



FOOD PRO

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

From the President's Desk

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Dear Friends,



Rains are upon us and the entire Country is looking for a good monsoon which in turn will help both the farmers as well as the Food Industry.

It gives me immense pleasure to share that AIFPA, as represented by Shri D. V. Malhan, will be a member of newly formed Central Advisory Committee of FSSAI as per the notification issued on 18th May, 2016. This is a matter of great pride as well as a step further in strengthening AIFPA's position as a Nodal Association representing Food Processing Industries in India. FSSAI is in the process of having detailed interaction with various verticals/sectors within Food Processing Industry. AIFPA welcomes this initiative on the part of FSSAI and looks forward to sharing its representative members' thoughts during such discussions.

Last month also saw AIFPA making a detailed representation to the Ministry of Consumer Affairs with regard to Legal Metrology Department's notification on 40% display area for labels. AIFPA's has requested a review on the subject specially since the notification is not in line with the labeling display rooms as prescribed in FSSAI Act.

This month, AIFPA will also hold a National Seminar on "Opportunities for Development of Food Processing Industries in South India" on 30th June 2016 at Hotel Bangalore International, Bangalore. I request all members to attend this event and get updated on the latest development taking place within the Industry. Circular letters on this might have already been received by you.

With regards,

(Sagar Kurade)

Published by

Up-coming Events

Event : National Seminar on "Opportunities for the Development of Food Processing Industries in South India"
Dates : 30/06/2016
Place : Hotel Bangalore International, Crescent Road, Near Race Course, Bengaluru
For Information : Mr. Rameshwar Maurya
Mobile:- 08744088116, E-mail:- maurya@aifpa.net

Event : **Aahar Chennai-2016**
Dates : 15-09-2016 to 17-09-2016
Place : Hall No. 1, Chennai Trade Center, Chennai
For information : Mr. Rameshwar Maurya
Mobile:- 08744088116, E-mail:- maurya@aifpa.net



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Food Safety and Standards Authority of India
(A Statutory Authority established under Food Safety & Standards Act, 2006)
(Enforcement Division)
FDA Bhawan, Kotla Road, New Delhi - 110002

Dated: 30th May 2016

ORDER

Subject: Extension of time-line for obtaining license/registration in terms of regulation 2.1.2 of the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011.

As per the directions received from the Central Government in terms of Section 85 of the Food Safety and Standards Act, 2006 (copy enclosed) and in terms of regulation 2.1.2 of the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011 the time line for conversion of pre-existing licenses/registrations/permissions obtained under the Act/Order mentioned under the Schedule 2 of the FSS Act is hereby extended for the last time for a period of three months i.e. up to 04.08.2016.

All concerned are advised to take follow up action accordingly.

(Rakesh Chandra Sharma)
Director (Enforcement)
Tel : 011-23220994

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Membership of Central Advisory Committee (CAC) of FSSAI



All India Food Processors' Association is glad to announce that its Executive Secretary, Sh. D.V. Malhan has been nominated as a member of the Central Advisory Committee of FSSAI representing the Food Processing Industries for an initial period of three years.

FSSAI to test packaging for toxins release; new packaging standards soon



The apex food regulator FSSAI has sought a surveillance plan from the Indian Institute of Packaging (IIP) with regards to testing the packaging material used in food products so that the risk of toxins released in the food could be mitigated. Currently FSSAI is examining the plan and will hold discussions for its possible implementation. Further FSSAI has plans to come up with packaging standards apart from the existing BIS standards.

Pawan Agarwal, CEO, FSSAI, speaking to FnB news said that it was being done to determine the safety of the material used for food packaging and how the material reacted when it came in contact with the food. "We have asked the IIP to suggest a surveillance plan for checking the safety of the material used for food packs. We're currently examining the same and soon we will take a decision in the matter," he said.

This move is in-line with ensuring safety of food and such policy will enable FSSAI to keep an eye on the packaging. Apart from the testing done by Bureau of Indian Standards (BIS), FSSAI is set to test the packaging standards of foodmakers. Testing will be carried on packets, bottles, cans or wrappers to see whether or not they release toxins into the food under different temperatures and conditions.

