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A photograph showing fresh beetroots with green leaves, a small white bowl filled with bright red beetroot powder, and several slices of beetroots showing their deep red interior. The background is a plain, light-colored surface.

BEETROOT POWDER A Natural Ingredient with Global Export Potential

From Fresh Beetroot → Export-Ready Powder

By Harsh Dhawan

WHY BEETROOT POWDER?



Value-Added Product

Fresh beetroot has limited shelf life.

Processing it into powder can make it easier to store, transport and use.



Longer shelf life*



Easy transportation



Convenient ingredient



Multiple industrial applications

*Subject to proper processing and packaging.



WHERE IS IT USED?



 Food & Beverage



 Bakery & confectionery



 Health & wellness
beverages



 Nutraceutical
formulations



 Cosmetic formulations



 Natural colour
applications

POTENTIAL EXPORT MARKETS

Countries worth researching for beetroot powder demand:

- ☐ USA
- ☐ Germany
- ☐ Saudi Arabia
- ☐ Netherlands

- ☐ UK
- ☐ UAE
- ☐ Australia

Target importers, ingredient distributors & manufacturers.



HOW IS IT MADE? 🏭

1. Fresh Beetroot 🥕
2. Washing
3. 🔪 Slicing
4. 🔥 Drying
5. ⚙️ Grinding
6. 🔍 Sieving
7. 🧪 Quality Testing
8. 📦 Packaging 🚢
9. Export



WHAT BUYERS LOOK FOR?

International buyers may ask for:

- ✓ Moisture specification
- ✓ Colour & appearance
- ✓ Particle size
- ✓ Microbiological parameters
- ✓ Heavy-metal/contaminant testing where applicable
- ✓ Additive status
- ✓ COA
- ✓ Product specification sheet
- ✓ Packaging & shelf-life information

Consistency is key for repeat orders.

WHO CAN YOU SELL TO?

Look for:



 Food manufacturers



 Beverage companies

 Nutraceutical companies



 Bakery ingredient buyers



 Natural ingredient distributors



 Cosmetic manufacturers



 Private-label brands

Don't just search for "beetroot buyers." Search by application.

EXPORT CHECKLIST

Before shipping:

- 01  IEC & GST
- 02  Correct HS classification
- 03  Product specifications
- 04  COA & required laboratory reports
- 05  Buyer-country regulations
- 06  Proper food-grade packaging
- 07  Labelling compliance
- 08  Invoice & Packing List
- 09  Shipping Bill
- 10  Certificate of Origin, where required

Always verify destination-country requirements before export.

THE EXPORT FORMULA

Quality Beetroot

+ Proper Processing

+ Consistent
Specifications

+ Verified Buyers

+ Export Compliance

+ Smart Packaging



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