



FOOD PRO

E-News Letter of All India Food Processors' Association

From the President's Desk

Dear Members,

We are entering December 2017, the last month of the year with a note of gratitude to all Members of the Association, Government Officials, Experts from Research and Academic Institutions, Media Houses, Journalists, Entrepreneurs and all those who have shared the responsibility and have been instrumental in the growth of Food Processing Industry. It is also time to look at the developments and happenings of the year, reflect upon the progress made and think of the road ahead.

2017 has been a very eventful year. The most significant is the historic change in the concept of Indirect Taxation in the form of GST which seriously impacted the industry bringing in new procedures of tax implementation, categorization of products and fixation of tax levels. It appears that the entire proposal was introduced under severe time constraints and varying interests of States Governments which resulted in a system submerged in anomalies making operations difficult for the industry, holding up exports and a low down on production. Intensive consultations with the stakeholders created the necessary sensitivity on deficiencies and the government is striving to rectify the same. Goods & Service Tax, a good tax plan, is expected to yield encouraging long term benefits to the industry and consumers.

On the food regulatory front, amendments have been made in various existing provisions and new issues have been flagged for laying product standards, contaminants in the food chain, food additives, imports, packaging & labeling and matters of compliance. New initiatives include Food Fortification, Safe & Nutritious Food while Eating Out, Diet4Life, Concerns relating to use of sugar, salt and fat, Food Safety and Knowledge Assimilation Network, Food Safety Inspection & Sampling System. There are matters of concern which are likely to jeopardize growth and innovation and FSSAI is encouraging interaction with the industry to resolve the same as best as possible.

A landmark event of the year was the never-before-held mega event 'World Food India 2017' organized by the Ministry of Food Processing Industries under the guidance of Hon'ble Minister, Smt. Harsimrat Kaur Badal, held on 3-5 November in Delhi. It was an event to present to the world the long and exciting journey of Indian Food Processing Industry, the rich heritage of our traditional & ethnic foods, natural ingredients and the immense potential it holds for global investors, in independent and collaborative ventures. The Hon'ble Prime Minister of India inaugurated the event and the valedictory address was given by the Hon'ble President of India. Senior Ministers of Central and State Govts. added value to the deliberations with their participation. A special session titled, 'India's MSME Food Processing Sector-Global Opportunities' was also held during WFI. It is expected that WFI will catalyze incubation of new ideas and synergies.

Dear Friends, in a long journey milestones covered inspire further progress. The food processing industry has come a long way from its conceptual and nascent position when the visionaries of food processing established All India Food Processors' Association 74 years back as a vehicle of generating ideas and momentum. Today, at the threshold of the Platinum Jubilee Year 2018 of the Association, I wish to congratulate you for your commitment and determination to reach higher levels of accomplishment. We wish you success in all your endeavors. Thank you very much for the confidence you have reposed in your Association and look forward to receiving your valuable advice and suggestions for the progressive growth of the sector.

With Kind Regards,

(Dr. Subodh Jindal)

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ALL INDIA FOOD PROCESSORS' ASSOCIATION

73rd Annual Conference & National Seminar on

“Vision- 2025: Development of Food Processing Industries in Eastern India”

15th December 2017

Saraswati Hall, Hotel JW Marriott, Kolkata

INTRODUCTION

The theme of the above Seminar has been selected keeping in view the fact that the **Eastern Indian States consisting of Bihar, Odisha, Jharkhand, West Bengal and the seven North Eastern States have untapped potential** in Agriculture, Horticulture, Floriculture, Fisheries and Animal Husbandry. Horticultural development has a vast potential not only in terms of meeting the local requirements of fruits, vegetables, flowers, medicinal and aromatic plants but also in terms of exploiting the opportunities for exports. There are many agri-horticultural commodities from these States which can be made available in National and International markets. All the States are endowed with climatic conditions that are conducive for successful cultivation of a diverse agri-horti crops. The wide product base, high volume of production round the year, strategic geographical location, abundant sunlight and high domestic demand automatically project agri-horti opens up vistas for development of food processing.

