

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

UNSTARRED QUESTION NO:4852
ANSWERED ON:24.08.2001
PRODUCTION OF COFFEE
UMMAREDDY VENKATESWARLU

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether coffee production in the country is likely to touch 3,17,000 tonnes in this fiscal year;
- (b) whether this production would be the largest production for any year in the coffee sector in India;
- (c) the cause for this increase in the production of coffee;
- (d) whether there is an adequate market for this;
- (e) whether any efforts have been made to grow such coffee which is having an export demand; and
- (f) if so, the steps taken in this direction?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI DIGVIJAY SINGH)

(a) to (c) Yes, Sir. Due to sustained research & developmental activities being carried out by the Govt. of India through Coffee Board, the production of coffee in the country has been increasing year after year. The production of coffee in the country during the current year is estimated at 3.17 lakh tonnes, which is the highest ever production of coffee in the country.

(d) : Yes, Sir.

(e) & (f) : Over 80% of India's coffee production is exported to over 40 countries of the world. The Coffee Board has been operating several plan schemes aimed at increasing productivity of coffee and also improving quality of the product to achieve competitiveness in the international markets. The Board is also encouraging the large growers to produce specialty coffees which fetches attractive premiums in developed countries like USA and European Union.

The Board is also implementing a medium-term export strategy to sustain and gain market share in the key markets and also to improve the competitiveness of Indian Coffee in the global markets over the next five years.