



# Exporting food and fibre to India

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## DISCLAIMER

While Ministry for Primary Industries (MPI) has made every effort to ensure that the information in this guide is complete, MPI is not liable for loss resulting from reliance on the guide or any errors or omissions in it.

This guide is not legal advice.

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

# India is a vibrant country with a fast-developing economy. It has a growing demand for high quality food and fibre products.

Interested in sending your goods there? We've developed this guide to help you on your export journey.

Included in this guide you'll find information on commodities of special interest to the India market, typical requirements for export to India and which Indian government agencies do what.



India's scale, ambition and appetite for trusted, high-quality and premium products presents immense opportunity for New Zealand exporters. The market rewards exporters who take the time to understand its diversity and build genuine, long-term partnerships. Use this guide as a clear starting point to help you navigate the market and position your products for success. For further resources visit [New Zealand Trade and Enterprise's India Market Guide](#)



**Graham Rouse**

Trade Commissioner/Consul General  
India and South Asia

The governments of New Zealand and India have negotiated a Free Trade Agreement (FTA) that will provide increased access for many food and fibre products. Following ratification of the FTA, we will provide additional information to help exporters understand the requirements under the agreement.

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## Exporter Help

### We are a service to help exporters

The Exporter Help team supports New Zealand exporters by making it easier to understand the requirements to export.

We are here to help with those export requirements, and to provide tailored advice to New Zealand exporters. There is no charge to use the service.

### For more information

#### Contact our Exporter Help team:

- [Use the online form](#)
- email [exporterhelp@mpi.govt.nz](mailto:exporterhelp@mpi.govt.nz)
- call 0800 67 44 90



Visit the [exporting pages](#) on the MPI website.



For general enquiries email [info@mpi.govt.nz](mailto:info@mpi.govt.nz) or call 0800 00 83 33.

# Exporting animal products



## Wool

India aims to triple the value of their textiles industry by 2030. This goal is driving demand for quality, sustainable New Zealand wool for use in manufacturing.



## Mānuka honey

Highlighting mānuka honey's New Zealand provenance and its reputation for wellness and purity can help engage affluent urban consumers in India.



## Meat

While meat consumption in India is gradually increasing, the import of beef is currently prohibited.

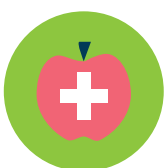
Growing interest for sheep meat in India presents opportunities for New Zealand exporters. Note there are strict importing requirements to protect domestic livestock against introduced disease.



## Dairy

Dairy is a protected industry in India. It is vital to the livelihoods of millions of small-scale farmers.

At the same time, there is increasing demand for premium dairy ingredients for use in manufacturing. This demand is driving New Zealand exports of ingredients such as albumins and caseins.



## Nutraceuticals

This category of foods consists of various nutritional compounds with a physical or health benefit.

The New Zealand nutraceutical industry is known for its speciality ingredients, such as mānuka honey. These ingredients attract strong premiums in the India market.

Try the Indian Trade Clarification Harmonised System Code finder on the [Indian Trade Portal](#). It may help you classify your product as either a nutraceutical or health supplement.



To ensure you categorise your product correctly, we recommend confirming with an importer.

# Export requirements you need to meet

If you are exporting animal products, you need to register with MPI. You can [register as an exporter](#) on the MPI website. Alternatively, you can use the services of a company that is already registered. Look up the MPI's [public register of animal products exporters](#).

New Zealand Customs Service require clearance checks for certain products.

For more details visit the [Clear your exports](#) section on the New Zealand Customs Service website.

## Export certification

Most animal products require an export certificate (official assurance). The India Overseas Market Access Requirements (OMAR) outlines the type of export certificate required.

Visit the [India OMAR page](#) on the MPI website.

OMARs are password protected. Only registered exporters or approved persons [can request access](#).

## Premises registration

For some food products, India requires the “final manufacturing premises” to be registered. If registration is required for your product:

- The premises must be registered with the Food Safety and Standards Authority of India (FSSAI).
- Registration must be submitted at least 30 days prior to export.

Check the [India OMAR](#) for the requirements for your animal products.

For products exported under the Food Act, the [India OMAR landing page](#) has more information.

You can also find [lists of approved premises](#) for specified products on the MPI website.

## Operating requirements

To apply for official assurance, animal products must be produced and processed under a [Risk Management Programme \(RMP\)](#). They must be under continuous control of the RMP throughout the supply chain.

Approved operators can apply for export certification through MPI's electronic certification system.

