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INI Farms flags off first shipment of bananas to Europe

The pilot was executed by INI Farms in collaboration with the Agricultural Products Export Development Authority (APEDA), along with support from ICAR-Central Institute for Subtropical Horticulture (CISH), Lucknow for technical assistance, Fresh Del Monte

By **Shraddha Warde** | November 10, 2023



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The first consignment of INI Farms' 'Kimaye' branded bananas has been shipped to Fresh Del Monte in Europe, opening new horizons for the export of fresh Indian fruits.

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Over the years, APEDA-registered INI Farms has earned a reputation for its strong sourcing infrastructure with inbuilt SOPs and enhanced the quality and shelf life of bananas to meet the stringent requirements of the European market.

Sharing her thoughts on the momentous occasion, Purnima Khandelwal, CEO, INI Farms said, "We are delighted to partake in this trial shipment aimed at cementing India's presence in the banana trade in Europe. The success of this trial shipment promises to unlock fresh prospects for our banana farmers in a market as quality-conscious as Europe.

Over the years, our brand 'Kimaye' has become a well-known global consumer F&V brand out of India, synonymous with great quality and food safety. We are proud to join hands with thousands of banana farmers across India as we cater to the growing global demand for Indian bananas."

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