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Monthly E-Newsletter of All India Food Processors' Association



All India Food Processors' Association

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on



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**AIFPA's celebrated its 79th Annual Conference and organised a National Seminar on
"Mission 2030: India A Global Leader For Value Added Food"
with the support of MoFPI & ITPO on 11th March, 2024 at Pragati Maidan, New Delhi**

All India Food Processors' Association (AIFPA) with the support of Ministry of Food Processing Industries (MoFPI), India Trade Promotion Organisation (ITPO), Food Safety & Standards Authority of India (FSSAI), Agricultural and Processed Food Products Export Development Authority (APEDA) and Invest India, celebrated its 79th Annual Conference and organised a National Seminar on "Mission 2030: India A Global Leader For Value Added Food" on 11th March, 2024 at Auditorium, Hall No-8, Pragati Maidan, New Delhi.

The event commenced with a warm welcome by **Dr. Raghav Jadli, President, AIFPA & Director, Jadli Foods India Pvt. Ltd.** **Dr. Subodh Jindal, Immediate Past President, AIFPA & MD, Excelsior Food & Chemical Industries**, delivered the Theme Address. Reverend Diplomats, **Dr. Annalisa Zezza, Agriculture & Food Attache, Embassy of Italy** and **Sh. Kiran Karamil, Counsellor - Agri., Australian High Commission** provided valuable insights through special addresses.

Sh. G. K. V Rao (IAS), CEO, FSSAI, Ministry of Health & Family Welfare, GoI, inaugurated the event, emphasizing the crucial role of value addition. AIFPA Annual Awards were conferred by the Chief Guest, recognising the outstanding individuals in the food industry, showcasing their contributions and commitment to excellence. The much-anticipated Food Safety Awards were launched during the event, serving as a platform to honour and acknowledge food processors for their exceptional performance in ensuring food safety. The award alternates between organizations, it will be presented in 2023-24 to an organization for a highly significant food safety development or in recognition of a long history of outstanding contributions to food safety system. The presence of the CEO of FSSAI added prestige to the award ceremony and launching of food safety awards, reinforcing the significance of food safety in the industry.

Dr. Prabodh Halde, West Zone Chairman, AIFPA & Head Regulatory Affairs, Marico Pvt Ltd., chaired an engaging session focused on 'Financial Planning and Institutional Support'. Esteemed speakers included **Sh. V. K. Vidyarthi, General Manager, APEDA** who presented on 'Challenges Before Processed Food Industry', **Dr. J. P. Dongare, Dy. AMA, MoFPI** briefed upon the 'Govt. Support in Handholding Food & Agri Startups', followed by **Sh. Gaurav Sishodia, Vice President, Invest India** on 'Investment Opportunities in Food Processing', and **Sh. Rakesh Khurana, Chief Manager, Invest India** delivered the last presentation of this session on 'SME IPO: Accessing Funds via Capital Market for Growing SMEs'. The session provided valuable insights into the challenges and opportunities in the processed food industry. **Sh. K. Govardhana Bobby, South Zone Chairman, AIFPA & M.D., Suvera Processed Foods Pvt. Ltd.**, extended a gracious vote of thanks, acknowledging the contributions of the speakers and participants.

The second Technical Session, themed on 'Technical and Regulatory Aspects'. **Sh. Abhishek Dev (IAS), Chairman, APEDA, Ministry of Commerce & Industry, GoI**, provided a special address during the session and highlighted that APEDA is planning to organise an event with a **Mission-2047** which will help the stakeholders to increase their exports. Sh. Dev also proposed that AIFPA should also collaborate in this symposium, which will be organized later this year. APEDA is now also focusing on products other than gherkins, cucumber, mango, etc.

In the august presence of Chairman, APEDA, awards were presented to the five meritorious students from different academic institutions. Sh. Dev appreciated the efforts of AIFPA for encouraging the young food technologists through award distribution, these food technologists are the future of food industry & this activity of Association will boost their morale.

Sh. Kajal Debnath, North Zone Chairman, AIFPA & CRO, DFM Foods Ltd., moderated the second session. The session began with featuring presentations from **Sh. Akhilesh Gupta, Assistant Director, FSSAI** on India becoming trend setter in Regulatory Framework, **Dr. Vinkel Kumar Arora, Assistant Professor, NIFTEM** talked about 'New Age Foods: Innovation & Development', followed by **Sh. Govind Suryawanshi, Director-Corporate Affairs, Royal Canin India Pvt. Ltd.** on 'Unlocking Potential for Animal Feed & Pet Food Industry Opportunities & Challenges', he described the potential of pet food market and the possibilities of its expansion in the upcoming years. **Sh. Gobind Ram Choudhary, Managing Director, Anmol Industries Ltd.** talked about 'Consumer Inclination for Healthier Foods', he majorly focused on healthy foods. **Sh. Vinod Kaul, Chairman, Packaging Committee, AIFPA** expressed gratitude on behalf of the Association, concluding the session on vote of thanks.

