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Sustainable Agriculture - The Future of Agrifood in India

Anuga Select India 2024
anuga-india.com

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Mumbai, 14 January 2025: The As the global demand for food increases and climate change challenges continue to mount, India's agricultural sector is at a critical juncture. The growing trend toward **sustainable agricultural practices, organic farming, and eco-friendly sourcing methods** represents not only a response to these challenges but a revolutionary shift in the way we think about food production. These practices are laying the groundwork for a future in which agriculture becomes more resilient, environmentally responsible, and capable of sustaining a rapidly growing population.

Industry Insights: The Shift Towards Sustainability

India, with its vast agricultural landscape and rich history of farming, is uniquely positioned to lead the world in sustainable agrifood production. Recent reports highlight that the **organic food market in India** is expected to grow at a **CAGR of 20%**, reaching approximately **\$2.6 billion by 2025**. Furthermore, the shift towards sustainable farming practices such as **precision farming, integrated pest management, and zero-tillage farming** has seen increased adoption across the country.

Farmers are increasingly recognizing the need to balance high yields with long-term ecological sustainability. **Eco-friendly practices** such as reducing the use of chemical fertilizers and pesticides, conserving water, and increasing soil health through regenerative farming are becoming mainstream. The Indian government's **National Mission for Sustainable Agriculture (NMSA)** and the focus on **climate-resilient technologies** have further propelled the movement. However, the transition is not without its challenges. A fragmented supply chain, lack of access to modern technology, and a need for increased awareness among consumers about the importance of sustainable food sourcing are barriers that must be overcome. This is where platforms like **Anuga Select India 2025** become critical to catalyzing industry-wide change.

Anuga Select India 2025: Driving the Future of Sustainable Agrifoods

Anuga Select India 2025 stands as a premier platform committed to advancing the sustainable agrifood movement. The event's one of the key focuses is on **Agrifoods**, providing a dedicated segment where industry leaders, innovators, and producers can showcase their sustainable practices, products, and innovations. Bringing

together a diverse range of **stakeholders**, including **farmers, agritech innovators, policymakers, investors, and food industry leaders**, this event is set to be a landmark for driving transformative practices in Indian agriculture and agrifoods.

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Anuga Select India 2025 is a leading platform for sustainable agrifood innovation, offering organic food producers the chance to showcase their products, connect with international buyers, and explore new partnerships. The event features a specialized Agrifoods segment, highlighting key trends in sustainable food production, eco-friendly sourcing, and organic farming, alongside expert panels and networking opportunities with investors and industry leaders.

Join Us at Anuga Select India 2025

Anuga Select India 2025 is not just an exhibition; it is the **convergence point for change-makers** in sustainable agriculture and agrifoods. We invite all stakeholders who are passionate about driving positive transformation in India's agrifood sector to be a part of this movement. Together, we can create a future where **sustainable agriculture** is not the exception but the rule.

Koelnmesse - industry trade fairs for the food and beverage sector: Koelnmesse is an international leader in organising trade fairs in the food and beverage segment. Events such as Anuga and ISM are established, world-leading trade fairs, hosted in Cologne/Germany. In addition to the events at its Cologne headquarters, Koelnmesse also stages numerous food trade fairs with different sector-specific areas of focus and content in further key markets across the world, including Brazil, China, India, Japan, Columbia, Thailand and the United Arab Emirates. These global activities enable Koelnmesse to offer its customers bespoke events and leading regional trade fairs in a variety of markets, thus creating the foundation for sustainable international business. Koelnmesse is also ideally positioned in the field of food technology with its leading international trade fairs Anuga FoodTec and ProSweets Cologne and its global network of satellite events.

Further information: <https://anuga-india.com/>

The next events:

ISM - The world's largest trade fair for sweets and snacks, Cologne 02.02. - 05.02.2025

THAIFEX - HOREC Asia - Elevating the hospitality industry to new heights, Bangkok 05.03. - 07.03.2025

Anuga Select Brazil - International Trade Show Exclusively for the Food and Beverage Sector, São Paulo 08.04. - 10.04.2025

Note for editorial offices:

Anuga Select India (*formerly known as ANUFOOD India*) photos are available in our image database at <https://anuga-india.com/image-database.php>
Press information is available at: <https://anuga-india.com/press-releases.php>

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