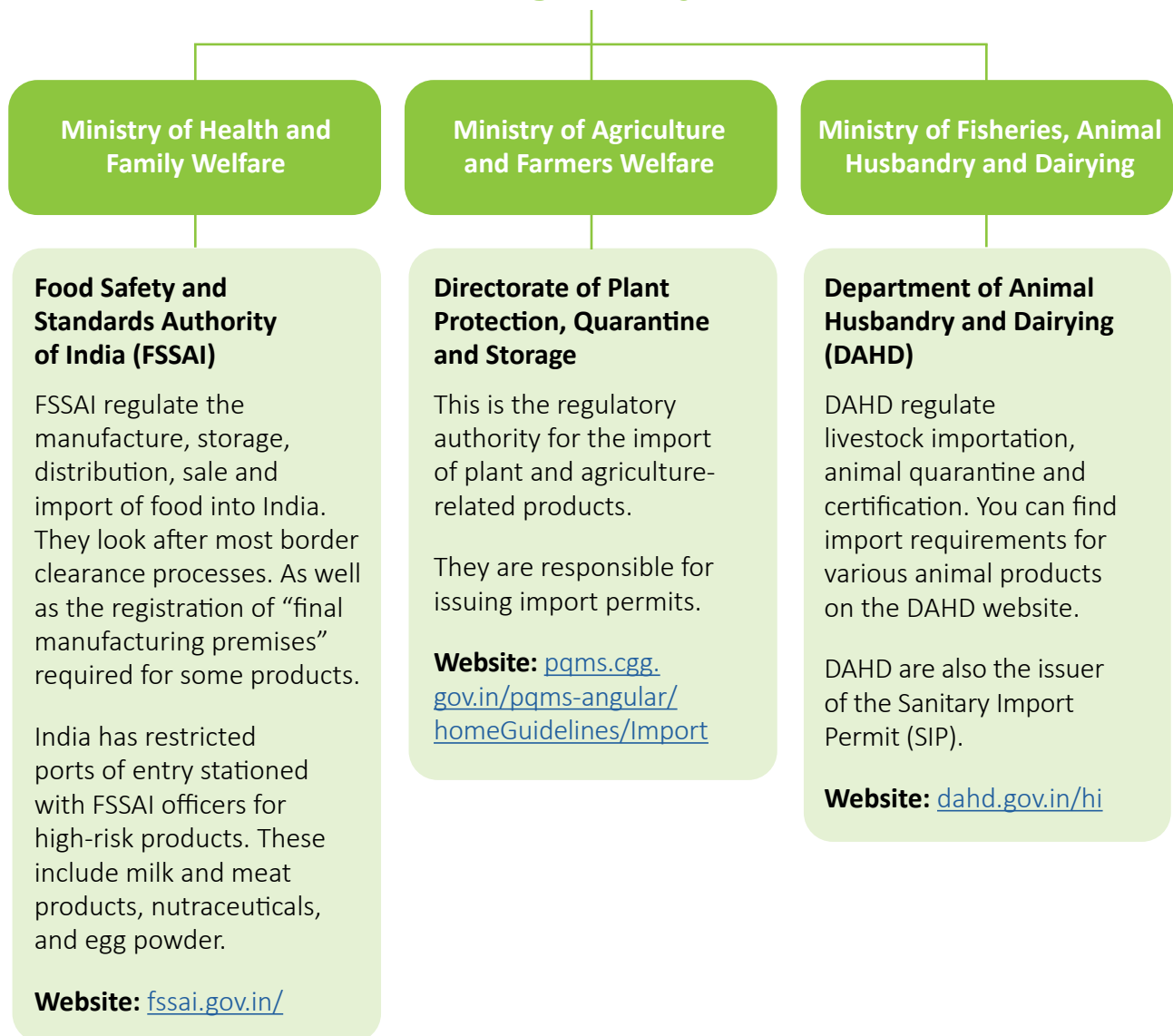


Work closely with a trusted importer in India. They should be able to ensure the appropriate import permit has been issued. The permit should outline the importing requirements for your product.

# Government agencies – who does what in India

Regulatory standards are centralised and applied at a country level in India. However, each state is unique and has its own requirements.

## Indian Regulatory Bodies



You or your importer will need to engage with the relevant agencies to confirm the requirements for your products.



## Māori food and fibre export opportunities

There are strong opportunities in India for Māori food and fibre products in the wood, wool, sheep meat, kiwifruit, apple and mānuka honey sectors. Finished goods and high value ingredients used in nutraceuticals, specialty foods, and wellness products may also be of interest.

India's consumer base is diverse and demand for premium, authentic, ethically produced and wellness focused products is increasing in certain demographics. Indian consumers are particularly interested in:

- sustainable production and products with a strong connection to nature
- collective business ownership and benefits, and
- use of natural ingredients and holistic wellbeing approaches.

These consumer preferences align well with many Māori agribusinesses, and means that Māori producers and exporters are well positioned to:

- differentiate their products by highlighting commonalities with the Indian consumer, and
- build strong commercial relationships with Indian partners.



