



Quinoa Export Guide from India - 2025

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PFS Consulting specializes in food safety certifications and regulatory compliance for exporters. Services include:

- ISO 22000, FSSC 22000, HACCP, Organic (NOP/POP)
- Vendor audits, food licensing support
- Export documentation training

India's Quinoa Export Growth Estimate

Year	Estimated Export Volume	Remarks
2020	~2,500 MT	Early adoption
2023	~5,500 MT	Steady growth, UAE & USA driven
2025	~10,000 MT (projected)	Higher demand, organic segment

Top Indian Quinoa Export Destinations (2024):

Country	Export Share
USA	~35%
Germany	~20%
UAE	~10%
Netherlands	~8%
Australia	~6%

Others (UK, Canada, Singapore, Japan) ~21% total

◆ Key Export Ports:

- Mundra, Nhava Sheva (JLNPT), Chennai, Visakhapatnam

IN India's Position in Quinoa Export

India is an **emerging quinoa exporter**, with increasing production and processing capacity since ~2016. It's still **small compared to Bolivia and Peru**, but growing fast.

Export Formats from India

- **Raw whole quinoa seeds**
 - **Organic quinoa (certified NPOP/NOP)**
 - **Quinoa flour, flakes, puffed quinoa**
 - **Ready-to-cook mixes & snacks (value-added)**
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Global Demand and India's Position

India is emerging as a significant player in the global quinoa market. With increasing health consciousness worldwide, the demand for quinoa is on the rise. India's diverse agro-climatic conditions allow for quality quinoa production, catering to both domestic and international markets.

Quinoa Demand by Region

Region	Demand Drivers
USA & Canada	Health foods, vegan/organic trends, gluten-free diets
Europe (Germany, UK, France, NL)	Functional food, organic, low-GI grains
Middle East (UAE, Saudi Arabia)	Premium retail, restaurants (HORECA)
Asia (Japan, South Korea)	Superfoods for diet and lifestyle diseases
Australia & NZ	Clean-label & allergen-free product demand

IN Top Indian Quinoa Export Destinations (2023–24)

Country	Approx. Export Share
United States	~35%
UAE	~15%
Germany	~10%
Netherlands	~8%
Australia	~6%
Others (UK, Canada, Singapore)	~26%

 Leading Indian Quinoa Exporters

Exporter Name	Notes
Kohinoor Foods Ltd.	Large grains exporter (mainly rice)
Nutrivative Foods Pvt. Ltd.	Specializes in quinoa & health products
Navrit Marketing Pvt. Ltd.	Bulk quinoa supplier for UAE & Europe
Organic India (tentative)	Focus on organic quinoa & herbal exports

 Formats of Quinoa Exported from India

Product Type	Description
Whole Quinoa Seeds	Raw, cleaned, sometimes organic-certified
Quinoa Flour	Used in baking, health mixes
Puffed Quinoa	For snacks, muesli, breakfast cereals
Ready-to-Cook Mixes	Flavored quinoa mixes, biryani, pulao
Organic Certified Quinoa With NPOP/NOP certification	

✔ Steps to Start Quinoa Export from India

Step	Description
1. Get IEC Code	Import Export Code from DGFT (mandatory)
2. APEDA Registration	For agri-product exporters; required for quinoa
3. FSSAI License	Mandatory for all food product exporters
4. Organic Certification	NPOP (India), NOP (USA), EU standards (if organic quinoa)
5. Product Grading	Clean, sort, dry quinoa properly to meet export quality
6. Packaging & Labeling	Follow importing country norms (nutrition, allergen info)
7. Logistics Setup	Choose port (JNPT, Mundra, Chennai), freight forwarding, etc.
8. Export Documents	Invoice, COO, phytosanitary certificate, shipping bill

🌱 Quinoa Crop in India: Overview Insights

Quinoa (*Chenopodium quinoa*) is a high-protein, gluten-free pseudocereal native to South America but gaining popularity in India due to its nutritional benefits and rising demand in health-conscious markets.

◆ Key Production Facts:

- **Introduced in India:** Early 2010s
- **Major Growing States:**
 - Rajasthan (leading) Andhra Pradesh Maharashtra
 - Karnataka Tamil Nadu
 - Uttarakhand
- **Crop Season:** Mostly grown as a **Rabi crop** (October to March)
- **Agro-Climatic Suitability:** Requires semi-arid, well-drained soils; drought-resistant.

