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# BUTTERFLY PEA: FROM TRADITIONAL BLOOM TO GLOBAL EXPORT OPPORTUNITY

Discover how this striking blue flower is transforming from an ancient botanical treasure into a sought-after ingredient in international food, wellness, and natural colour markets.

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MARKET OVERVIEW

# THE BUTTERFLY PEA REVOLUTION: WHY GLOBAL MARKETS ARE TAKING NOTICE

Butterfly pea(*Clitoria ternatea*) has emerged as one of the most captivating natural ingredients in global commerce. Its vivid blue pigment, combined with remarkable pH-sensitive colour-changing properties, positions it uniquely in clean-label food formulation and functional beverages.

Market drivers include rising consumer demand for plant-based alternatives, natural food colourants replacing synthetic dyes, and wellness products with documented bioactive benefits. The flower's antioxidant profile and traditional wellness credentials create compelling marketing narratives for premium positioning.



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TRADITIONAL HERITAGE

# ANCIENT WISDOM MEETS MODERN MARKETS



## Ayurvedic Applications

Traditionally usedtoenhance memory and cognitive function, support healthy ageing, and promote stress relief in classical Ayurvedic formulations.



## Herbal Medicine Traditions

Recognised across Southeast Asian herbal practices for supporting eye health, skin vitality, and internal cleansing protocols.



## Culinary Heritage

Integralto Thai, Malaysian, and Indonesian cuisines—colouring traditional rice dishes, desserts, and ceremonial foods with its distinctive natural hue.

This rich traditional foundation provides authentic storytelling opportunities that resonate with today's wellness-focused consumers seeking products with cultural heritage and proven use.

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# Export Product Portfolio: Capturing Value Across the Supply Chain

1

### Dried Whole Flowers

Premium grade for specialty tea blends, craft beverage infusions, and culinary garnishes. Highest visual appeal commands premium pricing.

2

### Fine Powder

Processed for bulk food manufacturing, smoothie mixes, baking applications, and wellness supplement formulations.

3

### Concentrated Extracts

Standardised anthocyanin content for natural food colourants, cosmetic formulations, and nutraceutical applications.

4

### Retail Tea Products

Value-added consumer packaged goods for direct-to-consumer channels and specialty retail distribution.

5

### Natural Food Colourant

E-number-free blue pigment for clean-label food and beverage manufacturers seeking synthetic dye alternatives.

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GLOBAL DEMAND

# WHERE BUTTERFLY PEA PRODUCTS ARE FLOURISHING

- **North America:** Wellness beverages,functional teas,natural food colours for craft producers
- **European Union:** Organic certified ingredients, clean-label formulations, premium tea segments **Japan & South Korea:** Beauty supplements, functional foods, traditional herbal blends **Australia:** Natural health products, specialty café beverages, artisan food colouring **Middle East:** Herbal wellness teas, luxury hospitality beverage programmes



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# QUALITY BENCHMARKS: MEETING INTERNATIONAL STANDARDS

01

### Visual Quality Parameters

Deep indigo-blue colour intensity, intact petal structure, absence of discolouration, stems, or foreign matter contamination.

02

### Moisture Content Control

Optimum 8–12% moisture for shelf stability whilst preserving bioactive compounds. Critical for preventing mould and
maintaining colour vibrancy.

03

### Phytochemical Profile

Documented anthocyanin concentration (particularly ternatin compounds), flavonoid content, and antioxidant capacity measured via standardised assays.

04

### Contamination Screening

Heavy metals (lead, cadmium, mercury), pesticide residues, aflatoxins, and microbial counts must meet importing country specifications.

05

### Particle Size Specification

For powders: consistent mesh size (typically 60–80 mesh) ensuring uniform dispersion in manufacturing applications.

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BEST PRACTICES

# POST-HARVEST EXCELLENCE: PRESERVING QUALITY FROM FIELD TO EXPORT

### 1 Strategic Harvest Timing

Early morning harvest when anthocyanin concentration peaks . Select fully opened blooms just before midday heat exposure.

### 2 Rapid Drying Protocol

Shade-drying or control led dehydrationat 45–50°Cpreserves colour integrity and prevents enzymatic degradation of bioactive compounds.

### 3 Protective Storage Conditions

Light-proof, moisture-barrier packaging in climate-control led environments .UV exposure rapidly degrades anthocyanin pigments.

### 4 Cold Chain Consideration

Premium extracts benefit from refrigerated storage. Dried flowers remain stable at ambient temperature with proper humidity control below 60%.

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# REGULATORY ROADMAP: CERTIFICATIONS AND COMPLIANCE ESSENTIALS

## CoreCertifications

- **FSSAI Registration**

  Mandatory food safety compliance for Indian exporters manufacturing or processing butterfly pea products.

- **Organic Certification**

  NPOP(IndiaOrganic), USDAOrganic, orEU Organic standards unlock premium pricing tiers and specialised buyer segments.

- **APEDA Registration**

  Required for scheduled products under Agricultural and Processed Food Products Export Development Authority oversight.

- **Laboratory Testing**

  NABL-accredited labre ports documenting phytochemical profile, contaminant screening, and shelf-life stability studies.

## Documentation Requirements

- **HSCode:**1211.90(Plants and parts ofplants used in pharmacy, perfumery, or insecticidal/fungicidal uses)
- Phytosanitary Certificate from Plant Quarantine authorities
- Certificate of Origin (preferential tariff access where applicable)
- Commercial Invoice with accurate product description
- Packing List detailing batch numbers and net weights
- Health Certificate or Certificate of Analysis as per destination requirements

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BUYER LANDSCAPE

# Target Customer Segments for Strategic Partnership




## Specialty Tea Brands

Seeking unique, Instagram-worthy ingredients for wellness-positioned blends and limited-edition collections.



## Food & Beverage Manufacturers

Formulators replacing synthetic Blue 1 with natural alternatives in beverages, confectionery, and dairy applications.



## Cosmetic & Personal Care

Beauty brands in corporating butterfly pea extracts for anti-ageing formulations, hair care, and skin-brightening products.



## Nutraceutical Companies

Supplement manufacturers developing cognitive health, antioxidant, and adapt ogenic product lines with clinical backing.

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# Positioning for Premium Export Success

### Authentic Origin Storytelling

Emphasise traditional cultivationheritage, sustainable farming practices, and the cultural significance in Asian wellness traditions. Buyers value provenance.

### Scientific Validation

Provide third-party lab analysis ,published research references on anthocyanin benefits, and stability data supporting product claims.

### Visual Product Marketing

High-quality photography showcasing the colour-changing phenomenon, application versatility, and finished product potential.

→ **Digital Trade Presence**

Professional website with technical specifications, certifications, and minimum order quantities clearly stated

→ **Targeted Outreach**

Attend internationaltrade shows (Natural Products Expo West/East, SIAL, Anuga), engage B2B platforms, and build relationships with ingredient distributors

→ **Sample Programme**

Offer trial quantities with comprehensive technical data sheets enabling customer evaluation and product development testing

**Key Takeaway:** Position butterfly pea not merely as a commodity ingredient, but as a premium botanical solution offering functional benefits, clean-label credentials, and compelling visual storytelling that commands sustainable margins in international markets.

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