The National Seminar culminated with a Felicitation Address by **Dr. Subodh Jindal, Imm. Past President, AIFPA & Managing Director, Excelsior Foods & Chemical Industries** recognizing and appreciating the valuable contributions of the speakers. Mementos were presented to the learned speakers, symbolizing the collaborative spirit of the event. The day concluded with a networking tea, fostering relationships and facilitating knowledge exchange among stakeholders in the food processing sector. AIFPA's commitment to the growth and development of the industry was evident throughout the event, making the 79th Annual Conference and National Seminar a big success.

GLIMPSES OF THE 79TH ANNUAL CONFERENCE



Welcome Address by
Dr. Raghav Jadli, President, AIFPA



Theme Address by
Dr. Subodh Jindal, Immediate Past President, AIFPA



Inaugural Address by
Sh. G.K.V. Rao (IAS), CEO, FSSAI



Special Address by
Dr. Annalisa Zezza, Agriculture & Food Attache,
Embassy of Italy



Special Address by
Sh. Kiran Karamil, Counsellor (Agri.)
Australian High Commission



Vote of Thanks by
Dr. Prabodh Halde,
West Zone Chairman, AIFPA



Dr. Vilas Shinde, Chairman & CEO,
Sahyadri Farmers Producer Co. Ltd.
receiving the Kashalkar Memorial Award



Sh. T.K. Radhakrishnan
V.P., HRS Process Systems Ltd.
receiving the Dr. J.S. Pruthi Memorial Award



Sh. Rahul Arora, Director, Arora Fruit
& Pickles receiving the Vijay Kumar
Mimani Memorial Excellence Award



Ms. Mrunal Joshi
CEO & VP, Nichrome India Ltd.
receiving the Dr. M. Mahadeviah Award



Sh. Gobind Ram Choudhary
CMD, Anmol Industries Ltd.
receiving the AIFPA President's Award



Sh. Vivek Arora
M.D., Ralli Singh Pvt. Ltd. receiving
the AIFPA Life Time Achievement



Sh. Manish Madan
M.D., Regal Kitchen Foods Ltd. receiving the
J.S. Srivastava Memorial Award



Sh. Dheer Kapoor, Marketing Manager
Aarkay Food Products Ltd. receiving the
Nagaraja Rao R. Jagdale Memorial Award



Dr. Harinder Singh Oberoi
Director, NIFTEM
receiving the Col. O.P. Kapur Award

GLIMPSES OF NATIONAL SEMINAR



Dr. Prabodh Halde, West Zone Chairman, AIFPA, Chairing the Technical Session



Sh. V.K. Vidyarthi, GM, APEDA, making his presentation



Dr. J.P. Dongare, Dy. AMA, MoFPI, making his presentation



Sh. Gaurav Sishodia, Vice President, Invest India, making his presentation



Sh. Rakesh Khurana, Chief Manager, NSE, making his presentation



Vote of Thanks by Sh. K. Govardhana Bobby, South Zone Chairman, AIFPA



Sh. Kajal Debnath, North Zone Chairman, AIFPA, Chairing the Technical Session



Special Address by Sh. Abhishek Dev (IAS), Chairman, APEDA



Sh. Akhilesh Gupta, Astt. Director, FSSAI, making his presentation



Dr. Vinkel Kumar Arora, Assistant Professor, NIFTEM, making his presentation



Sh. Govind Suryawanshi, Director-Corporate Affairs, Royal Canin India Pvt. Ltd., making his presentation



Sh. Gobind Ram Choudhary, M.D., Anmol Industries Ltd., making his presentation



Felicitation Address by Sh. Vinod Kaul, Chairman, Packaging Committee, AIFPA



Mr. Shreshtha Gupta of Amity University receiving the Italian Technical Services Award



Ms. Anjali Maurya of NIFTEM receiving the Italian Technical Services Award



Ms. Chhavi Porwal of BCAS receiving the Italian Technical Services Award



Ms. Isha Pawar of SRCAPW receiving the Italian Technical Services Award

AAHAR 2024 (7th – 11th March, 2024)

CONCLUDES ON A SUCCESSFUL NOTE

All India Food Processors' Association (AIFPA) as one of the Co-Associates of India Trade Promotion Organisation (ITPO) takes this opportunity to thank ITPO for providing a platform of AAHAR to the food industry value chain including the MSME sector for showcasing their products & services.