The intervention by the Government of India in organizing “**World Food India–2017**” aiming at inviting **Foreign Direct Investment** in various fields of food processing coupled with taxation reforms including reforms like “**ease in doing business**” and declaring food processing as “**priority sector**” and the initiatives by the various State Govts. in planning specific cluster base approach, Public Private Partnership (PPP) MODE will create road maps for accelerated development of the food processing sector in each of the above States. These initiatives are designed to 'tap the untapped potential' in agri-horti sector through accelerated development of the food processing industry in the different States of Eastern India.

PRESENTATION OF ANNUAL AWARDS

Annual Awards will be presented to eminent personalities and food technologists, authors of best technical articles published in Indian Food Packer and Scholarships to selected Students of merit from different colleges of Food Technology during the Conference.

SPONSORSHIP

The speakers/participants are from user industries, manufacturing units, R&D Institutions & Govt. officials. **It is a great opportunity to sponsor and participate in the event** as your organization is a premier organization in the food processing sector in the country.

The table below shows the different sponsorship opportunities available at the 73rd Annual Conference Cum National Seminar and the benefits that the sponsor will enjoy

Type of Sponsorship	Contribution (excl. GST)	Speaking opportunity on relevant topic	Delegates to attend the Conference and Awards banquet for free	Advertisement in AIFPA's Bi-monthly Journal "India Food Packer"		Company brochure will be inserted in the Delegate Kit	Logo on Backdrop and Standees at conference or banquet	Logo in Conference brochure	Announcement
				Full page (A4)	Half Page (A5)				
Platinum Sponsor	Rs. 3,00,000	√	10	√		√	√	√	√
Gold Sponsor	Rs. 2,00,000	√	5		√	√	√	√	√
Silver Sponsor	Rs. 1,50,000		3		√	√	√	√	√
Lunch & Tea	Rs. 2,50,000		2				√	√	√
Delegates Kits	Rs. 1,00,000		2				√	√	√

√ Benefits included in package

Note that all amounts are excluding GST

**SESSION ON
 "MSME SECTOR OF INDIAN FOOD PROCESSING SECTOR –GLOBAL OPPORTUNITIES"
 AT THE 'WORLD FOOD INDIA-2017' CONFERENCE ON
 4TH NOVEMBER 2017 AT VIGYAN BHAWAN, NEW DELHI**

On the persuasion of the AIFPA, the Ministry of Food Processing Industries, Government of India had allotted a separate Session to the MSME Sector of Food Processing Industries in India in the just concluded "WORLD FOOD INDIA-2017" conference which was titled as "MSME Sector of Indian Food Sector –Global Opportunities". It was held in **Hall No.5, Vigyan Bhavan, New Delhi** on **Saturday the 4th November 2017 between 4.30 and 6.30 p.m.**

The occasion was graced by Sh. D.S. Gangwar, Jt. Secretary, MoFPI, along with some other officials. The Chairman of **APEDA**, Mr. D.K. Singh and most of the senior executives were also among the prominent participants in this Session.

The Session started with the opening remarks and presentation of the theme by Dr. Subodh Jindal, President of AIFPA, through a nice Power Point Presentation in which he explained the status of MSME Sector of FPI in India and its potential to achieve significant global presence . Through a highly informative presentation thereafter, Mr. D. K. Singh, Chairman, APEDA explained the significant role of **APEDA** in promoting the export of fresh and processed food products from India and the facilities and economic incentives provided by the agency to encourage the food processing industry for improving the quality and packaging of the processed food products meant for export. Both the presentations have already been published in the Sept-Oct. 2017 issue of Indian Food Packer.

The Session was moderated by Mr. P.L. Kaul, Chairman and Managing Director of Mariental India Private Limited, New Delhi and former President of AIFPA who in his opening remarks presented two historical developments in India, namely, "the Green Revolution" and the "Operation Flood" to transform the country from being awfully deficient in food grains and milk into a self-sufficient and net exporter in a short period of 10 to 15 years only.

