

Abstract:

India contributes nearly 10 per cent of world fruit production. Temperate fruits like apple, walnut, pears, peach, apricot and plum are grown in Himachal Pradesh, J&K, Uttarakhand and other eastern hilly states of India. Horticultural exports contribute about 8 per cent in total agricultural exports. The export of apple, pears, peach, cherry and plum is very less. This calls for efficient production and marketing efforts. Significant development has taken place in international trade regime for fair play and non-discriminatory trade. This has bearing for Indian economy. Many countries are interested in Indian market, because of market access provision in the WTO regime. The increasing consumption of fruits coupled with increase in income will certainly help such nations to export until India takes remedial measures to increase productivity and improve quality of the products. Therefore, many efforts are needed to exploit the world market potential especially for temperate fresh fruits when India have tough competition in fruits from USA, France, Belgium, Australia, Italy, Spain etc.