AAHAR is the premier Food and Hospitality Fair of ITPO. The 38th edition of AAHAR was a historic event with spread over area of 1,10,000 sqm. with participation from 1500+ exhibitors. Overseas participation from 18 countries with 100 nos. foreign exhibitors reveals that India is a mega hub for food and hospitality sector. Exhibitors from India and abroad expressed their satisfaction over the business response, tie ups, networking and joint ventures in the fair. As per the preliminary feedback received, around 1,50,000 nos. business visitors attended the event from different parts of India and the rest of the world.

The fair was organised by ITPO with the support from Ministry of Food Processing Industries & APEDA along with leading industry bodies such as AIFPA, ARCHII, HOTERMAI, FHSAI, FIFI, KREMAG, FAIC, FIFHI, ICMA, FIWA and PBFIA.

AIFPA helps to mobilise exhibitors & participants in the exhibition from food & allied sectors across the country. It is a pleasure to mention that 79 constituent members of AIFPA exhibited their products in an area of about 2184 sqm. This exhibition facilitated networking in this sector particularly B2B buyers & exporters. AAHAR is expected to become a centre stage for product showcasing at a Global level.

List of Companies participated through AIFPA:

Sr. No.	Company Name	Sr. No.	Company Name
1	BAKERSVILLE INDIA PVT LTD	41	OLIVE ECOPAK PRIVATE LIMITED
2	URMIN PRODUCTS PVT LTD	42	HINDUSTAN TIN WORKS LTD
3	CREMICA FOOD INDUSTRIES LTD.	43	SHAKO FLEXIPACK PVT. LTD.
4	FOOD SOLUTION INDIA LIMITED	44	ECOPACK INDIA PRIVATE LIMITED
5	LA PYRAMID HOSPITALITIES PVT LTD	45	PRITHVI POLYMER INDUSTRIES PVT LTD
6	ARORA FRUITS AND PICKLES INDIA PRIVATE LIMITED	46	MOMENTUM ELASTOMERS
7	NIRVAAN FOOD INDUSTRIES	47	K.V. SPICES (INDIA) PVT. LTD.
8	FARMKING FOOD PRODUCTS PVT LTD	48	RAINBOW OVERSEAS
9	VENTOTA GLOBAL INGREDIENTS	49	INVO PACK PRIVATE LIMITED
10	RITUAL FOODS PVT. LTD.	50	CUPS & MOULDS LLP.
11	S G INTERNATIONAL	51	PAVAN ROTO PRINT INDUSTRIES
12	DEV DUTT EXPORTS BHARAT PVT. LTD.	52	TRUE VALUE MARKETING SERVICES
13	L. LILADHAR & CO.	53	SARVODAYA COMPANY
14	FRESH FOOD CONCEPTS PVT LTD	54	THAKARSHI TEA PROCESSORS AND PACKERS PVT LTD
15	MERRY FOOD	55	CILICANT PRIVATE LIMITED
16	NILON'S ENTERPRISES PRIVATE IMITATED	56	FLICK2KNOW TECHNOLOGIES PRIVATE LIMITED
17	JADLI FOODS INDIA PVT. LTD.	57	EUREKA ANALYTICAL SERVICES PVT. LTD.
18	SSG PHARMA PVT LTD	58	TASTY BITE EATABLE LIMITED
19	SUNBEEN COCOA PVT LTD	59	MRS. BECTOR FOODS SPECIALTIES INDIA LTD.
20	TGB BAKERS AND CONFECTIONERS PVT.LTD.	60	AMRIT CORP LTD UNIT AMRIT FOOD
21	ORGANIC INDIA	61	EASTERN SWEETS BY SANGEETA
22	DESAI FOODS PRIVATE LIMITED	62	FOOTANI FOODS PVT LTD
23	NCL AGRO FOODS	63	NORTE EUROCAO INDIA PVT LTD
24	TRIMURTI ENTERPRISES	64	AAKRITI SUPER SNACKS PVT LTD
25	ORION NUTRITIONALS PVT LTD	65	THE BAKLAVA BOX
26	RPC FOODS PVT LTD	66	KANVAR CORPORATION
27	HALANI FOODS PVT LTD	67	JIFFY FOODS PVT LTD
28	PMV NUTRIENT PRODUCTS PVT LTD	68	WORLDPACK AUTOMATION SYSTEMS PVT. LTD.
29	TANYA FOOD AND PRODUCTS	69	KLASSIC KLAROL FILTERS PVT. LTD.
30	GULATI OILS INDIA PRIVATE LIMITED	70	ZENJET TECHNOLOGIES PVT.LTD.
31	CHRISTY SUPER FOODS PRIVATE LIMITED	71	ICON INDUSTRIES
32	S.K FLORESCENCES PVT LTD	72	MILLENIUM PACKAGING SOLUTIONS
33	JACTANCE MIXES LLP	73	JATIN CROCKERIES
34	DUGAR POLYMERS LIMITED	74	SPRINGWEL MATTRESSES PVT. LTD.
35	S S FOOD INDUTRIES	75	SUN INDIA HOSPITALITY
36	UFLEX LTD	76	TARGET INNOVATIONS
37	MORTON FOODS LIMITED	77	DAS ELECTRONICS WORK PVT LTD
38	ORACLE POLYPLAST	78	SWIT
39	RAJSHREE POLYPACK LTD	79	CREATICK IMPEX
40	OMKRAFT		

