

Bamboo Shoots
An Opportunity for Nepalese Farmers and Canadian Consumers

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November 24, 2015
AGR 2150

Introduction/Background

A new major export for Nepal should be Bamboo Shoots. Bamboo Shoots are the young versions of the bamboo plant and if they are allowed to continue to grow they will grow into the full bamboo plant (Singhal, Bal, & Satya, 2013, p. 517). Currently, Bamboo Shoots are not a common part of the menu in North America. In Nepal, Bamboo has been a staple part of their diet and is one of their most important plant species (Das, 1988, p. 1). Bamboo Shoots are a part of a crop that provides various benefits and uses to people worldwide and should be exported from Nepal to Canada.

History of Product

Bamboo Shoots have been a staple food in Asian cultures. They have been used by cultures all around the world for thousands of years (Nirmala, Bisht, & Laishram, 2014, pp. 1425-1426). Many of these groups have been noted for using the Bamboo Shoots because of its various medicinal properties.

Production in Nepal

I. Growing in Nepal

Bamboo is considered to be a grass and is a perennial plant that is grown throughout Nepal. It is found naturally in their forests, and is grown commonly on Nepalese homesteads and on unproductive land. Bamboo grows on all terrains throughout the country. It grows on the flat plains and up into the mountainous areas, but it is most commonly found in the middle areas, midway up the mountain. (Das, 1988, p. 1)

Bamboo Shoots are the part of new bamboo plants that come out of the ground. Bamboo has a very fast rate of growth, making it an ideal crop to grow for exportation. In particular, bamboo shoots have extremely short growing periods since it is a young versions of bamboo.

This allows it to be produced and harvested in shorter periods of time. With the wide variety of areas that bamboo can grow on throughout Nepal, and with its rapid rate of growth, Bamboo Shoots make an ideal crop for Nepal to begin exporting to Canada (Paudel & Das, n.d., p. 59).

II. Benefits for Nepalese Citizens

Bamboo provides a wide range of benefits for the Nepalese citizens. In particular the fully grown bamboo plant can be used to build homes and furniture. In Nepal bamboo has been an important piece of vegetation for the poor people in the rural areas. For the rural populations bamboo and Bamboo Shoots are important crops as they are a source of income and it sustains the livelihood of many rural households. Through beginning to export Bamboo Shoots from Nepal, the rural people will benefit greatly. Bamboo products are said to be a way of eliminating poverty in many nations, including Nepal (Paudel & Das, n.d., p. 59).

For the Consumers

I. Appeal

Bamboo is typically the building material for the rural communities of Nepal but it's shoots has the potential to be a part of the diet of Canadian citizens. For the more rich people in some societies Bamboo Shoots are considered to be a delicacy and can be eaten in many ways (Singhal, Bal, & Satya, 2013, p. 518). The product would be very appealing to consumers in North America as it provides a wide variety of benefits. The benefits are largely related to the health and diet. The shoots would have a lot of benefit to North American's.

As science continues to uncover more of the health and dietary benefits the appeal of consuming Bamboo continues to grow. With a growing number of people on diets in North America, Bamboo Shoots should gain popularity. The list of benefits range from; weight loss, cholesterol control, cancer fighting to strengthening the immune system and several more.

In terms of calories bamboo shoots are similar to most other vegetables but their nutrient content is far superior. Bamboo Shoots provide a variety of macro and micronutrients crucial for humans. They contain protein, carbohydrates, fats, a wide variety of vitamins, minerals, enzymes and many more crucial nutrients that are highly beneficial for human health. Although, bamboo contains all of these macro and micro nutrients, the amount of each specific one is dependent on the species of bamboo. Some bamboo varieties contain more of different nutrients or vitamins than others (Singhal, Bal, & Satya, 2013, p. 519).

