



FOOD PRO

E-News Letter of All India Food Processors' Association
(Established in 1943)

From the President's Desk

Dear Members,



I am happy to note the contribution of AIFPA and its members towards 'Swachh Bharat Abhiyan' of the Govt. and its goal. In this regard, a National Seminar on "Eco Friendly Processing and Packaging in Food Processing" was organized by AIFPA at Agartala, Tripura on 29th January 2016. The event was very well attended and carried by State agencies and newspapers. Further, in order to contribute towards a cohesive regulatory environment in the country, AIFPA and its members are giving specific feedback on various notifications that have recently been issued by FSSAI. Some of the important notifications in this regard are:-

1. Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations, 2016 related to Proprietary Food. [Amendment in the Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011: Regulation 2.12]. (Uploaded on: 25.01.2016).
2. Notice for operationalization of Food Safety and Standards (Food Import) Regulations (Uploaded on: 14.01.2016).
3. Notice for operationalization of standards of Food Additives for use in various Food Categories. (Uploaded on: 23.12.2015).
4. Notice calling for suggestions, views, comments etc. from stakeholders within a period of 30 days on the draft notification related to amendment in regulation 2.3 relating to Fruits and Vegetables. (Uploaded on: 19.01.2016).
5. Food Safety and Standards (Contaminants, Toxins and Residues) (Amendment) Regulation, 2016 regarding standards of Melamine in Milk and Milk Products. (Uploaded on: 11.01.2016).

I would like to encourage and welcome all AIFPA members to actively contribute their views on the recent notifications of FSSAI as well as inform the secretariat on any regulatory matter that can be represented or brought to the attention of Statutory Authorities.

Another important issue is concerning the Labour Law amendments that are being thought of by the Govt. of India. AIFPA team along with South Zone members met the Hon'ble Minister of Labour, Govt. of India and the officials and gave concrete suggestions on the subject.

There is also major Processed Food Industry events such as 'Gulf Food' which will be take place in Dubai, UAE from 21st to 25th February, 2016 as well as 'Aahar' which will be taking place from 15th to 19th March, 2016 at Pragati Maidan, New Delhi. Members will be happy to note that AIFPA has taken Hall No. 15 in Pragati Maidan as Co-associates of the event. 530 sq. meter space has already been booked by AIFPA and I welcome any member who would like to book space at the event to inform us urgently so that we can arrange for the same from ITPO.

I look forward to members' proactive contribution to various activities and events of AIFPA.

Thanking you and with best wishes,

(Sagar Kurade)

Up-coming Events

- Event : **Gulfood-2016**
Dates : 21st to 25th February 2016
Place : Dubai World Trade Centre, UAE
For information : Mr. Laju Jariwala
Tel:- 022-24102801/02
E-mail:- laju@orbit-star.com
- Event : **Aahar-2016**
Dates : 15th to 19th March 2016
Place : Pragati Maidan, New Delhi
For information : Mr. Rameshwar Maurya/Mr. Harender Singh
Tel:- 011-26510860/26518848
E-mail:- maurya@aifpa.net/harender@aifpa.net
- Event : **Export Potential of Value Added Food Products with focus on Biscuits, Potatoes and Organic Foods**
Dates : 18th March 2016
Place : Pragati Maidan, New Delhi
For information : Mr. Rameshwar Maurya/Mr. Harender Singh
Tel:- 011-26510860/26518848
E-mail:- maurya@aifpa.net/harender@aifpa.net
- Event : **Bakers Technology Fair-2016**
Dates : 22nd to 24th July 2016
Place : CODISSIA Trade Fair Complex, Coimbatore
For information : Ms. Savitha
Tel:- 044-22780045
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Ensymm UG&Co. KG, Germany

Ensymm is a German based premier project consulting company for Life Sciences, serving biotech companies, pharmaceutical industry and food ingredient companies. We provide clients with a variety of business and technology consulting services as well as with specialized teams in various areas of our competence. Ensymm is active in India since 15 years in cooperation with Suman Project Consultants (P) Ltd. Based in New Delhi India.

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| x | Enzymatic applications in Food Industry | x | Viable Projects from food waste |
| x | Chemo-enzymatic extraction of chitosan from crab/shrimp shells. | x | Modern fish breeding farm facilities |
| x | Food supplements e.g. lactase and invertase | x | GMP and HACCP audit and upgrade service |
| x | Sourcing & supply of enzymes & strains | x | Preparation of bankable business plan, gap analysis and project studies sourcing |

Service we have done in India

- x Process upgrade and advisory on biotech projects
- x Preparation of 5 business plans and project studies
- x Supply of lactase and invertase food supplements
- x Invert sugar process upgrade