GLIMPSES OF THE PARTICIPANTS STALLS



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TOGETHER WE SUCCEED



FSSAI certifies nearly 100 prisons as Eat Right Campuses



Nearly 100 jails across the country have been certified as 'Eat Right Campus' by the Food Safety and Standards Authority of India (FSSAI), marking a significant milestone in its goal of promoting safe and healthy eating habits within different campuses. This initiative falls under FSSAI's Eat Right India movement and aims to promote safe, healthy and sustainable food in different workplaces and institutions, including jails.

The initiative saw participation and certification of some prominent jails of India, including the Tihar Prison (Delhi), Central Jail Gaya (Bihar), Modern Central Jail (Punjab), Central Jail Rewa (Madhya Pradesh) and others, along with several district and Mandal jails. The highest number of certified jails were from Uttar Pradesh, followed by Punjab, Bihar and Madhya Pradesh.

By extending the Eat Right Campus certification to prisons and correctional facilities, FSSAI underscores its commitment to ensuring access to safe and nutritious food for all, including inmates and prison staff.

The 'Eat Right Campus' certification process involves rigorous assessment and adherence to FSSAI's prescribed evaluation criteria. By meeting these standards, the certified jails have demonstrated their dedication to promoting the food safety and well-being of inmates. This initiative plays a crucial role in creating a sense of responsibility and accountability towards food safety and nutrition within the prison system. As it mandates the provision of ensuring availability of safe and balanced food, its contribution to the overall well-being of the inmates is evident. By setting an example for other institutions, the certified jails inspire a broader cultural shift towards safer food environment nationwide.

The participant jail campuses undergo comprehensive audits to ensure compliance with four key parameters, which include basic hygiene criteria, steps to ensure the provision of healthy food and efforts towards building awareness about local and seasonal food. Once enrolled in this programme, a campus first undergoes a self-assessment or a third-party audit by an FSSAI empanelled agency based on this checklist to identify gaps and areas of improvement. The campus administration then takes steps to address these gaps. A critical step of this process includes training of Food Safety Supervisors and food handlers in the campus through FSSAI's Food Safety Training and Certification (FoSTaC) Programme. FoSTaC is designed to impart training to food handlers on good hygiene and manufacturing practices. Once these improvements are made, the campus undergoes a final audit by the same FSSAI-empanelled agency and is given a certification for Eat Right Campus.

It's pertinent to note that over 2,900 workplaces throughout the country have now been acknowledged as Eat Right Campuses, positively impacting the lives of individuals working in these campuses. As this initiative keeps gathering momentum, FSSAI is dedicated to collaborating with institutions from various sectors to foster a culture of well-being and guarantee everyone the access to healthy and hygienic food.

MCGM Collaborates with FSSAI to Launch India's First All-Women "Clean Street Food Hub"

The Municipal Corporation of Greater Mumbai (MCGM) has joined forces with the Food Safety and Standards Authority of India (FSSAI) to unveil the nation's pioneering all-women 'Clean Street Food Hub'. This initiative, slated to be India's first of its kind, aims to revolutionize street food culture while promoting women's empowerment.

Under the terms of a Memorandum of Understanding (MoU) signed between FSSAI's West Region and MCGM, this unique project will be realized through a collaborative effort involving the public and private sectors. Specifically, an all-women Self-Help Group (SHG) will receive comprehensive support to establish the hub, foster sustainable infrastructure, and uphold stringent hygiene standards for cooking and dining.



