



**KERALA EXPORTER'S
FORUM**

Brief Note on Wayanad's Agricultural Products and Export Potential

**Export Data of Vegetables & Perishables for the month of
July-September/2025**

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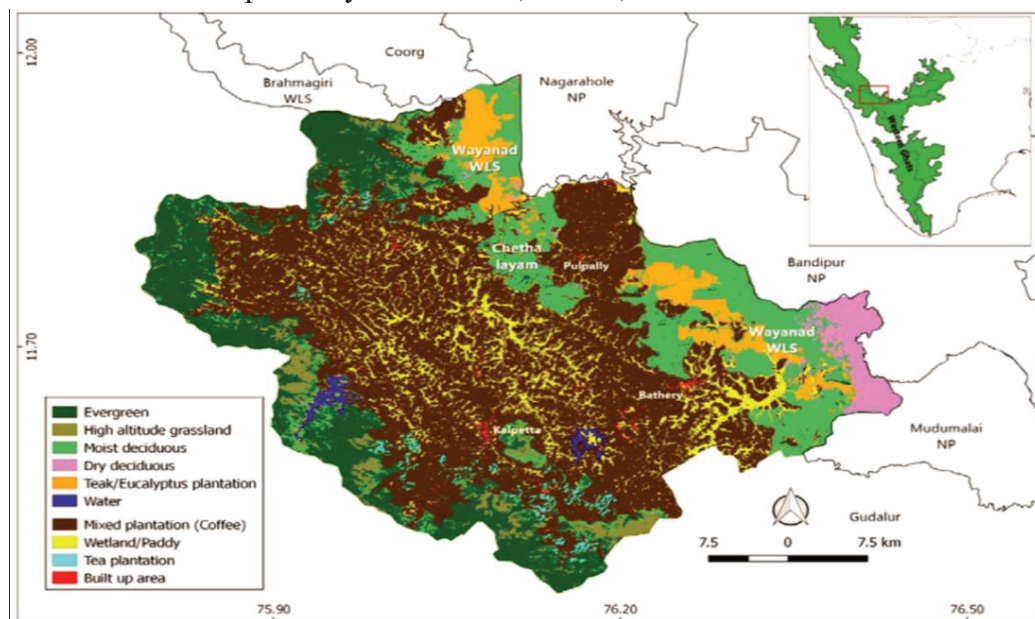
Kerala, a southern Indian state known for its fertile soil and tropical climate, plays a significant role in India's agricultural exports. In recent years, the state has shown consistent growth in both the volume and value of its agricultural exports. During the financial year 2024–25, Kerala exported approximately 6.86 lakh tonnes of agricultural products, earning Rs. 4,699 crores in export revenue. This represented a modest increase from the previous year (2023–24), during which 6.77 lakh tonnes were exported and Rs. 4,523 crores in earnings were generated. This upward trend reflects the growing demand for Kerala's agricultural products in international markets. The key export items from Kerala include cashew kernels, non-basmati rice, processed fruits, fruit juices, cereals, flours, vegetables, and dairy products.

Since vegetables are perishable, maintaining their freshness during transit is crucial. Air transport offers the fastest mode of delivery, reducing spoilage and ensuring that produce reaches international destinations in optimal condition. In the second quarter (Q2) of 2025, the total export of vegetables and other perishables from Calicut totalled 9,170.43 MT. In the same period, the total export of vegetables and spices from Cochin (CIAL) was 9,309.6 MT. Total perishable exports from Thiruvananthapuram were 5,194.42 MT. Kannur airport, which is relatively smaller compared to the other three, exported 1,157 MT of perishables. In total, Kerala exported about 25,000 MT of perishables in the July-September 2025 period via air cargo. This shows the State's perishable export potential. It also points out the need for the provision of better logistics in terms of road freight and cold-storage warehouses near the airports. Higher exports will help the farmers of the state earn a higher price for their produce and ensure that they have a better livelihood.

Wayanad, a north-eastern district in Kerala, is one of the districts that has shown a very high potential for exporting agricultural products. It has high-altitude terrain and fertile soil, which makes it ideal for cultivating a variety of crops, especially perennial and spice crops. Wayanad's location in the Western Ghats gives it a rare agroclimatic advantage. Classified under the West Coast Plains & Ghat Region, and the Central & South Sahyadris agro ecological subregion, the district enjoys a cool, humid climate with elevations ranging from 700 to 1200 meters.

The district's diversity allows for the cultivation of a wide range of crops, making it one of Kerala's most versatile agricultural hubs. Agriculture forms the backbone of the district, with more than 90% of its people directly or indirectly involved in farming and other allied activities for their means of living. With an average annual rainfall of 1,892 mm and over 120 rainy days, Wayanad supports multiple cropping seasons and rich biodiversity. Around 39% of Wayanad's land area is occupied by plantation crops, including coffee, tea, pepper, cardamom and rubber.