The Session overall was a great success which prompted the Hon'ble Joint Secretary of MoFPI, Sh. Gangwar to rush to the stage and share his thoughts with delegates from the food processing industries in the **MSME** sector.

The Session received overwhelming response as the Hall-5 was not only fully occupied with the delegates, but a large number of them had to listen to the proceedings while keeping standing all along inside the Hall.

MSME SESSION IN PROGRESS



Dignitaries on the Dias



**Opening remarks by
 Dr. S. Jindal, President, AIFPA**



**Mr. Vinod Thacker
 making his presentation**



**Mr. Vikas Jain
 making his presentation**



**Sh. D.K. Singh, IAS, Chairman, APEDA
 making his presentation**



**Session moderated by
 Sh. P.L. Kaul, CMD, Mariental (I) P. Ltd.**



**Mr. Rahul Rai
 making his presentation**



**Sh. D.S. Gangwar, IAS,
 Joint Secretary, MoFPI
 making his address**



**Mr. Peter Ravensbergen
 making his presentation**



**Mr. Raghav Jadli
 making his presentation**

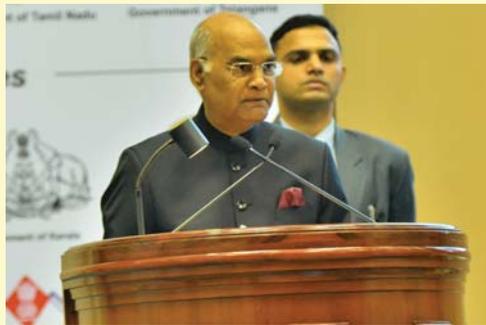


WORLD FOOD INDIA-2017

Inaugural Session



Validictory Session



WFI Food Street



Exhibitors at World Food India



Kind Attention of Readers/Food Processors

The E-Newsletter is being sent to over 50,000 E-mail Ids every month for the last few years. We would welcome suggestions/comments from the readers to enable us to improve upon the contents.

Support for the effort with release of advertisements are also welcome (½ page/Full page) which carries nominal charges, which are as follows:-

Full Page in colour	: Rs. 3000/- per insertion
Half Page in Colour	: Rs. 1500/- per insertion
Full Page in Black&White	: Rs. 2000/- per insertion
Half Page in Black&White	: Rs. 1000/- per insertion

Print Area: - Full Page: 24cm(H) X17cm(W)&Half Page: 12cm(H) X17cm(W)

Note: - For twelve advertisements published in a year, only ten insertions will be charged for and two insertions will be treated as free. For six Ads in a year, five will be charged and one will be free.

Chief Editor

Event : **SIAL Abu Dhabi 2017**
Dates : 11-12-2017 to 13-12-2017
Place : Abu Dhabi National Exhibition Center, UAE
For information, contact : SIAL Middle East FZ LLC
Tel:- +971 (0)2 666 1729
E-mail:- info@sialme.com

Event : **Vision- 2025: Development of Food Processing Industries in Eastern India organised by All India Food Processors' Association**
Dates : 15-12-2017
Place : Saraswati Hall, Hotel JW Marriott, Kolkata
For information, contact : Mr. Rameshwar Maurya
(M):- 874408816
E-mail:- maurya@aifpa.net

Event : **Anfas FOOD Product Expo 2018**
Dates : 17-01-2018 to 20-01-2018
Place : Antalya Expo Center, Antalya Turkey
For information, contact : Mr. Thomas James
(M):- 7827202718
E-mail:- tradefair@wegvoraus.in

Event : **Organics & Millets 2018 International Trade Fair**
Dates : 19-01-2018 to 21-01-2018
Place : Bengaluru Place Ground, Bengaluru
For information, contact : Organic Farming Division, Karnataka State
Tel:-080-22074111 / 22242746 / 22074101
E-mail:- organics.millets@gmail.com

ALL INDIA FOOD PROCESSORS' ASSOCIATION

Vacancy of Assistant Editor (Technical)

Qualifications : Degree/P.G. Degree in Science/Management preferably in Food Science & Technology or any allied subjects.