According to the officials of FSSAI, this will help FSSAI to bring down the percentage of the food contaminated due to migration from the packaging material. The FSSAI will conduct research before finalising their own set of guidelines.

Bread: FSSAI to snip controversial additives, industry decries media trial



The Food Safety & Standards Authority of India (FSSAI) has decided to remove the now controversial additives, potassium bromate and potassium iodate, which are allegedly used in the manufacturing of breads in India, from its list of approved additives. The move was made in the wake of a study report published by Centre for Science and Environment (CSE), a Delhi-based NGO, that pointed out, 84 per cent samples of the bread tested, were found positive with potassium bromate/iodate.

However, the industry has reacted sharply to the reports published by CSE questioning the NGO's locus standi. According to the industry, media trial should not happen and there should be independent evaluation of the subject. A delegation would also meet FSSAI officials.

CSE earlier had said, use of potassium bromate, classified as a category 2B carcinogen (possibly carcinogenic to humans) – is banned in most countries. India still allows its use while, use of potassium iodate in making bread is also banned by many nations because it can contribute to thyroid-related diseases.

Questioning the motive of the NGO, Mr. D.V. Malhan, Senior VP, Society of Indian Bakers, a body of professionals stated, that the NGO should reveal what test it conducted, what equipment it used, what protocols used for the analysis and were they according to the protocols set by the FSSAI, and what were the parameters used for the purpose of testing? “It could be a doctored analysis report. The FSSAI has permitted the use of these additives and set parameters. What happened to Maggi, we shouldn't forget,” he said. He added that the mentioned additives were not used in all bakery functions.

Ramesh Mago, president, All India Bread Manufacturers Association, in a statement said, “Food Safety & Standards Authority of India regulations permit use of potassium bromate/iodate at 50ppm for bread and 20ppm in maida for bakery. Further the same additive is considered safe and is in use in USA and other countries as well.”

Industry Take

Sagar Kurade, president AIFPA commented that before taking any decision on the subject, concerned industries should be consulted.

D S Rawat, secretary-general, The Associated Chambers of Commerce & Industry of India (ASSOCHAM), said, “The industry will surely be at fault, if it was using PM in violation of the FSSAI rules. If at all, there is a problem, it does not lie at the door of the industry, which only would be put to immense loss of consumer confidence and crores of rupees worth of loss. Already, reports suggest a sharp fall in the sale of morning breads and a sense of panic among the home-makers,”

While criticising the handling of the issue, he said, “An impression has been created as if the entire lot of bread manufacturers are deliberately causing risk to the public health. A similar thing had happened in the case of Maggi noodles which finally returned to the market after an effective court intervention, but not without several hundreds of crores of rupees of loss to the manufacturers.”

According to ASSOCHAM, if India had to scale up its food processing industry, it cannot be left to scare-mongering by NGOs. “The NGOs are free to be watch dogs, but they must realise that their reports and findings should not be targeted only at the industry. While the government is trying to move towards ease of doing business by relaxing the inspector raj, the NGO policing may harm many times.”

Rawat said that the health ministry and FSSAI should immediately come out with a clarification on the bread controversy. If need be, manufacturers should engage with the regulators and consumers giving them confidence. “Or else, immense loss of goodwill and financial loss would be caused. As it is, the stock prices of food companies have come under pressure out of panic.”

Meanwhile, FSSAI is said to be examining evidence against the two additives. It is learnt that the FSSAI has already initiated the study into the role of the two additives into food processing and while it has decided to remove potassium bromate from the list, it would examine the functionality of the other substance to ascertain the food safety aspect.

FSSAI plans specific regulations for noodles



In the wake of Maggi controversy, food safety regulator FSSAI is working on new regulations for quality standards of instant noodles to better regulate the quality of taste-maker and other ingredients. The new regulations by the Food Safety & Standards Authority of India (FSSAI) is aimed at bringing in more clarity in the quality standards, sources said.

This will be the first time that FSSAI would come up with quality standards specifically for instant noodles. So far, there have been one common standard for various kinds of ready-to-cook products including noodles.

