

# Tripura's Queen Pineapple: Earning GI Tag and Navigating International Markets

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## The Significance of the GI Tag for Tripura's Queen Pineapple

The Geographical Indication (GI) tag represents a monumental achievement for Tripura's queen pineapple, underscoring the fruit's unique characteristics tied to its geographic origin. Securing this prestigious recognition involves rigorous evaluation and documentation, a process meticulously undertaken by the North Eastern Regional Agricultural Marketing Corporation (NERAMAC). Their dedicated efforts to

highlight the pineapple's distinct qualities, such as its unique sweetness and aromatic profile, played a crucial role in achieving this accolade.

The GI tag is not merely a label; it signifies a product's entire journey, rooted deeply in its geographic and cultural context. Essentially, it vouches for the authenticity, quality, and heritage of the product, ensuring that only pineapples grown in the distinct ecological and climatic conditions of Tripura carry the 'queen pineapple' name. Therefore, the GI tag protects the identity of Tripura's queen pineapple from imitations and misrepresentations, offering consumers a guarantee of genuineness.

From an economic perspective, the GI tag substantially enhances the market value of Tripura's queen pineapple. This esteemed certification boosts marketability and consumer trust, paving the way for premium pricing. The recognition also opens doors to international markets, creating opportunities for exports and thereby contributing to the region's economic development. Furthermore, farmers benefit directly through increased incomes, incentivizing them to adopt better agricultural practices and invest in the sustainability of their crops.

Moreover, the GI tag emphasizes biodiversity conservation and cultural preservation. By recognizing and promoting products like Tripura's queen pineapple, there is an inherent push towards sustaining traditional knowledge and practices. Ultimately, this leads to community empowerment and a reinforced sense of pride among local producers.

In conclusion, the GI tag for Tripura's queen pineapple represents a significant milestone with far-reaching implications. It not only reinforces the fruit's intrinsic connection to its geographical origin but also promises economic, cultural, and social benefits, uplifting the entire region on multiple fronts.

# **Tripura's Global Export Initiatives: A Look at Oman and Holland**

Tripura has recently made significant advances in exporting its esteemed queen pineapple to international markets, marking a critical milestone for the region's agricultural sector. These initiatives have not only expanded the reach of this geographically indicated (GI) tagged fruit but have also buoyed local farmers' prospects, infusing new vigor into the state's economy.

The first notable achievement in this international drive was marked by the shipment of 600 kilograms of queen pineapples to Oman. This consignment represents more than just the transport of fruit; it symbolizes meticulous preparation and strategic collaboration among various stakeholders. The North Eastern Regional Agricultural Marketing Corporation Ltd. (NERAMAC) played a pivotal role in this endeavor, working in tandem with the state government to ensure a smooth logistical operation. This included ensuring the quality standards were met and the pineapples were properly packaged to maintain freshness during the transit.

Moreover, the state government and NERAMAC are setting the stage for entering the European market, with Holland being identified as a key target. The potential for exporting queen pineapples to Holland is currently under rigorous exploration involving market research, assessment of regulatory frameworks, and alignment with international standards. The strategic preparations encompass extensive quality control measures, developing efficient supply chains, and securing reliable transportation routes to handle the long-distance shipment.

The collaborative foresight shown by the stakeholders in these

initiatives reflects a commitment to establishing Tripura as a competitive player in the global pineapple export market. By focusing on both market expansion and infrastructural support, they are paving the way for sustainable growth. This dual approach not only creates a reliable income source for local farmers but also enhances the visibility and reputation of Tripura's queen pineapple on the global stage.

## **Economic Impacts on Local Farmers and the State's Agricultural Sector**

The Geographical Indication (GI) tag awarded to Tripura's Queen Pineapple has spurred a wave of positive economic changes for local farmers and the broader agricultural sector in the state. This GI certification acts as a form of recognition, validating the unique quality and origin of this pineapple variety. The anticipated result is a marked improvement in the livelihood of farmers and enhanced market access for their produce.

Local farmer Ranjit Das expressed his optimism, stating, "The GI tag has put our Queen Pineapple on the global map. It has opened doors to international markets, ensuring better prices for our fruits. This translates to higher income and better living standards for us." This sentiment is echoed by many farmers in Tripura, who anticipate a substantial transformation in their economic status. The GI tag not only acknowledges their hard work but also promises to make their produce more competitive in the international market.

The role of the state government and the North Eastern Regional Agricultural Marketing Corporation (NERAMAC) has been crucial in this development. Both entities have been instrumental in promoting the Queen Pineapple and supporting farmers through various initiatives. NERAMAC, in particular, has been actively involved in facilitating market linkages and exploring new export opportunities. Their efforts aim to

ensure that the benefits of the GI tag reach the grassroots level, positively impacting the entire agricultural economy of the state.

The long-term vision for Tripura's agricultural economy includes sustained growth and diversification. By capitalizing on the Queen Pineapple's GI status, the state aims to develop a robust export-oriented agricultural sector. This vision not only includes pineapple cultivation but also extends to other potential GI-tagged products. The overarching goal is to create a sustainable, market-driven agricultural model that brings long-term prosperity to the farmers and the region.

## **The Future of Tripura's Agricultural Exports**

The international recognition of Tripura's queen pineapple, consequent to earning the Geographical Indication (GI) tag, has set a promising precedent for the state's agricultural sector. This development not only signifies the quality and uniqueness of the queen pineapple but also opens new avenues for other agricultural products from the region to penetrate global markets. The intrinsic value associated with GI tagging, reflected in consumer trust and higher product demand, can be a pivotal factor in boosting exports for Tripura's diverse agricultural offerings.

Capitalizing on the momentum created by the queen pineapple's success, Tripura's agricultural exports can potentially experience a significant upsurge. Products such as jackfruit, ginger, turmeric, and various spices, which boast unique flavors and organic qualities, can leverage the GI tag to appeal to international consumers seeking authentic and high-quality produce. Moreover, the strategic promotion of these products through trade fairs, international collaborations, and digital marketing platforms is essential to establish a strong global presence.

Ensuring sustainability and maintaining the impeccable quality of Tripura's produce on the global stage require concerted efforts in several key areas. Firstly, robust quality control measures need to be instituted, encompassing stringent certification processes and regular monitoring to conform to international standards. Secondly, fostering collaboration between farmers, exporters, government agencies, and market experts will play a crucial role in aligning production processes with market demands and consumer preferences. Lastly, adequate support in terms of advanced agricultural practices, financial assistance, and training programs for local farmers can significantly enhance productivity and quality.

In conclusion, the future of Tripura's agricultural exports looks bright, fortified by the success of the queen pineapple. The recognition achieved through the GI tag serves as a catalyst for similar advancements in other agricultural segments. With strategic planning, diligent quality maintenance, and global marketing efforts, Tripura stands on the brink of becoming a significant player in the international agricultural export arena, promising sustainable growth and prosperity for its farming community.