◆ Varieties in India:

- Indian agricultural institutes like **ICAR** and **IARI** have promoted varieties adapted to local climates.
 - Indigenous and imported seeds (from Peru/Bolivia) are also used.
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Opportunities & Challenges

Opportunities:

- Rising demand for **vegan, plant-based, gluten-free grains**
- Low domestic competition, **niche export market**
- Can fetch premium prices when **exported as organic or value-added forms** (e.g., quinoa flour, flakes)

Challenges:

- Limited awareness and agronomic knowledge among Indian farmers
 - Market volatility and high input costs
 - Dependence on **global pricing trends** (dominated by Peru/Bolivia)
 - Need for **better post-harvest processing and grading**
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Contract Farming Model: Key Features

- **Agreement:** Between buyer (company/exporter) and farmer
 - **Inputs:** May include seeds, technical advice, fertilizers
 - **Buyback:** Assured market with pre-agreed pricing
 - **Benefits:** Reduces market risk for farmers, ensures quality for buyers
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Regulatory Support

- **Model Contract Farming Act (2018):** Encourages contract farming with legal safeguards
 - **FPOs (Farmer Producer Organizations):** Key players in organizing and executing contract farming projects
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Quinoa Contract Farming in India – 2025 Overview

Contract farming for **quinoa** in India is growing slowly but steadily, driven by health food trends, export potential, and increasing domestic demand for superfoods. Here's a detailed overview of **who is doing quinoa contract farming**, how it's structured, and how you can enter or facilitate it.

Where Quinoa Contract Farming is Happening

◆ Major States:

- **Rajasthan** – Especially in arid and semi-arid zones (Ajmer, Nagaur, Jodhpur)
 - **Andhra Pradesh & Telangana** – With progressive FPOs and NGOs
 - **Maharashtra** – In dry regions like Beed and Solapur
 - **Karnataka & Tamil Nadu** – Some activity around millet belts
 - **Uttarakhand** – For organic quinoa under govt schemes
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Companies & Organizations Involved

✓ 1. Nourish You (India's first quinoa brand)

- Based in Hyderabad
- Works with 500+ farmers across **Andhra Pradesh and Karnataka**
- Offers certified seeds, training, and buyback
- Focuses on **organic quinoa**, both for domestic and export

✓ 2. Organic India

- Known for organic herbs & grains
- Has supported quinoa cultivation under organic certification in **Bundelkhand and UP**
- Sells value-added quinoa products

✓ 3. AgroStar, BigHaat, DeHaat (Agri-tech platforms)

- These platforms don't directly contract quinoa but may **facilitate inputs, advisory, and market linkage** for interested farmers and buyers
- FPOs working with them can start contract-based cultivation

✓ 4. NGOs and Govt Schemes

- **NABARD & SFAC-supported FPOs** are taking up quinoa on contract for local food processors or exporters
 - Some under **PM-FME** (Food Processing Scheme) promote cluster farming and small processing units
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Who's Buying Quinoa from Contract Farms

- **Domestic brands:** Slurrr Farm, Urban Platter, 24 Mantra
- **Exporters:** APEDA-registered quinoa exporters (bulk organic shipments to USA, Europe)
- **Processors:** Flour, flakes, ready-to-eat product makers

How Quinoa Contract Farming Works

Component	Details
Pre-sowing agreement	Company & farmer/FPO agree on quantity, price, quality standards
Input supply	Certified seeds, technical know-how, sometimes bio-inputs
Cultivation support	On-field guidance, pest/disease management, irrigation tips
Harvest & procurement	Company procures cleaned, dried quinoa at agreed rate
Certifications	Organic/NPOP/NOP if required (sponsored by buyer or NGOs)

Challenges

- Low awareness among farmers
 - Seed availability and quality issues
 - Post-harvest cleaning/grading is crucial for exports
 - Climate sensitivity in extreme wet areas
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How You Can Start/Support Quinoa Contract Farming

1. **Identify regions** with suitable agro-climatic conditions (dry, semi-arid)
2. **Partner with FPOs** – Use SFAC/NABARD directories
3. **Provide certified seed + training**
4. **Ensure post-harvest handling:** Drying, grading, storage
5. **Register with APEDA** for exports
6. **Offer buyback at pre-agreed rates** (with flexibility based on market price)