For more information please visit our website or contact

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UP-DATES BY FSSAI

1. Directions under Section 16 (5) of Food Safety and Standards Act, 2006 regarding operationalization of standards of Food Additives for use in various Food Categories. (Uploaded on: 19.01.2016)
2. Notice Calling for suggestions, views, comments etc from stakeholders within a period of 30 days on the draft notification related to amendment in regulation 2.3 relating to Fruits and Vegetables. (Uploaded on: 19.01.2016)
3. Notice Calling for suggestions, views, comments etc from stakeholders within a period of 30 days on the draft notification related Standards for Packaged Drinking Water. (Uploaded on: 19.01.2016)
4. Office Order dated 15th Jan. 2016 regarding Exemption of Unit Run Canteen (URC) from the purview of FSSAI Licensing (Uploaded on: 18.01.2016)
5. Notice for operationalization of Food Safety and Standards (Food Import) Regulations (Uploaded on: 14.01.2016).
6. Food Safety and Standards (Contaminants, Toxins and Residues) Amendment Regulation, 2015 regarding limit of biotoxins in fish and fish products. [Amendment in the Food Safety and Standards (Contaminants, Toxins and Residues) Regulation, 2011: Regulation 2.2] (Uploaded on: 13.01.2016).
7. Notice for operationalization of standards for Proprietary Food. (Uploaded on: 13.01.2016).
8. Food Safety and Standards (Contaminants, Toxins and Residues) (Amendment) Regulation, 2016 regarding standards of Melamine in Milk and Milk Products. (Uploaded on: 11.01.2016).
9. Gazette Notification of the amendment of Referral Food Laboratories under Food Safety and Standards Act, 2006. (Uploaded on: 18.12.2015)
10. Draft Food Safety and Standards (Licensing and Registration of Food Businesses) Amendment Regulations, 2015 related to extension of timeline for seeking renewal / conversion of licenses issued under erstwhile Acts or Orders. [Amendment of Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011 in clause (1) of sub-regulation 2.1.2 of regulation 2.1]. (Uploaded on: 14.12.2015)

Note: - For details of the notifications/orders, please refer to the Website of FSSAI viz: www.fssai.gov.in

FSSAI Proposes to set up 'Pre-Arrival Document Scrutiny' by March 2016

After much outcry on the delays on the food import clearance system, the Food Safety and Standards Authority of India (FSSAI) is now planning to bring in 'Pre-Arrival Document Scrutiny'(PADS) by March 2016.

This move is under the operationalisation of Food Safety and Standards (Food Import) Regulations 2016, which is yet to be enforced in the same year.

"In this regard, the apex food regulator recently has consulted and held meetings with the stakeholders and the food importers," says Bimal Kumar Dubey, director, food imports, FSSAI.

Dubey stated that the move was aimed at reducing the time and transactions costs involved in clearing the consignments of goods by the importers at the Indian customs port that paves way for easing out their business.

PADS under the regulations refers to the scrutiny of documents submitted by the food importer to the authorised officer in advance, before the actual arrival of the article of food in order to facilitate faster clearance of food imported at the customs port. Accordingly, the importers are asked to submit the 'pre arrival document' for scrutiny 30 days prior to the arrival of the food article at the port. As per the regulations published in the website of FSSAI, the aforesaid document comprises of 15 different types of document. Therefore, the importers may also be required to furnish documents as notified by the food authority from time to time.

"The procedure is simple and involves the filling up of the details of the food products imported online that takes only one-time effort," Dubey says.

He then concluded that the importers were found to be happy and agreed that such an initiative by the apex body would not only guide them in advance, but also expedite the release of goods enhancing the competitiveness of the food business in the country.

With FSSAI easing product approval norms, FDI may rise 25%: Harsimrat Kaur Badal

Foreign direct investment in the food processing sector is likely to go up by at least 25 per cent as FSSAI streamlines regulations to ease product approvals, Union Minister Harsimrat Kaur Badal has said. The Food Safety and Standards Authority of India (FSSAI) had laid down quality standards for only 370 products. The regulator's approval was a must for all other products. Now that the approval process has been relaxed, products with ingredients that are approved by the regulator may not require any approval, which will lead to more innovation and product launches and promote traditional food, Badal said.

According to Badal the food processing ministry's contention has all along been that proprietary food products, for which standards are not defined in the Food Safety and Standards regulations, but have approved and standardised additives should not require product-by-product approval."

Proprietary food means an article of food that has not been standardised under the food safety and standards regulations. FSSAI has also issued a notice for operationalization of standards for proprietary food, under which the definition has been changed.

The proprietary food has now been defined as an article of food that has not been standardised under the regulations but which contains approved ingredients and additives. From now on, such products may not require regulatory approval.

However, the notice mentions that proprietary food does not include dietary supplements, nutraceuticals and genetically modified food products, among others. And the onus for the safety of food products will be on food business operators.

