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Unlocking the Global Potential of Ragi

A deep dive into market opportunities and export strategies for this ancient superfood.

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Ragi: A Superfood for the Global Market

Ragi, also known as finger millet, is emerging as a high-potential superfood in health and wellness markets worldwide, driven by its exceptional nutritional profile and growing consumer demand for natural, gluten-free, and sustainable food options.

Nutrient Powerhouse

Rich in calcium, iron, and amino acids, vital for bone health and preventing anaemia.

Gluten-Free & Sustainable

Naturally gluten-free, catering to dietary restrictions, and a resilient crop, thriving in diverse climates.

Health Benefits

Aids in blood sugar management, weight control, and provides sustained energy release.

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Export Forms of Ragi: From Grain to Ready-to-Eat

Ragi is exported in various forms to cater to diverse international market demands, offering flexibility for both industrial and consumer applications.



Whole Grain

Ideal for traditional cooking, brewing, and as a raw ingredient for further processing.



Flour

Widely used in baking, preparing flatbreads, porridges, and various gluten-free products.



Malt

A popular ingredient for health drinks, infant food formulations, and nutritional supplements.



Ready-to-Eat Products

Includes ragi flakes, cookies, pasta, and snack bars, targeting convenience-driven consumers.

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Key Markets for Ragi & Millet Products

Several international markets are showing increasing demand for ragi and other millet-based products, driven by health consciousness and diverse culinary trends.

Growing awareness of ancient grains and gluten-free diets positions these regions as prime targets for ragi exports.

- North America (USA, Canada)
- European Union (Germany, UK, France) Middle East (UAE, Saudi
- Arabia) Southeast Asia
- (Singapore, Malaysia)
- Australia and New Zealand



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Critical Quality Parameters for Export-Grade Ragi

Adhering to stringent quality parameters is paramount for successful ragi exports, ensuring product integrity and market acceptance.

Moisture Content

Typically below 12% to prevent microbial growth and extend shelf life.

Cleanliness

Free from foreign matter, dust, stones, and insect infestation.

Grain Size & Uniformity

Consistent grain size for processing efficiency and aesthetic appeal.

Aflatoxin & Pesticide Residues

Must meet international safety standards and maximum residue limits (MRLs).

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Essential Certifications for Exporting Ragi from India

Compliance withspecificcertificationsandregistrationsismandatoryforexportingragifromIndia,ensuringadherenceto international trade and quality standards.

1

APEDA Registration

Agricultural and Processed Food Products Export Development Authority registration is crucial for agri-exports.

2

FSSAI Licence

Food Safety and Standards Authority of India licence is required for food processing and export.

3

Organic Certification

For organic ragi, certifications like NPOP (India) and NOP (USA) are essential.

4

GlobalGAP

Good Agricultural Practices certification, especially for farm-level operations.

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Processing & Value-Addition Opportunities

Transforming raw ragi into value-added product scan significantly enhance market appeal and profitability in the export business.



From basic cleaning and milling to innovative product development, each stage offers opportunities for differentiation and increased revenue. Focus on convenience, nutrition, and unique flavour profiles to capture consumer interest.

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Harmonised System (HS) Codes & Export Documentation

Accurate classification and comprehensive documentation are vital for smooth customs clearance and international trade for ragi products.

Key HS Codes

- 10082100: Ragi (Finger Millet) - Unmilled
- 10082900: Other Millets (includes processed ragi, malt)
- 11029090: Millet Flour

Essential Documents

- Commercial Invoice
- Packing List
- Bill of Lading/Air Waybill
- Certificate of Origin
- Phytosanitary Certificate
- Quality Inspection Certificate

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Packaging, Shelf-Life & Storage Standards

Appropriate packaging and storage protocols are crucial for maintaining the quality and extending the shelf life of ragi products during international transit and retail.



Packaging

Use food-grade, moisture-proof, and durable materials like multi-layer pouches, vacuum packs, or bulk bags.



Shelf-Life

Generally 6-12 months for whole grains/flour under optimal conditions; specific for processed products.



Storage

Store in cool, dry, well-ventilated conditions, away from direct sunlight and pests.

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Navigating Challenges & Seizing Growth Opportunities

The global ragi export market presents both challenges and significant growth prospects for agile exporters.

Challenges

- Fluctuating global prices
- Logistical complexities & costs
- Competition from other grains
- Varying import regulations

Growth Opportunities

- Increasing health awareness Demand for
- gluten-free foods Product diversification
- (snacks, baby food) Sustainable and organic
- sourcing

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