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# U.S. TRADE AND DEVELOPMENT AGENCY

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## NEWS RELEASE

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## MEDIA INQUIRIES:

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### **USTDA LAUNCHES COLD CHAIN INFRASTRUCTURE PROGRAM TO ENHANCE INDIA'S FOOD SECURITY**

*Introducing Leading U.S. Equipment and Technology Providers to Senior Indian Officials*

**ARLINGTON, VIRGINIA**– In order to improve farm-to-market links in India, USTDA announced its support for a reverse trade mission for twelve business and government representatives from India to the United States focused on introducing modern cold chain technologies and U.S. practices and standards. Although India is the second largest producer of food in the world, it lacks a comprehensive and efficient cold chain network.

In noting the importance of greater cooperation in the agriculture sector, President Obama stated, “Building on the Indian and American agricultural collaboration that led to the Green Revolution, we're launching a new partnership for an Evergreen Revolution to improve food security around the world.”

When announcing the visit of Indian officials to the United States, Director Leocadia I. Zak noted that, “the upcoming visit continues USTDA’s support for developing India’s agricultural sector through programs that introduce modern cold chain technologies, practices, and standards to India.”

“This reverse trade mission will help facilitate the modernization and further development of India’s cold chain transportation infrastructure that is vital to India’s national food security and safety.”

Attendance at the Annual Convention of the International Association of Refrigerated Warehouses (IARW)/World Food Logistics Organization (WFLO) (April-May 2011 in New Orleans, LA) will be a cornerstone of the mission. In addition, the Indian delegation will make site visits to U.S. equipment manufacturers and cold storage facilities, meet with U.S. industry associations, and hold discussions with U.S. Government representatives to maximize exposure to U.S. best practices, standards and technologies.

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*The U.S. Trade and Development Agency helps companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.*

*To learn more about how USTDA is advancing economic development in emerging economies and creating jobs here at home, please visit: [www.ustda.gov](http://www.ustda.gov).*