Job Profile : Collecting & compiling general/technical information on various aspects of Food Technology & Processing and a flair for writing articles to be published in the 70 years' old Bi-monthly technical Journal, "**Indian Food Packer**" and also for the monthly, '**E-Newsletter**'.

Editing Research/Review articles related to various aspects of Food Science, Technology & Processing received from authors for publication in the Journal.

Preference : A balance of 'Food Tech' and 'Journalistic' knowledge will be important. Publishing & Media experience can be additional merits.

Food Technologists & Scientific persons recently retired may also apply.

Remuneration : Negotiable

Applications complete with all the required details may be sent to the Association at **E-mail: dvmalhan@aifpa.net/vishal@aifpa.net** within 10 days of the publication of this Ad.

FSSAI have issued the following Draft Notices and Draft Notification inviting comments/suggestions from the stakeholders:-

DRAFT NOTICES:

S.No.	Notice	Last date for comments
1	Notice Calling for suggestions, views, comments etc from stakeholders on the draft notification related to Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations, 2017 relating to omission of pH requirement from iron fortified salt. (Uploaded on: 22.11.2017)	22.01.2018
2	Notice Calling for suggestions, views, comments etc from stakeholders on the draft notification related to standards of Rice, Basmati Rice, Chia Seeds, Gari (Cassava product), Edible Cassava Flour, Roasted Bengal Gram Flour -Chana Sattu, Ragi Flour, Almond Kernels, Coconut Milk Powder (Non Dairy), Mixed Masala Powder, Spice Oleoresins, Tejpat, Star Anise and Phytostanol. (Uploaded on: 15.11.2017)	15.01.2018
3	Notice Calling for suggestions, views, comments etc from stakeholders on the draft notification relating to revision in "sub-regulation 2.3.12: Restriction on sale of common salt" in Food Safety and Standards (Prohibition and Restriction on Sales) Regulations, 2011. (Uploaded on: 13.11.2017)	13.01.2018
4	Notice calling for suggestions, views, comments etc from stakeholders on the draft notification related to Food Safety and Standards (Advertisements and Claims) Regulations, 2017. (Uploaded on: 08.11.2017)	08.01.2018

DRAFT NOTIFICATIONS:

S.No.	Draft Notification	Last date for comments
1	Draft Food Safety and Standards (Contaminants, Toxins and Residues) Amendment Regulation -2017 related to tolerance limits of antibiotics and pharmacology active substances. (Uploaded on: 15.11.2017)	14.12.2017
2	Draft "Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulation, 2017" so as to include provision for additional additives in various food categories. (Uploaded on: 13.11.2017)	13.12.2017
3.	Draft Notification on Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulation -2017 for making provisions for new food additives. (Uploaded on: 20.11.2017)	20.12.2017

Date for displaying changes in MRP due to GST extended to December 31, 2017

Considering the requests received by the Ministry of Consumer Affairs, Food and Public Distribution to extend the permission for some more time, Ram Vilas Paswan, the minister in charge of it, has extended the date for displaying the revised maximum retail price (MRP) due to the implementation of Goods and Service Tax (GST) by way of stamping, pasting a sticker or online printing by a further period of three months (i.e. upto December 31, 2017).

As the government of India has reduced the rates of GST on certain specified items, permission has been granted under Sub-rule (3) of Rule 6 of the Legal Metrology (Packaged Commodities) Rules, 2011, to either affix an additional sticker or paste a stamp or online printing for declaring the *reduced* MRP on the pre-packaged commodity. In this case also, the label/sticker bearing the previous MRP will continue to be visible.

The relaxation, which will be available upto December 31, 2017, will also be applicable in the case of unsold stocks which are either manufactured or packed or imported after July 1, 2017, where the MRP would reduce due to the reduction in the rate of GST after July 1, 2017 (the date on which the levy was implemented). On account of the implementation of GST, there may be instances where the retail sale price of a pre-packaged commodity is required to be changed.