In a recent development, a specialized training session on safe and hygienic food preparation was conducted for 200 women participants at a gathering in Kandivali. This session underscores the commitment to ensuring adherence to food safety regulations and best practices among street food vendors.

Parallel efforts are also underway in FSSAI's Eastern Region, where the Food Safety Training and Certification (FoSTaC) program was implemented for 100 street food handlers at the renowned street food hub in Gariahat, West Bengal. The initiative seeks to equip vendors with vital knowledge on food safety and hygiene, thereby enhancing awareness and promoting the culture of safe food handling across the nation.

Tea Planters in India Trained to Reduce Pesticide Levels in Tea by FSSAI



To enhance the safety and quality of tea production, tea planters across the country are undergoing specialized training aimed at reducing pesticide levels in tea, as announced by the Food Safety and Standards Authority of India (FSSAI). The initiative follows a recent workshop conducted by the FSSAI in Coonoor district, Tamil Nadu, with support from the Tea Board and the Confederation of Indian Industry Food and Agriculture Centre of Excellence.

The workshop focused on promoting safe and hygienic tea production practices, with a particular emphasis on integrated pest management and good agricultural practices. This initiative seeks to address concerns raised by both international and domestic buyers regarding the excessive presence of pesticides and chemicals in tea consignments, leading to rejections in the past.

During the training session, tea growers were provided with crucial information on maximum residue levels (MRLs) for pesticides and strategies to ensure compliance with these standards. Discussions also covered key insights into FSSAI notifications on MRLs, emphasizing the importance of maintaining a recommended time gap between pesticide spraying and tea leaf plucking. Furthermore, small tea growers were sensitized about the significance of adhering to FSSAI norms on MRLs for the safe use of pesticides.

Through these collaborative efforts, regulatory authorities and industry stakeholders aim to promote sustainable tea cultivation practices while safeguarding consumer health and confidence in tea products.

Traders asks Govt to rectify 'issues' vis-a-vis payment to MSMEs under rule 43B(H)

Traders has urged the Union Government that issues related to payment under Section 43B(H) of Income Tax Act, which stipulates payment within 45 days to MSMEs, needs immediate attention.



The provision, however is good, but its ill effects on small traders needed to be rectified, said traders while asking for its postponement. There was a detailed discussion held on this topic in Delhi recently amongst traders.

CAIT Maharashtra State Senior President, Mr. Mahesh Bakhai said that this provision may lead to losses for small traders, as they do not get a level playing alongside the big traders.

There are many places where long term credit is an integral part of the business. Many big buyers have already stopped purchasing goods from MSMEs. Due to this, many micro and small MSMEs have gone out of business and may be declared NPA within two months, he said

The traders meanwhile urged the top leadership of the Union Government including the Prime Minister and urge them to postpone this law for a year or at least six months, giving time to reevaluate the pros and cons of this rule.

Mr. Shankar Thakkar, CAIT State General Secretary Maharashtra has requested all the traders organisations to send emails to the Prime Minister and the Finance Minister, explaining their problems and implementable solutions.

FSSAI notifies 155 Points of Entry for food imports



FSSAI has decided to review the Points of Entry notified for food imports taking into account the trend/volume of food import, testing facilities, and logistics infrastructure. Accordingly, the food regulator has decided to notify Authorised Officers at 155 specified Points of Entry for food import.

An official with the FSSAI has said that it was done to put in place a robust food regulatory framework at the Points of Entry to ensure the mandate of safe food imports in India.

FSSAI has issued a notification of Authorised Officers under the FSS (Import) Regulation, 2017, which regulates the import of food articles into India, to ensure their safety.

The notification reads that FSSAI officials and custom officials (any official of rank of superintendent/appraiser/inspector/examiner) at all Airports/Ports/ICD/SEZ/LCS mentioned by FSSAI were notified from 01.04.2024 as Authorised Officers for the jurisdiction mentioned against each Airport/Port/ICD/LCS for food import clearance till further orders. This notification is in supersession to all previous notifications/orders issued, reads the FSSAI notification.

New Launches

Unilever Revamps Ben & Jerry's Ice Cream with Oats



Unilever, the parent company of Ben & Jerry's, is shaking up the dairy-free ice cream scene by swapping out nuts and seeds for oats in its latest reformulation efforts.