II. Ways to Consume

The product can be consumed fresh or it can be preserved to last extended periods of time (Nirmala, Bisht, & Laishram, 2014, pp. 1426-1427). Bamboo Shoots can be consumed by consumers and provided to the consumers in a variety of ways, including; raw, canned, boiled, marinated, fermented, frozen, liquid and medicinal forms (Choudhury, Sahu, & Sharma, 2012, p. 407). Although raw Bamboo Shoots tend to be more nutritious than cooked or canned versions, the shelf life can be enhanced by processing it into one of its many different forms (Choudhury, Sahu, & Sharma, 2012, p. 407).

Export Potential

I. Market in Canada and Worldwide

A. Canada

Currently in Nepal there is no mass exports of Bamboo Shoots (Durst, Ulrich, & Kashio, 1994, p. 78). Although, there is currently no extensive numbers of bamboo shoot exports there is certainly the opportunity to begin exporting the product. Since bamboo shoots is easily grown throughout the country it should easily be able to produce enough to supply the Canadians that choose to purchase it. This product is not something that is currently a requirement for the a

large population since it is not a part of the standard North American diet. It is more likely to be considered a niche product among Canadians. Consumers who are nutritionally conscious or Canadians who own ethnic restaurants or even Canadians that have immigrated from countries where Bamboo Shoots were readily available.

B. Worldwide

Bamboo Shoots do have a market around the world, particularly in the Asian markets but the processing and marketing industry is underdeveloped. There is a growing amount of caterers and restaurants that are in need of bamboo shoots but due to the current state of production and processing of the product these industries are not meeting the quantities that are needed. The need for Bamboo Shoots mass production and exportation is seen worldwide. Evidently, if Nepal begins mass production of Bamboo Shoots in nearly any form, there will be a people who will purchase them (Choudhury, Sahu, & Sharma, 2012, p. 408).

II. Restrictions

Canada does have restrictions and import requirements on non-processed wood and other non-propagative wood products. Bamboo products do fall under this category and must meet certain requirements. For poles and steaks or other building related bamboo products they must have been treated with methyl bromide, and no permit is required. The exporting country has to confirm that the treatment occurred ("Import Requirements for Non-processed," 2015). Although, this should not pertain to Bamboo Shoots if they are entering the country for consumption purposes. When considered a food product, Bamboo Shoots may still endure some challenges. When importing Bamboo Shoot products into Canada documentation will be needed as Canada requires permits and documentation for allowed plants entering the country. The

permits are needed from both Canada and from the exporting country, Nepal ("What Can I Bring," 2015).

Conclusion

In conclusion, Bamboo Shoots provide a large opportunity for Nepalese people and for Canadians. It should be considered as a new product to be produced in Nepal and imported into the Canadian market. Due to the multitude of different health and dietary benefits and its rapid growth rate it is a perfect product for Nepal to export. With proper permits and documentation the Bamboo Shoots will gain popularity amongst Canadian.

Potential Importers

I. Loblaws Companies Limited

1 President's Choice Circle
Brampton, Ontario, L6Y 5S5

II. Goodness Me!

Customer Service
1.844.255.0842

Guelph Location
36 Wellington St. West
Guelph, ON
N1N 3R8

III. Sobeys National

Sobeys National (Stellarton)
115 King Street
Stellarton, Nova Scotia
B0K 1S0
902-752-8371

Sobeys National (Mississauga)
4980 Tahoe Blvd.
Mississauga, Ontario
L4W 0C7
905-238-7124

IV. Whole Foods Headquarters (Located in the US but with locations throughout Canada)

Whole Foods Market, Inc.
550 Bowie Street
Austin, TX 78703-4644

512-477-4455
512-477-5566 voicemail
512-482-7000 fax

V. The Big Carrot

Store Address

348 Danforth Ave,
Toronto, Ontario
M4K 1N8

Store Manager

James Munro
[james\(at\)thebigcarrot.ca](mailto:james(at)thebigcarrot.ca)
(416) 470-6647

Produce Manager

Chris Cascanette
[chris\(at\)thebigcarrot.ca](mailto:chris(at)thebigcarrot.ca)
(416) 470-6651

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What Can I Bring Into Canada in Terms Of Food, Plant, Animal and Related Products? (2015, June 1). Retrieved from Canadian Food Inspection Agency website:

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