Arabia
- Egypt

Weakness: External competition from Chile, USA, and China. Chilean Walnut is growing its market share day by day. Farmers got higher cultivation area in Chile. While Indian walnut has higher industrial grade, low cultivation area and transportation problems.

Opportunity: Improvement in the connectivity in Jammu & Kashmir will help in logistics. Especially rail link to be established for Srinagar. Market of this product is being increasingly developed in Europe and UK. Since Jammu and Kashmir has come up with new industrial policy, it will attract great investment in walnut processing. New markets can be developed in Japan and South Korea. There is no Phyto sanitary issue in South Korea. South Korea is prosperous and rich country having good market of dry fruits especially walnut. In Covid-19 period, due to rising demand of natural and immunity booster products, walnut is gaining momentum in demand.

Threats: Identifying poor quality of walnut especially in this trial grade found in processing. Market has developed quantity of Walnuts and their increasing cultivation area also. USA and its California region has increased capacity of production in walnut. Europe has food quality issue and Middle East countries have also raised several issues of quality for Indian walnuts.