The new norms would clearly set the permissible limits of Monosodium Glutamate (MSG) and Ash content and also state the specific standards for taste maker, a key ingredient in the instant noodles, sources said.

Earlier on April 1, the FSSAI had asked state authorities to launch proceedings against only those noodle or pasta companies that use taste-enhancer monosodium glutamate (MSG) in their products despite carrying 'No MSG' or 'No added MSG' label on the packets.

Glutamate is naturally found in some common foods such as milk, spices, wheat, vegetables, etc. Presently there is no analytical method to determine whether MSG was added to the product during manufacturing or it was naturally present in the product. This can however be checked through inspection of manufacturing premises.

Cremica Food Industries aims at 35 pc growth in Fy17



With increased distribution network expansion and capacity addition, Cremica Food Industries is viewing a growth of up to 35 per cent in revenues for the fiscal year 2016-17, and are at around Rs 200 crore now. Cremica Food Industries makes products such as tomato ketchup, sauces, sandwich spreads, mayonnaise, toppings, salad dressings and premium snack foods.

Cremica Food Industries Ltd Chairman and Managing Director Akshay Bector, said that this will be achieved by capacity addition and expansion of the number of distribution outlets across the country and the focus going forward is on geographical expansion and by the end of the current fiscal the company will also increase the number of distribution outlets to 75,000 from the current around 50,000 outlets.

At present, key accounts constitute only around 25 per cent of our revenues while 75 per cent of the revenues come from retail and hotels and restaurants/cafes. Regarding the geographical expansion the company has always been strong in north so apart from the consolidation here the growth areas will be West, South and East, added Bector.

Cremica is also planning to open a Food Park and a tomato paste line at Una in Himachal Pradesh at an investment of Rs. 100 crore and also planning a new facility this year, the location will be finalised next month.

ITC to set up eight new integrated food processing projects with investments of Rs 4,000 crore by 2019



By 2019, ITC is going to set up eight new integrated food processing projects with investments in excess of Rs 4,000 crore. The planned investments are a part of its long-term plan to invest Rs 25,000 crore, majority of which will be allocated towards its food business.

The land for the proposed plants in states like West Bengal, Assam, Karnataka, Tamil Nadu and Maharashtra has already been acquired. An integrated plan at Kapurthala in Punjab, which currently produces various items like Atta and fruit juice, has been set up with Rs 1,400 crore of investment.

According to V L Rajesh, divisional chief executive, ITC Ltd the interests in the packaged food business is due to the fact that food processing business has huge potential in India. Nearly 88 percent of the Rs 34, 00,000 crore (US\$ 510 billion) food industry remains unorganized in the country. ITC is currently working on to launch more than 20 new products by end-2016 in the categories that it is present already.

ITC's chairman Y C Deveshwar set a target of Rs 1, 00,000 crore from new FMCG business and to position the company as the biggest player in the FMCG space in India by 2030. Apart from focusing on new categories, ITC has gained significant market share during the past two years in the instant noodles market where it operates through the brand Yippee. "Our market share has doubled to 29 percent in 2016 compared to what it was in the pre-Maggi ban period", Rajesh said. Yippee's sale grew 30 percent in the past one year, after growing by 45 percent during 2014-15.

Bangalore Cooperative Milk Union (Bamul) is investing Rs 426 crore to set up a modern facility



The Bangalore Cooperative Milk Union (Bamul) is investing Rs 426 crore to set up a modern facility to process milk and to make other dairy products. This is due to the rising demand for milk and hence the federation is ready to set up a facility in Kanakapura near the city, in about 18 months. The demand for milk in Bengaluru has increased at a rate of 6-8 per cent annually.

Animal Husbandry Minister A Manju said that brand Nandini sold 2.2 million liters in the city which is four-fifths of its market and it has become important to create the infrastructure immediately as the existing facility is not enough to handle the influx of milk to the city from other districts.

At the moment there is only one fully automated mega dairy where besides processing milk, products such as *paneer*, cheese, and other products are also manufactured and as many as 64 products are sold under the *Nandini* brand and Karnataka Cooperative Milk Producers' Federation (KMF).