Since their introduction in 2016, Ben & Jerry's non-dairy ice cream alternatives have gained popularity, with the brand now offering 20 vegan flavours globally, comprising 25% of its product portfolio. The move to expand its non-dairy range is driven by consumer demand and Unilever's ambitious goal to achieve €1.5 billion in annual sales from plant-based products by 2025.

To enhance the taste and texture of its non-dairy offerings, Unilever has experimented with various bases, ultimately settling on oats after testing over 70 flavour combinations. João Piva, a flavour specialist at Unilever, explained that oats allow the brand's signature ingredients to shine while addressing concerns about texture and mouthfeel reported by consumers.

Oats have become a popular choice in the plant-based dairy market, with Mintel data indicating their use as a base ingredient in around 27% of dairy-free ice cream launches between April 2022 and March 2023. Notable examples include Oatly's Soft Serve product, which debuted last year.

Reformulating ice cream presents technical challenges, as the formulation must balance ice content for firmness while ensuring a smooth mouthfeel. Unilever aims to reduce the environmental impact of its ice cream cabinets by reformulating its products to withstand warmer temperatures, thereby cutting energy usage.

Through collaboration and patent sharing, Unilever hopes to encourage the broader ice cream industry to adopt more sustainable practices while delivering high-quality products to consumers. The new oat-based formulation will be available in Ben & Jerry's tubs and scoop shops worldwide starting in spring 2024.

Jivamrit Organic launches its new range of 62 products

Jivamrit Organic, a pioneer in the organic food sector, is poised to revolutionise the culinary scene with the introduction of its diverse product line. With aspirations to become the leading organic food producer, it offers a tantalising array of products suitable for every meal, from breakfast to dinner.

Founded and led by Mr. Mukesh Kumar, the company upholds principles of purity, sustainability, and a farm-to-table ethos. Additionally, it collaborates with Farmer Producer Organisations (FPOs), currently engaging with over 2500 farmers across 5 States, providing them employment and cultivating on 12,000 hectares of land. All products by adhere to both Indian and US Organic standards.



The product range, comprising 62 meticulously crafted organic offerings, spans essential kitchen staples, including oil, ghee, dal, and more. The company collaborates with certified Farmer Producer Organisations (FPOs), ensuring that every product reflects the commitment to sustainable farming practices and the highest quality standards.

He said, "Jivamrit Organic is not just a brand; it's a commitment to health, sustainability, and the environment. We have carefully curated a diverse range of organic products to cater to the evolving tastes and preferences of our consumers. With our diverse range of 62 products, we aim to make every meal a celebration of health and taste. We aspire to become the largest organic food producer."

One of the flagship products, the mouth-watering Kaju Katli, is set to become a household favourite. As part of their commitment to research and development, it has supplied 100 litres of fresh cow milk to IIT Roorkee, marking the beginning of a collaborative journey to explore innovative possibilities in organic dairy.

In the competitive landscape of organic products, the company stands out by providing essential ingredients to major brands like Organic India, Organic Tattva, Pure n Sure, among others. This strategic collaboration underscores the brand's credibility and dedication to promoting organic living.

The company is already planning to expand its product range, offering a broader spectrum of organic choices for health-conscious consumers. The products are readily available through various grocery outlets, making organic living accessible to all.

HyFun Foods set to make a substantial investment of Rs. 1,100 crores in Gujarat



HyFun Foods, a prominent exporter of frozen fruits and vegetables, is set to make a substantial investment of Rs. 1,100 crores in Gujarat. The investment aims to establish three cutting-edge manufacturing plants, as revealed by Mr. Haresh Karamchandani, CEO and MD of HyFun Foods. This move is driven by the escalating demand both in domestic and export markets.

The investment will be distributed across the current and upcoming financial years, with approximately Rs. 250 crores already allocated in the current fiscal year. The new plants will focus on producing frozen French fries, potato specialties like hash browns, and potato flakes.

Presently, HyFun Foods boasts a total manufacturing capacity of 150,000 tons of finished products and around 320,000 tons of processed potatoes. With the commissioning of the new plants, these figures are projected to increase significantly to 300,000 tons of finished products and the processing of 500,000 tons of raw potatoes.

The expansion also entails an increase in the manufacturing area from 20 acres to 50 acres. While currently procuring potatoes mainly from North Gujarat, the company is also exploring opportunities in Madhya Pradesh and Uttar Pradesh to enhance its procurement volumes.

HyFun Foods, which achieved a revenue milestone of over Rs 1,000 crore last year, is targeting revenues of Rs. 1,300 crores for the current fiscal year and aims to reach Rs. 2,000 crores by FY25. Additionally, the company has ambitious plans to quadruple its production and achieve revenues exceeding Rs 5,000 crore within the next five years.