FSSAI releases unified organic food regulation at Organic World Congress

In the spirit of 'One Nation, One Food Law', the Food Safety and Standards Authority of India (FSSAI) released a unified regulation on organic foods at the Organic World Congress, which commenced recently. A common logo for organic foods was also unveiled and has been notified for use subsequently.

The unified logo is an identity mark to distinguish organic products from non-organic ones, supported with the tagline *Jaivik Bharat* at the bottom, for easy identification of organic food from India.

This umbrella regulation covers under its ambit the two existing systems of organic certification, namely the National Programme for Organic Production (NPOP) of the Agricultural and Processed Food Products Exports Development Authority (APEDA) and the Department of Commerce and Participatory Guarantee System for India (PGS-India) of the Ministry of Agriculture and Farmers' Welfare.

It also provides for the recognition of other certification systems in the future. The apex food regulator is mandated to regulate organic foods in the country under the provisions of Section 22 of the Food Safety and Standards Act, 2006.

Under the Food Safety and Standards (Organic Foods) Regulations, 2017, any foods offered or promoted for sale as organic foods are required to comply with all the requirements of NPOP, PGS-India or any other certification system that may be approved by FSSAI in future.

However, direct sales of organic foods by small farmers, producers or producer organisations to the end consumer are exempt from this requirement. All organic foods under the regulation have to comply with the other regulations of FSSAI, as applicable.

FSSAI launches food regulatory portal on eve of World Food India 2017

The Food Safety and Standards Authority of India (FSSAI), the country's apex food regulator, has launched a food regulatory portal, a powerful tool for food businesses, on the eve of World Food India (WFI) 2017, a Ministry of Food Processing Industries (MoFPI) initiative.

It is a full-service, business-friendly portal for food businesses that focuses on six key areas, viz food standards; consistent enforcement; hassle-free food imports; credible food testing; codified food safety practices and training and capacity-building.

Being a single platform for all the stakeholders to ensure ease of doing business by providing a single portal for all the stakeholders, it will cater to both domestic operations as well as imports. It is an important milestone for the effective and transparent implementation of the country's food laws.

The portal was launched at a national conclave, titled One Nation One Food Law - Common Standards, Credible Testing and Consistent Enforcement and organised by FSSAI. The conclave was the vision behind the portal, which was launched by Pawan Kumar Agarwal, chief executive officer, FSSAI.

In this portal, ease of entry is facilitated through a food licensing and registration platform (FLRS) hosted on this portal. The FLRS has now been further simplified with timelines prescribed at each stage.

And to demystify the standards, the Indian Food Standards-QuickAccess (IFS.QA) system, a responsive information technology (IT) platform has been created, where users can access thousands of product standards and millions of provisions of additives and maximum residue limits (MRLs) for toxins and contaminants at the click of a button.

Agarwal stated that all these initiatives found a place on the food regulatory portal to create transparency and reduce barriers to entry. "Food Safety Compliance through Regular Inspections and Sampling (FoSCoRIS), formally unveiled on the eve of WFI 2017, replaces manual inspections with digital inspections," Agarwal added.

For credible and efficient food testing for food businesses, a nationwide network of all food testing labs on a single technology platform, the Indian Food Laboratory Network (InFoLNet) was also launched.

This would bring in the much-desired standardisation in food testing, that is one food product, one set of parameters and one parameter, one test method.

FSSAI licenses must for food product sales to ensure customers' health

Licenses from the Food Safety and Standards Authority of India (FSSAI) are mandatory for the sales of food product to ensure the health and safety of the consumers. This was stated by Pawan Kumar Agarwal, the country's apex food regulator's chief executive officer, while inaugurating *Foodzania 2017*, the food service retail conclave organised by the Federation of Indian Chambers of Commerce and Industry (FICCI), in New Delhi.