The KMF's aim is to keep both dairy farmers and consumers happy, said Manju. "We want to make more byproducts as they give us healthy margins with which we can better serve the interests of the dairy sector" The Bamul, he said, will soon open 1,000 Nandini outlets in Bengaluru.

Milk procurement in Karnataka has been growing at about 12 per cent annually and daily procurement touched a peak of 7.2 million litres. Encouraged by the healthy 16 per cent annual growth of its ultra-high temperature (UHT) milk, the KMF is seeking to ramp up the production of this special category which promises a 12-24 week shelf life. KMF is planning to convert a significant chunk of its surplus milk into UHT milk instead of converted it into powdering it, which is expensive. UHT milk is sold in Singapore, Andhra Pradesh, J&K, the northeast and Goa. KMF has a surplus of 1.5 million litres of milk, of which 7 lakh litres go for the school milk programme.

World class referral food testing laboratory is being set up at NIFTEM



Though the Indian agriculture sector has made significant strides in the last few years, its full potential as a major player in the global agriculture market is still untapped, one of the reasons being inadequate development of food processing sector. Lack of proper development of food processing sector is also responsible for huge food wastage at harvest and transportation level, estimated to be Rs 92,000 crore. Only 3% to 4% fruits and vegetables are processed in the country. Presently, the Indian food processing industry accounts for 32% of the country's total food market.

To overcome the problem, world class institutions for technology, management & entrepreneurship education and research are critically required. National Institute of Food Technology Entrepreneurship and Management (NIFTEM) set up by the Ministry of Food Processing Industry (MoFPI) is one such effort by the Indian government. Set up with an initial investment of Rs 500 crore NIFTEM intends to act as a centre of excellence and an apex world class centre of global standards in the area of food technology and management, catering to the needs of various stakeholders such as entrepreneurs, industries, exporters, policy makers, government and existing institutions. It is a 'One Stop Solution Provider' for various problems of the sector.

"NIFTEM aims to become a world class education hub in Food Technology and Management," says Dr Ajit Kumar, Vice-Chancellor (NIFTEM). Its mandate is to work as sector promotion organisation/business promotion organisation of the food processing sector.

Birla launches 'Nutristrength' range of supplements



Birla Nutriva Healthcare Ltd, a division of the Yash Birla Group recently launched a complete range of sports nutrition supplements for the health conscious customers. A range of products such as weight gaining supplements, calcium tablets, whey protein supplements and multi vitamin tablets will be marketed under the brand name 'Nutristrength'.

Speaking on the occasion of the launch, Yash Birla, Chairman, Yash Birla Group said, "The youth today is increasingly becoming health conscious. With the launch of 'Nutristrength' we aim at providing supplements not only for fitness freaks but also for individuals wanting to lead a healthy and hearty lifestyle. For me wealth is health, and I believe if you work out and exercise regularly, your body and mind remains fit which in turn helps you function better."

"For me, wealth is health, and I believe if you work out and exercise regularly, your body and mind remains fit, which, in turn, helps you function better. We hope to be well received," Yash added.

With the launch, Birla Nutriva Healthcare Ltd has become India's first company to launch its own nutrition supplement products in India.

No need to panic over potassium bromate & iodate in bread: AIIMS doctor



There is no need to panic much in the long-term about presence of potassium bromate and potassium iodate in the pre-packaged daily bread but excess of anything should be avoided, a top AIIMS official said at an ASSOCHAM event held in New Delhi.

It might pose some danger but no individual eats entire pack of bread every day, majority of people eat a piece or two at the most, so in the long-term there is no need to panic much as has also been said by the FSSAI (Food Safety and Standards Authority of India)," said Dr M C Misra, director, AIIMS Delhi, while inaugurating an ASSOCHAM conference on 'Health Security for All.

Usage of chemical additives in food items should be minimised and replaced with fresh food items like eggs, fruits, vegetables and other alternatives, besides one should eat everything in moderate quantity," said Dr. Misra.

There should be no adulteration in food items and if it is there, it should be mentioned about on the packet," he added.