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GREENEST Exports Indiaâ??s First Plant Based Meat shipment to USA

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The 5,000 Kg consignment consists of GREENEST products (Plant-based Mini Samosas, Hot and Spicy Strips, Momos, Spring Rolls, Nuggets, Grilled patty, and other Vegan products). GREENEST is a pioneer in plant-based protein products and is backed by investors like Better Bite Ventures (a New Zealand based dedicated Alt Protein VC fund), Magnetic, and Sachid Madan (the former Chief Executive of ITCâ??s frozen snacks business).

â??This is just a beginning, and we hope that India with its rich vegetarian heritage will become a hub for the growing global demand for plant-based Vegan productsâ?• said Dr M. Angamuthu, Chairman, APEDA (Agricultural and Processed Food Products Export Development Authority).

Harpreet Singh, Regional Head, APEDA Gujarat said â??APEDA aids exporters under various components of its schemes such as Infrastructure, quality, and market development. In addition, APEDA also conducts international Buyer Seller Meets (BSM), Virtual trade fairs with importing countries to promote export of agricultural & processed food products. Plant-based vegan food is a burgeoning category with a strong international potential, and we see it as one of the key contributors to our packed foods export portfolio from Gujarat.â?•

Gaurav Sharma, Founder & CEO, GREENEST said, â??We have been receiving a large interest from foreign markets for high quality and healthy plant-based foods and GREENEST is happy to take the lead in this endeavor from India. We are confident that on the back of our strong product quality and unique value proposition, these volumes will grow significantly in the months to come. We hope that this opens new opportunities for our friends in Indiaâ??s plant-based industry.â?•

â??We believe Indian plant-based foods are primed to be a popular category in the global markets and are witnessing a high number of enquiries for ethnic and value-added plant-based meals both from food service operators and retailers. The consignment to US is the first of many more to follow and we are confident that with APEDAâ??s continuous involvement and support, we will see many more flag offs happening in the times to come,â? said Jeet Hirpara, Managing Partner of Wholesome Foods.

Varun Deshpande, Managing Director at expert non-profit the Good Food Institute India, said,â? GFI India is supporting APEDA in formulating and promoting policy pathways for the export of plant-based foods, while also working with the stakeholders within the sector to ensure that products being exported are competitive with the products available in other markets.â?•