

With rise in demand, UP plans to triple fruit, veggie exports by '30

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Lucknow: Agriculture is expected to play a pivotal role in achieving the state govt's goal of tripling UP's exports by 2030.

According to the national export data, there has been a steady rise in the export of agricultural and food products since the COVID-19 pandemic.

In 2024-25, the sector recorded a growth rate of approximately 10% compared to the previous financial year, with many fruits and vegetables gaining access to new international markets, the spokesperson claimed.

The interstate waterway—from Prayagraj to Haldia—has played a vital role in increasing vegetable exports from parts of eastern Uttar Pradesh to Gulf nations.

The healthcare sector, which has long been a govt priority, has gained fresh momentum post-COVID. It has been driven by changing dietary habits and rising global demand for organic products, particularly in Europe and the US.

The state govt is also in the process of setting up a dedicated export hub near Asia's largest international airport at Jewar. This hub will include a state-of-the-art testing laboratory to ensure that global quality benchmarks are consistently met.

"Beyond quality assurance, the govt is also promoting agricultural diversification

and expanding the reach of natural farming," a govt spokesperson said.

He said that the natural farming which is already being practiced along the Ganga and across Bundelkhand is now being systematically promoted throughout the state.

"The initiatives like the World Bank-supported Uttar Pradesh Agriculture Growth and Rural Enterprise Ecosys-

tem Strengthening (UP AGREES) project, which focuses on Bundelkhand and Purvanchal, are expected to further enhance the state's export potential in the coming years," he said.

Also, the govt is actively expanding irrigation coverage, and the state's nine agro-climatic zones support the cultivation of a wide variety of crops, fruits, and vegetables.