In line with its India strategy, HyFun Foods aims to revolutionize kitchen experiences by offering quality and convenience through wider distribution and an expanded range of both Indian and global cuisines. The company seeks to position itself as a preferred snacking option for various customer segments, including QSRs, restaurants, hotels, and cafes.

HyFun Foods collaborates with over 6,000 farmers and anticipates procuring over 300,000 tonnes of potatoes this year. While currently 70% of its revenue comes from exports, the company foresees a shift in this ratio to a more balanced 50:50 split between exports and the domestic market over the next five years.

With exports reaching approximately 40 countries presently, HyFun Foods is poised to expand its global footprint while maintaining its status as the preferred partner for QSRs and food service establishments.

Amul Aims to Become World's Largest Dairy, Already Exporting to Nearly 50 Countries

Amul is strengthening its position as the leading dairy brand globally. With an already impressive presence in nearly 50 countries, the company's Managing Director, Mr. Jayen Mehta, unveiled plans for extensive expansion and growth.

Expanding its reach into rural areas, Amul has set a revenue target of Rs 80,000 crore by the end of this fiscal year, showcasing a robust commitment to empowering farmers and providing value-driven products to consumers. With a stronghold in the cheese market and plans for capacity enhancement, Amul is poised to reinforce its dominance.

He emphasized Amul's relentless focus on competitive pricing and robust distribution networks, especially in rural regions. The company's strategic approach includes catering to diverse consumer demands through value-for-money pricing and an array of product offerings.

The recent celebration of Amul's golden jubilee saw Prime Minister Modi express his vision for the brand to expand globally and serve as a beacon of trust and development. Mehta echoed this sentiment, highlighting Amul's deep-rooted connection with rural communities and its commitment to meeting high expectations.

Despite challenges such as fluctuating cocoa prices impacting certain product lines like chocolates, Amul remains optimistic, pledging to maintain competitive pricing while ensuring product quality and value. With a strong outlook for the future, Amul anticipates robust demand across both rural and urban markets. The company's extensive product portfolio, coupled with its efficient distribution channels and communication strategies, positions it for continued success.

As Amul marches towards its goal of becoming the world's largest dairy, Mehta expressed gratitude for the brand's widespread recognition and reiterated the company's commitment to delivering exceptional products globally.



HUL Collaborates with Tea Research Association to Combat Climate Challenges in Tea Sector



Hindustan Unilever Limited (HUL), a key player in the tea industry with brands like Brooke Bond Red Label, Taj Mahal, and Taaza, has forged a strategic alliance with the Tea Research Association (TRA) based in Tocklai, Jorhat. This partnership, aimed at addressing climate change-induced challenges in the tea sector, underscores HUL's commitment to sustainability and resilience.

Recognizing the vulnerability of tea cultivation to climate variability, including erratic rainfall and soil erosion, HUL and TRA will embark on a comprehensive 'Lifecycle Analysis' to assess the carbon footprint of Indian tea production. Leveraging this data, the collaboration seeks to develop tailored mitigation and adaptation strategies to minimize carbon impacts throughout the tea value chain.

The initiative also aims to provide policymakers with crucial insights to inform the formulation of supportive policies for transitioning to a sustainable, low-carbon production model. While climate change adaptation measures have been initiated, there remains a significant gap in addressing mitigation efforts, an aspect this partnership seeks to address. A spokesperson from HUL expressed the intent to calculate the carbon footprint for tea estates, enabling businesses to make informed decisions regarding carbon management strategies. Moreover, the initiative targets large tea estates to adopt low-carbon production methods, aligning with the preferences of environmentally conscious consumers.

The project, encompassing 19 tea estates and factories and 19 small tea growers across major tea-growing regions like Assam, West Bengal, Tamil Nadu, Kerala, and Karnataka, is poised to benefit approximately 15,000 hectares of land. Through collaborative efforts, HUL and TRA aim to foster sustainability and resilience in the tea industry, paving the way for a greener and more environmentally responsible future.

Amul set to Introduce Fresh Milk Range in the US

Amul, the Indian dairy giant, is all set to debut its fresh milk range in the United States, marking its first-ever venture outside of India. The Gujarat Cooperative Milk Marketing Federation (GCMMF) will launch four variants of Amul milk within a week, targeting the Indian diaspora and Asian communities in key US cities.