The Food Safety and Standards Act, 2006 regulates the manufacture, storage, distribution, sale and import of food to promote health and safety of consumers. "It governs people involved in any food business, whether manufacturing or selling and food business operators (FBOs). These include shops, stalls, hotels, restaurants, airline services and food canteens, places or vehicles where any article of food is sold or manufactured or stored for sale," he added.

In his inaugural address, the FSSAI chief said that the regulator was keen to further simplify the compliance processes with active industry support and consultation. However, he added that it was mandatory for all food businesses – caterers, manufacturers, companies transporting food items and retail outlets with 25 or more people handling food to have at least one trained food safety supervisor. The supervisor should be trained under the Food Safety Training and Certification Programme (FoSTaC), designed by FSSAI. The supervisors would be responsible for ensuring that food quality is maintained.

Use of vegetable oil for repeated frying to be monitored by FSSAI soon

Use of vegetable oil for repeated frying, a common practice across the country in spite of the health hazards, will soon be monitored as FSSAI in its recent gazette notification, has ruled the standards relating to total polar compound (TPC) in cooking oil. Called the Food Safety and Standards (Licensing and Registration of Food Businesses) First Amendment Regulations, 2017, they will come into force from July 1, 2018.

The said standards have been finalised after taking into consideration the comments of stakeholders. FSSAI has noted that the repeated use of the same oil for frying leads to changes in the physiochemical, nutritional and sensory properties of edible oil. Keeping this in view, the quality of the oil must be monitored to avoid the use of degraded oil for cooking purposes.

At present, the regulations consist of only general provisions to avoid the reheating and reusing of cooking oil, which should be avoided. According to the notification, under the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011, in Schedule 4, in Part-V, under the clause relating to fried foods, a regulation stating that vegetable oil having developed TPC in excess of 25 per cent shall not be used will be added.

News Briefs

Team of 30 cooks up world record with 918 kg Khichdi

The humble khichdi, a traditional rice and lentil dish, made it to the Guinness book. A team of 30 people led by celebrity chef Sanjeev Kapoor cooked 918kg khichdi, and thereby entered the Guinness World Records for the largest serving of a beans and rice dish in the world.

It was prepared overnight in a mammoth *kadhai* or wok at World Food India festival at India Gate lawns. Hundreds of kilograms of rice, dal, vegetables and spices were mixed to make the dish.

"I'm satisfied with our efforts and this dish represents the entire country," Kapoor said, adding that it was made with a lot of love and was a gift of India to the world. He also said that he was proud of all humble things and believed in simplicity, and khichdi, an easy to digest dish, was representative of that.

Kapoor said that grains and ingredients from across the country were used in making the dish. "It is a new recipe but we haven't named it yet. I believe food should be used to unite people," he said. The giant wok in which the khichdi was steam cooked was placed on a tall pedestal, and a crane had to be used to lower the vessel so that it could be weighed by the records officials. As the khichdi cooked inside the wok, huge spatulas, almost the size of oars, were used to stir the dish.

Present at the event were Union food processing minister Harsimrat Kaur Badal and yoga guru Baba Ramdev, who added finishing touches and tadka to the dish. "Khichdi is a complete food in itself as it contains all nutrients and it is a gift to the world from India on the day of GURPURAB," Baba Ramdev said. "Khichdi is the recipe for good health and we would present it to the entire world. It is Indian super food," he said.

"This homemade food would now be known all over the world," Badal said. A portion of the dish prepared on Saturday is expected to be packed and sent to heads of foreign missions, along with a book on khichdi, which was unveiled on 4th November 2017.

Chef Akshay Nayyar, who helped in preparing the dish and was the master of ceremony on Saturday. Most of the dish would be distributed to the poor through different NGOs.

DFRL-DRDO ink pact on transfer of tech

DFRL-DRDO inked 29 licence agreements for technology transfers (LA ToT) to spur food entrepreneurship in the country. A business-to-business (B2B) interaction was held with entrepreneurs to explore the possibility of establishing food processing industries in Goa. The pact inked with the entrepreneurs included Tropical Fruits and Agro Products, Kerala, and Sushma and Co (Electricals), Mumbai, for curd making machines and digitalised hot plate.