To find out how MPI can help Māori food and fibre producers and exporters, visit the [Māori agribusiness funding and support](#) and [Exporter Help](#) sections on MPI's website.

# New Zealand grape wine

Growing national wealth means a wider selection of wines is now being sold in India. This is driving demand for New Zealand grape wine in the market.



## Meeting New Zealand requirements

If you want to export New Zealand grape wine, it must be made and packaged under a [Wine Standards Management Plan](#) (WSMP). The WSMP must be registered with MPI for your facility or the contract facility that you plan to use.

An Export Eligibility Statement (EES) can be used for customs clearance at the New Zealand border before exporting. See the [Wine export and exemptions guidance document](#).

You can apply for an EES through the [MPI Trade Certification system](#).

As part of New Zealand Customs Service clearance checks, a WIN number is required for each consignment. These are unique numbers generated in MPI Trade Certification. WIN numbers are issued via the EES.

Find out more on New Zealand Customs Service website [Clear prohibited and restricted goods for export](#).

## Industry support

[New Zealand Winegrowers](#) supports their members who are grape growers and winemakers. They play a central role in supporting and promoting New Zealand's wine industry. The organisation is also a valuable source of industry-specific guidance for its members.

## Meeting India requirements

The import of alcoholic beverages is generally regulated at both the central and state levels. This means each state in India may have its own rules regarding the import and sale of alcohol.

Check with your importer on the state-specific rules for your export destination.



For general information on exporting wine, visit the [Steps to exporting New Zealand grape wine](#) website.

# Apples and kiwifruit

There has been growing collaboration and co-operation between India and New Zealand over the years. This has helped to develop the presence of New Zealand apples and kiwifruit in the India market.

## Meeting New Zealand requirements

Fruit for export must be sourced from producers and pack houses registered under the appropriate risk-based measure.

Members of [New Zealand Apples and Pears](#) can use their approved template. This template meets both New Zealand export requirements and Global Good Agriculture Practice (GLOBAL G.A.P.) farm assurance standards.

While not mandatory, exporters of apples and pears may require prior approval from New Zealand Apples and Pears. Please contact them directly to confirm.

Zespri is the authorised exporter of New Zealand grown kiwifruit to all countries other than Australia. Other exporters can export kiwifruit in collaboration with Zespri by obtaining a collaborative marketing approval from [Kiwifruit New Zealand](#). Kiwifruit New Zealand will issue an approval number.

Collaborative marketing guidelines and the process for obtaining a collaborative marketing approval can be found on Kiwifruit New Zealand's website [Collaborative marketing](#).

New Zealand Customs Service require you to enter this approval number as part of compliance clearance checks for your kiwifruit exports. Find out more on New Zealand Customs Service website [Clear prohibited and restricted goods for export](#).

## Meeting India requirements

India has listed permitted ports of entry for plants and plant products. There are additional port restrictions for apples.

Phytosanitary certificate and additional declarations are required. A phytosanitary certificate confirms that your products meet plant health requirements (i.e free of pest and disease). See the [Importing Countries Phytosanitary Requirements \(ICPRs\) for India](#).

A phytosanitary certificate can be applied for through the [MPI Trade Certification system](#).



For general information on exporting apples and kiwifruit, visit the [Steps to exporting fresh fruit and vegetables](#) web page.

# Wood

Manufacturing in India has increased through the Make in India initiative. This has resulted in renewed demand for imports of New Zealand wood to India.

## Meeting export requirements

The export of native (indigenous) wood products from New Zealand is largely prohibited under the Forests Act 1949.

There are no specific restrictions within New Zealand legislation on the export of non-native wood products. However, exporters need to meet phytosanitary and other regulatory requirements.

For example, wood and wood packaging must be heat-treated or fumigated to prevent pest introduction.

You can find a list of wood products covered by this requirement on the MPI website [Forest Products Export Standards - Phytosanitary Requirements of India](#).

These standards explain the phytosanitary certificate requirements for most wood products. A phytosanitary certificate can be applied for through the [MPI Trade Certification system](#).



For general information on exporting wood, check out the [Steps to exporting wood products](#) page on the MPI website.

# Phytosanitary requirements for plant and forestry products

The [Importing Country Phytosanitary Requirements \(ICPR\)](#) states whether certification is required for your product.

When MPI has determined that the product(s) meet the ICPR, they can issue a [phytosanitary certificate](#). An Independent Verification Agency (IVA) can apply for the certificate on your behalf. IVAs can also provide any inspections required.

You can find an [IVA](#) on the MPI website.

There is also a [list of treatment options and providers](#) on the website.



Product not listed in the ICPR? Consult with your importer to confirm India's specific requirements for that product. They can contact the Directorate of Plant Protection, Quarantine and Storage. This is the National Plant Protection Organisation (NPPO) for India.