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Kashmir exports first commercial shipment of Mishri variety of cherries to Dubai

In a step towards boosting horticultural crops exports, a first commercial shipment of Mishri variety of luscious cherries from Kashmir valley has been exported to Dubai from Srinagar. The Agricultural and Processed Food Products Export Development Author

By **Pooja Yadav** | July 6, 2021



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In a step towards boosting horticultural crops exports, a first commercial shipment of Mishri variety of luscious cherries from Kashmir valley has been exported to Dubai from Srinagar. The Agricultural and Processed Food Products Export Development Authority (APEDA) assisted the shipment of cherries to Dubai by MS Desai Agri-Food Private Limited, a venture company of MS Innoterra, Dubai.

Prior to this shipment, a sample consignment was sent in the middle of June 2021 from Srinagar to Dubai through air which were transhiped from Mumbai. Following an encouraging response from the consumers in Dubai, the first commercial shipment of Mishri variety of cherries were exported to Dubai.

Mishri variety of Cherries are not only taste delicious but also contain vitamins, minerals and plant compound with health benefits.

The union territory of Jammu and Kashmir produces more than 95 per cent of the total country’s production of commercial varieties of cherries in the country. It produces four varieties of cherry — Double, Makhmali, Mishri and Italy.

Prior to the shipment, the cherries were harvested, cleaned and packed by APEDA registered exporter while the technical inputs were provided by the Sher-e-Kashmir University of Agricultural Science and Technology of Kashmir.

APEDA-National Referral Laboratory at National Research Centre for Grapes, Pune provided support for ensuring food safety and quality in the shipment, which would help create brand for cherries especially in the middle east countries.

The commencement of commercial shipment of cherries would provide huge opportunities for exports of several temperate fruits like plums, pears, apricot and apples from Kashmir to especiallyto middle east countries in the forthcoming seasons.

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