There were six edible cutlery companies. These included Prime Foods (Mysuru); two from Bengaluru (Padmavathi Ramona, Rashi e-Waste Solution and Seveveves); Vijay Gas Agencies (Salem) and Frumar Food Products (Hyderabad).

Focus on mini food processing units

The government of India is focusing on creating mini food processing units across India. This was stated by Sadhvi Niranjana Jyoti, Minister of State for Food Processing industries, who inaugurated the Associated Chambers of Commerce and Industry of India (ASSOCHAM) Fast-moving Consumer Goods (FMCG) Summit 2017 in New Delhi recently.

She added, "There is a need to set up mini food processing units in large numbers, as that would encourage farmers to produce high-quality farm output." The Minister also urged the food processing industry to buy raw material directly from farmers as it is the only means to double their incomes. Moreover, it would also encourage them to come up with quality produce.

"If the industry directly buys the farmers' produce from them, it will get top-quality raw material for processing purposes at a cheaper rate, which will also help the farmers in realising their actual cost," Jyoti said, adding, "When the farmers get to know that their produce is going to be sold in such (food processing sector) markets, they will automatically work upon producing high-quality farm output."

Punjab has potential to become food processing hub

Punjab cabinet minister, Rana Gurjit Singh said the state has maximum potential to become a food processing hub in the near future. He said the State Government has put food processing sector as a thrust area in its new 'Industrial and Business Development Policy-2017', offering a host of incentives to food processing units.

Singh represented Punjab government on behalf of Punjab Chief Minister Captain Amarinder Singh in the World Food India-2017 in Delhi. He informed that the state government signed 36 Memorandums of Understanding worth about Rs 3,000 crore with entrepreneurs/corporate houses during the event and that more enquiries to sign the MOUs are being received and the figure for investment is likely to cross Rs 3,500 crore, said an official release. This will generate about 11,000 jobs in the state.

Punjab CM has already announced to set up a Horticulture University in Punjab that will play a pivotal role in developing the food processing industry in the state. The state government's presentation focusing on giving impetus to invest in food processing sector in Punjab was attended by over 300 entrepreneurs from renowned industrial and business houses who responded positively to invest in the state.

He said the state Chief Minister has included food processing sector in thrust area in new Industrial and Business Development Policy to offer a host of incentives to food processing units like nominal power tariff; exemption from state share of GST; exemption from stamp duty on purchase of land; exemption from CLU/EDC; exemption from property tax; reimbursement of taxes & fees paid on purchase of agriculture produce for processing.

Pepsico India unveils vitamin-fortified water Aquafina Vitamin Splash

PepsiCo India today announced its foray into the vitamin-fortified water category with the launch of Aquafina Vitamin Splash. This is the first ever vitamin fortified water from the beverage major in India. The introduction of Aquafina Vitamin Splash marks yet another milestone in the company's effort to increase the availability of convenient, affordable and enjoyable nutrition.

At approximately 35 calories per serve (250ml, Aquafina Vitamin Splash is the lowest calorie vitamin fortified water to be introduced for consumers in India. The launch reiterates PepsiCo India's commitment to introducing new beverage products, only if they contain 100 calories or fewer from added sugar per serve (355ml), in line with PepsiCo's global Performance with Purpose agenda.

Aquafina Vitamin Splash celebrates water as the age-old wellness essential with added vitamins and minerals. It is available in two variants - Aquafina Vitamin Splash Kiwi Lime Flavour and Aquafina Vitamin Splash Raspberry Mint Flavour.

While the former contains Vitamin B6, Vitamin B12, zinc and selenium, which are known to support the immune function the latter contains Vitamin E and selenium nutrients that are known to act as anti-oxidants, all within a great tasting product.

