



The majority of the investment in Choice Canning's new factory has been funded by the Indian government. Photo: Choice Group

Indian shrimp giant to launch new factory

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By [Rachel Mutter](#) 

Indian shrimp processor Choice Canning will begin production trials next month at a new factory in the state of Andhra Pradesh, a senior company executive said on Monday.

The company expects the plant in Bapatla, in the heart of India's biggest shrimp farming region, to build up to full production over the next three months, Choice Canning Director Thomas Jose told **IntraFish**.

When fully up and running, the factory will have capacity to process 70 metric tons of shrimp per day, doubling the company's daily production to 140 metric tons, Jose [said in May last year](#). Most of the shrimp processed at the new plant will be exported to the US and Canadian markets.

Choice Canning has been subject to unwelcome scrutiny since the investigative journalism group The Outlaw Ocean Project [published a story](#) last month based on the testimony of a whistleblower and former manager at one of the company's plants in Andhra Pradesh.

The company has [strongly denied](#) the allegations made in the story.

By launching the Bapatla plant, Choice Canning will reduce its dependence on external processing plants.

The investment was funded largely by the Indian government: Choice Canning was one of 11 seafood companies included in the government's Production Linked Incentive scheme to support the creation of food manufacturing "champions" to support Indian brands in international markets.

Choice Canning's parent company, Choice Group, is one of the largest and most diversified business conglomerates in India. Headquartered in the southern city of Kochi, it has branches in several major trading centers in South India, as well as the United States, Canada, South Korea and Japan.

It was one of the first companies in India to establish an integrated and automated factory for ready-to-eat shrimp in retail bags. With a trading division in the United States, Choice USA, it is a major supplier of farmed shrimp to retailers and foodservice companies operating in the US market.

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