

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:929
ANSWERED ON:28.11.2006
INTERNATIONAL MARKET OF VANILLA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the details of the Vanilla produced including the number of farmers involved therein during the last three years and thereafter;
- (b) whether the demand of Vanilla in the international market has been going down;
- (c) if so, the details thereof; and
- (d) steps being taken to help Vanilla farmers facing hardships due to fall in price of their produce?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JAIRAM RAMESH)

(a): The production of vanilla in India estimated by Spices Board for the last three years are given below:

Year	Production (cured beans) (MT)	No. of farmers (approx. estimates)
2003-04	134	18,000
2004-05	196	27,000
2005-06	188	30,000

Mostly vanilla is cultivated as intercrop with other agricultural commodities.

(b)&(c): No, Sir. There is neither an increase nor a decline in the global demand for natural vanilla in 2005 and 2006. The estimated global demand for natural vanilla is around 2300-2400 MT. US is the major importer accounting for 50 to 60% of the global demand followed by France and Germany at 10 and 15% respectively.

(d): Following steps have been taken to improve the demand within the country and abroad:-

Participation in international fairs exhibiting Indian vanilla and vanilla extracts. This has resulted in an export of 72.6 tonnes during 2005-06 and 73.1 tonne during April- September 2006-07.

Spices Board had launched a premium brand 'flavourit' to popularize Indian premium quality spices including vanilla.

Board also is in talks with National Dairy Development Board (NDDB) to use natural vanilla in the ice cream they are producing as part of the efforts for improving the domestic demand.

M/s State Trading Corporation Limited (STCL), Bangalore had procured vanilla directly from the farmers (3 tones) during 2005-06 crop season. This has given some relief to the farmers.

Board is supporting the growers in setting up of curing units for onfarm processing.