The regulator has also uploaded a list of more than 8,000 permitted food additives, the food items in which they can be used and the recommended maximum level.

"With these new regulations in place, the industry's concerns regarding product approvals will be addressed to a large extent. And I am optimistic that in coming months, there will be an increase of 25 per cent FDI in the food processing sector," Badal said.

The Food Processing Ministry has been repeatedly taking up all these issues with FSSAI to find a solution to the problems being faced by the industry, added Badal. "I myself had also met Health Minister J P Nadda a few times on these issues," she said. "Now, our efforts have yielded results. This will ease the process of doing and expanding business in the food processing sector," the minister added.

Post ruling, FSSAI came out with a circular on August 26, saying the approval process will be accorded the status of regulation. Indian food processing industry accounts for 32 per cent of the country's total food market, which is estimated at around USD 190 billion and ranked fifth in terms of production, consumption and exports.

The industry employs 13 million people directly and 35 million indirectly. In the last 15 years, the sector attracted FDI to the tune of USD 6,548 million.

ICMR votes for formulating a policy for better labeling of Packaged Food items

Indian Council of Medical Research (ICMR) stressed the need for formulating a policy for better labeling of packaged food items to help prevent non-communicable diseases (NCDs) that account for maximum number of deaths in the country.

As per World Health Organization, every year roughly 5.8 million people die of NCDs, including heart and lung problems, stroke, cancer and diabetes. That is, 1 in 4 Indians risks dying of an NCD before the age of 70.

Stressing on preventive healthcare, Director General of ICMR, Soumya Swaminathan said better labeling of food items and reducing sugar and salt (content) in marketed products can help prevent NCDs.

"A policy (for better) labeling of food items can help a lot because people don't know what they are eating. For example, only 5 gm of salt is required per day whereas the average intake is 20 gm. This is what leads to high blood pressure and kidney problems," Swaminathan said, adding these are policy matters and government is working on them. A nationwide study on diabetes being conducted by ICMR indicates that 10-15 per cent of people are diabetic and an equal number pre-diabetic.

The prevalence was found to be lower in rural states and high in urban areas like Tamil Nadu, Kerala and Punjab. The risk factors of NCDs are obesity, diabetes and hypertension, she said. According to a report on Global Burden of Disease released last year, communicable diseases accounted for more than half of the deaths in India in 1990 and in 2013, it was NCDs accounting for the same, she said.

This means that chronic diseases are increasing. The top most risk factor today is high blood pressure, diabetes and both indoor and outdoor air-pollution,” she said.

“In rural India, 70 per cent of the people depend on solid fuel which is the major cause of it (indoor air pollution). Prevention is very important by spreading a massive awareness programme,” she added.

News Briefs

PM Modi's proposal to blend 2% Natural Juice in aerated drinks stumps Coco-Cola

The recent suggestion of Prime Minister Narendra Modi to add at least 2 per cent natural fruit juice in aerated drinks is impossible to implement for the entire category of products, soft drink industry executives claimed.

The idea was reportedly pitched at a recently held Startup India programme at New Delhi. He was quoted as saying, “Why can't 2 per cent natural juice be mixed in aerated drinks? This will provide farmers a market for their produce.”

According to one of the senior executives at Coco-Cola, the aforesaid idea would be hard to implement as it would hurt cola manufacturers who are already worried about the proposal to increase tax under the Goods and Services Tax (GST). Nevertheless, at least some of them are looking at bringing out new products with fruit content. The official was quoted as saying, “It is impossible to add fruit juice in all our existing products; it will ruin our trademark formula. But we are working on a few additional variants with juice-and carbonated blends.”

Meanwhile, the reports said that the manufacturers were also agitated by the Food and Safety Standards of India (FSSAI) rule that stated that a minimum of 10 per cent fruit juice or pulp content must be in drinks to qualify as a juice drink, except in lime, for which it is 5 per cent.

Another senior executive claimed that if FSSAI does not change the regulation, then adding even 5 per cent juice would inflate the cost of production. Besides, it also requires higher levels of preservatives to increase shelf-life, which are also capped. Adding juice will radically decrease the shelf-life of the fizzy drinks as such drinks have a shelf-life of four-six months, but juices come with a shelf-life of one to three months.

According to media reports, Coca-Cola is in talks with Central Food Technological Research Institute (CFTRI) to fast-track development of fizzy-juice drinks although it is likely to launch new fizzy-juice blends in lemon or orange variants.

Officials at Mysuru-based Central Food Technological Research Institute reportedly said the company had evinced interest in partnering with it to develop grape, apple and pomegranate-blended beverages with 20 per cent fruit juice content. Slowing category sales, reduction in impulse purchases as consumers shop more online and unseasonal rains have stalled growth of the Rs 14,000-crore beverages sector.