FBOs: watch your claims on food products

The Food Business Operators (**FBOs**) now have to be more cautious about the claims they make on their food products. The Food Safety and Standards Authority of India (**FSSAI**) has issued a notice last month calling for suggestions, views and comments from stakeholders on the draft Food Safety and Standards (Advertisements and Claims) Regulations, 2017. As the name suggests, the Regulations intend to regulate advertisements and claims on the food products. Though FSSAI itself and through the Advertising Standard Council of India (**ASCI**) has been monitoring misleading advertisements and claims, the Regulations (once implemented) will give more teeth to FSSAI.

The Regulations provide the principles to be followed by FBOs and marketers including advertisers, sales promoters and e-platforms while advertising and disseminating marketing information for promotion of sale of food products. Further, the labelling claims should also comply with the principles provided in the Regulations. The Regulations govern advertisement and claims in respect of all the processed food products except those meant for infants. FBOs or marketers may seek prior approval of FSSAI for claims if any other than those prescribed in the Regulations or any other regulation under the Food Safety and Standards Act, 2006 (**Act**). Violation of the Regulations attracts penalties in accordance with section 53 of the Act.

The general principles laid down in the Regulations (such as claims must be scientifically substantiated with appropriate scientific evidence and should not be misleading, inconsistent with information on the label or packaging of the product or portray as meal replacement) to be followed by FBOs and marketers and they should broadly resemble with the self-regulation guidelines on advertising of foods and beverages prescribed by ASCI. Further, the Regulations elaborate the 'dos' and 'don'ts' with respect to the nutrition claims (including specific synonyms which may be used for nutrition claims), non-addition claims (claims regarding non-addition of sugars and sodium salts), health claims, claims related to dietary guidelines or healthy diets.

In addition to the above, the Regulations have specified conditions for usage of certain words or phrases such as 'natural', 'fresh', 'pure', 'traditional', 'original', 'premium', 'finest', 'best', 'real', 'authentic' and 'genuine'. For instance, the term 'fresh' should only be used on products which have not been processed in any manner except, washed, peeled, chilled, trimmed or cut, or other preliminary processing necessary for making the product safe for consumption without altering its basic characteristics in any manner. If such processing also leads to extension in the shelf-life of the product the term 'fresh' should not be used. A food containing additives and/or subjected to packaging, storing or any other supply chain processes that control freshness should not be termed as 'freshly stored' or 'freshly packed'. The term 'traditional' should be used only to describe a recipe, fundamental formulation or processing method for a product that has existed for a significant period running over generations and has been available substantially unchanged for that same period. The Regulations prohibit usage of phrases like 'home made' or 'home cooked'.

The Regulations also prohibit several other claims which cannot be used by FBOs. They are:

- No claims should be made which refer to the suitability of the food for use in the prevention, alleviation, treatment or cure of a disease disorder of a particular physiological condition.
- Words implying recommendations by medical/nutrition/health professionals should not be used on the labels of food products.
- No product shall claim the term 'added nutrients' if such nutrients have been added merely to compensate the nutrients lost or removed during processing of the food.
- Foods for special dietary uses or foods for special medical purposes should not carry a claim unless specifically permitted under other relevant regulations.
- No advertisements and/or claims for articles of foods should be made by any FBO that undermines the products of any other manufacturer for the purpose of promoting their products or influencing consumer behavior.

The Regulations raise the bar of business ethics to be adopted by FBOs to ensure that the information reaching consumers regarding the food products is honest and truthful. It provides clarity with respect to the claims which can be made by FBOs and the language which should be used regarding claims. The Regulations may help in curbing misleading advertisements and claims. However, clarity would be required regarding whether ASCI code would still be applicable on FBOs (once the Regulations are implemented) as applicability of the Regulations as well as ASCI code may lead to multiple proceedings as complaints may be filed with both FSSAI and ASCI regarding non-compliances.

* FSSAI signed an MoU with ASCI in June 2016 wherein ASCI was given a suo moto monitoring mandate by FSSAI to process complaints against misleading food and beverage advertisement.

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