

## Oregano

Oregano cultivation in protected conditions yields premium quality leaves. Popular pizza herb with booming demand in India.



### ABOUT

#### India's Pizza Herb — Ride the Oregano Demand Wave

Oregano demand in India has exploded with the pizza and Italian food boom. Currently largely imported, oregano presents a massive opportunity for Indian farmers using Agrifirst polyhouse solutions.

### DESCRIPTION

**Oregano** has become one of India's most consumed herbs thanks to the pizza and Italian food revolution. With Domino's, Pizza Hut, and thousands of local pizzerias using oregano daily, plus growing home cooking usage, demand far exceeds domestic production. India still imports significant quantities, creating a golden opportunity for farmers with Agrifirst's polyhouse technology.

#### Why Grow Oregano in Agrifirst Polyhouse?

- **Booming demand** — India's pizza market grows 25–30% annually, driving oregano consumption
- **Import substitution** — Most oregano in India is imported, creating opportunity for domestic growers
- **Premium pricing** — Dried oregano fetches ₹400–800/kg; fresh even higher
- **Perennial crop** — Plants produce for 3–4 years with regular harvesting
- **Processing potential** — Simple drying process adds significant value

#### How Agrifirst Helps You Succeed

Agrifirst's polyhouse provides oregano with warm temperatures (20–30°C), protection from monsoon rains (oregano hates wet conditions), and the well-drained environment it needs. Our structures also serve as drying spaces during harvest season. With Agrifirst's support, farmers can establish direct supply relationships with pizza chains, spice companies, and food processors for consistent, profitable sales.

**Expected earnings:** ₹5–12 lakhs per acre annually with Agrifirst polyhouse oregano cultivation.

### GALLERY



#### AGRIFIRST - FARMERS FIRST

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