KDD forays with juice & nectar

KDD (India) Pvt. Ltd, a 100% subsidiary company of Kuwait-based The Kuwaiti Danish Dairy Company (KDD), recently forayed into the Punjab market with the launch of its fruit juice and nectar line KDD Harvest.

A household name in the Middle-East for over five decades, the brand is known for its pure wholesome goodness across its product range. The fruit juice and nectar line encapsulates quality, rich fruit content, taste and trust that it offers to its consumers.

At the press conference held in Chandigarh recently, the company unveiled the brand which is all set to be rolled out to the consumers of Punjab. The product line, priced at Rs. 105 and Rs. 115 for 1 litre and Rs 22 and Rs 25 for 200 ml, comes in the range of three distinct categories Rich, Perfect and Supreme in 11 fruit variants. It includes mango, guava, pink guava, pomegranate, apple, orange, mixed fruit, litchi, pineapple and cranberry. The supreme alphonso is made from pure alphonso mango juice, according to the company.

Cremica's French Fries, an RTE snack on-the-go

Cremica Food Industries Ltd, a diversified food products company, has launched Cremica French Fries, a ready-to-eat packaged snack on-the-go. According to the company, the product comprises uniformly cut potato fingers and a packet of ketchup.

Commenting on the launch, Akshay Bector, CMD, Cremica Food Industries Ltd, states, there is a vacuum in snacking option while on the go and sharing with friends. Packaged French Fries with ketchup caters to this very need of customers, and Cremica French Fries is positioned as a fun snack. Combined with the ketchup dip cup inside, each packet of Cremica French Fries makes for a complete sharing pack. The product has been priced at Rs 40.

Oils & fats market to reach \$170 b by 2019: report

The recently-released Global Oils and Fats Market 2015-2019 report states that growing usage of quality edible oils is driving the growth of this market. The market research analyst predicts the oils and fats market to reach a market value of around US\$170 billion by the end of 2019.

The cold-pressed oils are quality oils as these are pressed at a lower temperature that preserves the flavour and characteristics of the oil. Olive oil is considered as the healthiest oil due to the presence of a high level of monounsaturated fats in it. According to the US International Trade Commissions Report during 2013 on olive oil, the consumption of olive oil in the US has increased by over 650% during the last three decades.

As per the global oils and fats market analyst, clean label recipes that are trending in global and mature markets are defined as modified foods with simpler labelling and ingredients. According to the report, increasing work pressure and shortage of time have led to an increase in demand for packaged and convenience food, which in turn has driven the sales of oils and fats. These food items have already been processed, and therefore it takes less time and effort to cook them. Consumers are willing to spend more on convenience foods as their lifestyles have changed and they have less time to cook.

Bisleri International to relaunch soft drinks

Bottled water major Bisleri International is looking to re-enter the soft drinks business early next year as part of its plans to clock a turnover of over Rs. 2,000 crore by 2020.

The company, which is making a comeback in the soft drinks segment after over two decades, has earmarked a budget of around Rs. 100 crore for the new venture.

During 2014-15 fiscal, Bisleri had turnover of about Rs. 700 crore and is growing at a range of 20-25 percent.

Apart from packaged drinking water sold under the brand Bisleri, the company also sells natural mountain water under brand Vedica, Bisleri Soda and energy drink Urzza.

Bisleri promoter Ramesh Chauhan had sold five popular brands Thums Up, Limca, Gold Spot, Maaza and Citra to global beverage major Coca Cola in 1993. Both parties had entered into a non-compete agreement, which expired in 2008.

The company plans to introduce the soft drinks in lemon, spicy, mango and pina colada flavours. It is looking at manufacturing these products in at least its five locations.

Over 90 percent of total sales come from packaged bottled water segment and rest is contributed by others. Besides, Bisleri is also planning to ramp up production of Vedica and expand its export market.

The company would continue to add 10-12 plants for packaged water every year. It has around 80 plants in India.

Nestle India relaunches Maggi Noodles

More than a month after Nestle India relaunched Maggi noodles in the Indian market, the company said it will launch other variants of the brand such as oats noodles and cup noodles in 3-4 months.

The company relaunched Maggi masala noodles on November 9, five months after it was banned by the FSSAI following a Bombay High Court order.

Recently the Supreme Court had ordered re-testing of Maggi noodles by an accredited laboratory at Mysore and not in Chennai as sought by the National Consumer Disputes Redressal Commission while staying the proceedings in connection with the government's Rs. 640 crore law suit against the company that is pending with the apex consumer body.

On sales of Maggi after its re-launch, Nestle has sold 50-60 million packs of Maggi noodles so far against 300-400 million units it used to sell in full year before crisis. Before the ban, Maggi noodles were distributed through, 1500 distributors across the country.

Right now the company is selling through 1000 distributors and is ramping up its distribution network and plans to reach all 1500 distributors soon.