🌱 Soil Requirements for Quinoa

Parameter	Requirement
Soil Type	Well-drained sandy loam to loamy soil
pH Range	6.0 to 8.5 (tolerates slightly saline or alkaline soils)
Drainage	Excellent drainage is essential — quinoa is sensitive to waterlogging
Soil Fertility	Moderately fertile; responds well to organic matter
EC (Salinity)	Can tolerate soils with EC up to 8 dS/m (salt-tolerant)

📌 **Tip:** Apply well-decomposed **FYM (farmyard manure)** or compost (5-10 tons/acre) before sowing for better yield.

✳ Weather & Climate Requirements

Parameter	Ideal Range
Temperature (Optimal)	15°C to 30°C
Germination Temp	18°C to 25°C
Maximum Tolerance	Up to 35–38°C during vegetative stage (but not ideal for flowering)
Frost Sensitivity	Highly sensitive to frost at germination and flowering stages
Day Length	Performs well in short to medium day length (but flexible)
Altitude	Can grow from sea level to 4,000+ meters – versatile depending on variety
Humidity	Moderate humidity preferred; too much can cause fungal problems

✳ Quinoa is **drought-tolerant**, but not humidity-tolerant.

Water Requirement for Quinoa

Stage	Water Need
Total Crop Duration	~90 to 120 days
Irrigation Requirement	4–6 irrigations during crop cycle
Critical Stages	Germination, flowering, grain filling
Rainfed Areas	Performs well in semi-arid zones with 300–500 mm rainfall
Irrigation Method	Furrow or drip irrigation preferred for water efficiency

Water Tips:

- Avoid over-irrigation — quinoa is **sensitive to waterlogging**.
- Use **mulching** or **drip** to retain moisture and avoid fungal attacks.

Ideal Agro-Climatic Zones in India

- **Rajasthan (dry, sandy soil)** – Ajmer, Nagaur, Barmer
- **Andhra Pradesh (Rayalaseema region)** – Moderate climate, suitable post-monsoon
- **Maharashtra (dry areas)** – Beed, Osmanabad
- **Karnataka (north/east)** – Moderate irrigation + loamy soils
- **Uttarakhand** – Organic, high-altitude cultivation for niche markets

Summary

Factor	Ideal for Quinoa
Soil	Sandy loam, well-drained, pH 6.0–8.5
Climate	15–30°C, frost-free, low humidity
Rainfall	300–500 mm or irrigation
Irrigation	4–6 light irrigations only; drip preferred
Sensitivity	Waterlogging, frost, high humidity

📋 Quinoa Nutritional Facts (Cooked, 100g)

Nutrient	Amount
Calories	120 kcal
Protein	4.1 g
Carbohydrates	21.3 g
– Sugars	0.9 g
Dietary Fiber	2.8 g
Total Fat	1.9 g
– Saturated Fat	0.2 g
Omega-3 (ALA)	~0.1 g
Calcium	17 mg
Iron	1.5 mg
Magnesium	64 mg
Phosphorus	152 mg
Potassium	172 mg
Zinc	1.1 mg
Folate (B9)	42 mcg
Vitamin E	0.6 mg
Glycemic Index	~53 (Low)
Gluten	0 g (Gluten-free)

★ **Protein Quality:** Quinoa contains **all 9 essential amino acids**, making it a **complete protein**, rare among plant foods.

🌟 Key Health Benefits of Quinoa

- ✔ **High-quality plant protein** (good for vegetarians & vegans)
- ✔ **Rich in fiber** – supports digestion & heart health
- ✔ **Low GI** – helps with blood sugar control
- ✔ **Gluten-free** – safe for celiac and gluten-sensitive people
- ✔ **Good source of iron, magnesium, and zinc**
- ✔ **Antioxidants** – contains flavonoids like quercetin and kaempferol

📊 Comparison: Quinoa vs Other Grains (per 100g cooked)

Grain	Calories	Protein	Fiber	GI
Quinoa	120	4.1 g	2.8 g	~53
Brown Rice	123	2.6 g	1.6 g	~68
Wheat (Boiled)	111	3.6 g	1.8 g	~70
Oats (Cooked)	71	2.5 g	1.7 g	~55

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