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Muzaffarnagar exports GI-tagged jaggery to Bangladesh

The milestone export of 30 MT jaggery marks direct FPO-led trade expansion

By **Shraddha Warde** | March 26, 2025



pure-sugar-cane-jaggery

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The milestone export of 30 MT jaggery marks direct FPO-led trade expansion

In a significant boost to India’s agricultural exports, a consignment of 30 metric tonnes (MT) of GI-tagged jaggery from Muzaffarnagar, a region renowned for its high-quality sugarcane, was flagged off for export to Bangladesh. The flag-off ceremony, organised by the Basmati Export Development Foundation (BEDF) under the aegis of APEDA, took place on January 30, 2025.

The ceremony was graced by MLA Shamli, Prasanna Chaudhary, Joint Director, BEDF (APEDA), Dr Ritesh Sharma, AAMO, Saharanpur Division, Rahul Yadav, and Chairman, Brijnanadan Agro Farmer Producer Company, Sandeep Chaudhary, among others.

This initiative marks the beginning of direct exports of jaggery from western Uttar Pradesh to Bangladesh through Farmer Producer Organizations (FPOs) and Farmer Producer Companies (FPCs). Speaking on the occasion, MLA Shamli Prasanna Chaudhary highlighted the superior quality of jaggery produced in Muzaffarnagar and Shamli, which is in high demand in international markets. He thanked APEDA for its constant support in facilitating export and emphasised the importance of State Government support in maintaining quality standards for global competitiveness.

Underscoring APEDA Chairman Shri Abhishek Dev’s vision, Joint Director, BEDF, Dr Ritesh Sharma, stressed the need to empower FPOs for direct agricultural exports, ensuring maximum benefits for the farming community.

The Brijnandan Agro Farmer Producer Company (FPC), formed in 2023, has 545 members, including two women directors. The FPO is engaged in exporting jaggery, sugarcane products, Basmati rice, and pulses. With training and technical support from BEDF, its members are well-equipped to meet international production and export standards.

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