Figure 1: Land-cover map of Wayanad district, Kerala, India



Source - [Link](#)

Coffee is the most extensively grown crop in the district, covering over 70,000 hectares, which accounts for 33.6% of the district's cropped area and about 80% of Kerala's total coffee cultivation. Both Arabica and Robusta varieties of coffee are cultivated across its highlands. Organic and fair-trade certified coffee from Wayanad is in high demand internationally, reaching markets in Europe, the UK, the Middle East, and Nordic countries like Finland. It is grown both as a pure crop and in mixed plantations with pepper.

Alongside coffee, Wayanad also exports spices such as black pepper, cardamom, and turmeric, though in smaller volumes. Arecanut and ginger are emerging as export commodities, particularly to Gulf nations, while forest-based products like honey and medicinal herbs are gaining traction in niche global markets.

In the valleys, paddy is cultivated across approximately 19,308 hectares, making it a staple crop for local consumption. Other significant crops include coconut (8,826 ha), arecanut (5,722 ha), tea (5,728 ha), and rubber (2,954 ha). Ginger and cardamom are also widely grown, especially in homestead farms and spice gardens. Vanilla cultivation exists on a small scale, and fruit trees like mango, jackfruit, and papaya are common in mixed farming systems. Vegetables have been gaining traction through polyhouse hydroponics farming and precision farming, growing high-value vegetables such as lettuce, cherry tomato, and spinach. The table below provides the details of area, production, and productivity of various crops grown in Wayanad.

Table 1: Area, production, and yield of various crops in Wayanad

Crop	Area (in hectare)	Production (Metric Ton)	Productivity (kg/ha)
Coffee (Robusta)	67,486	56,013	830
Pepper	24,500	19,600	800
Banana	3,150	56,700	18,000
Ginger	1,720	12,900	7,500
Turmeric	1,050	4,725	4,500
Arecanut	2,850	7,125	2,500
Paddy (Nanja)	1,100	2,200	2,000
Vegetables (Mixed)	2,300	27,600	12,000

Source – Directorate of Economics and Statistics, Ministry of Agriculture and Farmers Welfare, Government of India

Export of Spice and Spice from Airports in Kerala during July to September 2025

Name of Airport	Quantity(MT)	Value(Rs.Lakhs)
COCHIN AIRPORT	1101.66	26177.70
CALICUT INTERNATIONAL AIRPORT	986.80	22380.00
KANNUR AIR CARGO	96.96	31.91
TRIVANDRUM AIRPORT	63.14	59.10
Grand Total	2248.55	48648.71

Source: DGCI&S,Kolkata

In the financial year 2024-25, Wayanad district of Kerala continued to play a vital role in India’s spice exports. The district's major contribution came from Malabar pepper, with about 7,200 MT exported, valued at approximately Rs 275 crore. This was followed by small cardamom, where exports stood at 1,050 MT worth Rs. 160 crore. Exports of Wayanadan Dry Ginger were estimated at 2,300 MT, generating around Rs. 85 crore, while turmeric contributed 1450 MT with a value of Rs 42 crore. Minor spice crops such as clove and nutmeg together accounted for 300 MT and about Rs 18 crore. Other miscellaneous spices, including cinnamon and bay leaf, contributed 150 MT with an export value of nearly Rs. 9 crore. Overall, Wayanad’s spice export performance during 2024-25 reflects steady growth, supported by improved quality standards, favourable climatic conditions, and sustained demand in international markets.

The district’s agricultural diversity is supported by government initiatives like the Sughandagiri Cardamom Project in Vythiri and the Priyadarsini Tea Estates in Mananthavady, which aim to boost productivity and tribal welfare

The district's export destinations are diverse, with Europe leading in demand for organic coffee and the Middle East importing a mix of spices and agricultural goods. North America also receives select shipments of speciality coffee, reflecting Wayanad's growing reputation for quality produce. The export ecosystem is supported by processing units located in Kalpetta, Sulthan Bathery, and Mananthavady, which handle grading, roasting, and packaging. Key players in the export chain include cooperatives and private enterprises such as Biowin Agro Research, Wayanad Coffee Dealers Association, and Perfetto Naturals. These organisations help aggregate produce and facilitate international trade.

Logistically, Wayanad relies on Kochi Port as its primary export gateway, with road connectivity via NH766 ensuring smooth transport to coastal hubs. The district's export growth is further bolstered by initiatives like the District Export Action Plan (DEAP), part of the Ministry of Commerce's One District One Product (ODOP) scheme. Coffee has been identified as Wayanad's flagship export under this program. Efforts to promote organic certification and skill development in post-harvest handling and packaging are helping local producers meet international standards and expand their reach.

Overall, Wayanad's export potential is on the rise, driven by global demand for sustainable and organic products. With continued investment in infrastructure, certification, and branding, the district is well-positioned to become a premium agro-export hub in South India.

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