Mr. Jayen Mehta, MD expressed the significance of this milestone, highlighting Amul's longstanding history of exporting dairy products. The partnership with the 108-year-old cooperative organization, Michigan Milk Producers Association (MMPA), will facilitate the launch, with MMPA handling milk processing while GCMMF takes charge of marketing and branding.

The initial launch will include Amul Taaza, Amul Gold, Amul Shakti, and Amul Slim n Trim variants, strategically targeting metropolitan areas such as New York, New Jersey, Chicago, Washington, Dallas, and Texas. Mehta underscored the focus on non-resident Indians (NRIs) and the broader Asian demographic.

With plans to extend their product line further, GCMMF aims to introduce additional fresh milk products like paneer, curd, and buttermilk in the near future. This move aligns with GCMMF's remarkable growth trajectory, with a turnover of approximately Rs. 55,000 crores during the 2022–23 fiscal year, reflecting an impressive 18.5% increase from the previous year. Already exporting dairy products to around 50 countries, Amul's expansion into the US market signifies a significant stride towards global recognition and accessibility for its esteemed range of dairy offerings.

Mother's Recipe introduces a nostalgic treat for the summer season: Summerwala Sharbat



Mother's Recipe, the renowned Indian food brand, proudly announces the launch of its latest offering, Summerwala Sharbat. With a commitment to instilling nostalgia in its consumers, the brand aims to revive the joy of indulging in refreshing sherbets during the scorching summer months. In Indian households, the preparation of sharbat is more than just a culinary practice; it's a time-honoured tradition passed down through generations. Often shared by grandmothers who impart their special recipes, sharbat holds a significant place in familial gatherings, particularly when welcoming guests. Beyond its delicious taste, sharbat symbolizes hospitality and serves as a cultural emblem in India, fostering closer bonds within families and communities.

Understanding the importance of this cultural tradition, Mother's Recipe introduces a diverse range of five tantalizing flavours: Mango Panna, Rose Sharbat, Jeera Masala, Khus Syrup, and Lemon Ginger. As temperatures soar, staying cool and hydrated becomes paramount, and these sharbats offer a delightful solution. Additionally, ingredients like Khus, Lemon, and Rose not only refresh but also confer various health benefits, including improved digestion and cooling effects.

Served chilled and versatile in application, Summerwala Sharbat can be garnished with mint leaves, lemon slices, or transformed into exquisite mocktails or faloodas, catering to diverse preferences and occasions.

Parle Agro starts campaign to elevate moments with Appy Fizz



Parle Agro has intensified its efforts to revitalize its iconic sparkling beverage, Appy Fizz, with the launch of an electrifying 360-degree multimedia campaign. The latest advertisement promises a visually captivating experience, featuring the esteemed brand ambassador, Kriti Sanon. This campaign aims to cater to the desires of Gen-Z for heightened experiences in every facet of life.

Mr. Ankit Kapoor, Head of Marketing and International Business at Parle Agro, emphasized, I believe our brands have the power to make life enjoyable, fun, and extraordinary. Gen-Z lives by the YOLO mantra, and Appy Fizz, with its crisp, sparkling taste, embodies this spirit by showcasing how any moment can be extraordinary. He highlighted the upcoming four-month cricket season as an opportune time for enjoyment, where Appy Fizz will naturally enhance the spirit of T20 cricket celebrations. Aligning with the spirited nature of Gen Z, the brand aims to craft an experience that mirrors their zest for life, positioning Appy Fizz as the ultimate companion for elevating every moment.

Ms. Nadia Chauhan, Joint Managing Director of Parle Agro, shared the company's ambitious vision for its brands and its commitment to seizing abundant opportunities in the beverage industry. She underscored Parle Agro's track record of venturing beyond conventional boundaries, embracing innovation, and embracing disruptive ideas as integral to their growth strategy. This summer, their primary focus is on unlocking the full potential of their brands, with a special emphasis on beverages renowned for their unique positioning and aspirational appeal. Chauhan emphasized that their objective extends beyond mere product launches; they aspire to redefine the industry landscape, ushering in a new era of growth and disruption.



Tariff for Advertisement in AIFPA Monthly E-Newsletter 'Food Pro'

AIFPA brings out a Monthly E-Newsletter 'Food Pro' to provide information about current industry happenings, Govt. policy & schemes, events, new technology/product developments, regulatory matters, exports, global news, expositions, company news etc. in the food processing sector. The Newsletter is widely circulated free of cost to all related segments throughout the country, as well as to Foreign Embassies, Indian Missions Abroad, International Chambers and Institutions. **Your advertisement in the Newsletter will give you very high wide-angle visibility. All advertisements are in color as per details below.**

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