



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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28 | 29 | 30
August 2024
BEC, Mumbai

India's Leading B2B Exhibition on
Food & Beverage Trade and Retail Market

What to expect?

| | | | | |
|----------------------------|---------------------------------|---------------------------|-------------------------|------------------------------|
| 320+ Leading Exhibitors | 12,000+ sqm Exhibition Space | 25,000+ Trade Visitors | 40+ Speakers & Chefs | 5000+ Products on Display |
|----------------------------|---------------------------------|---------------------------|-------------------------|------------------------------|

Show Features

- Innovative Trends Zone
- Women Leadership in F&B Industry
- Culinary Corner
- Conferences & Seminars
- B2B Matchmaking Programme
- Start-Up pavilion

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CONTACT: +91 8828144168
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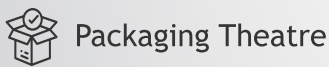
**BOMBAY EXHIBITION CENTRE,
MUMBAI, INDIA
28-30 August 2024**



EXPECT MORE THIS YEAR

| | | | |
|-----------------------------------|--|----------------------------------|--------------------------------|
| 700+ Leading Exhibitors | 25,524m² Exhibition Space | 25,000+ Trade Visitors | 30+ Eminent Speakers |
|-----------------------------------|--|----------------------------------|--------------------------------|

SHOW FEATURES



Packaging Theatre



Product launches



Intralogistics Pavilion



B2B Matchmaking
Programme



Conferences &
Seminars



International trade
delegations

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Innovative Product
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Live
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Zone

Be a part of Fi India and stay ahead with insights into emerging trends, groundbreaking innovations, and diverse market segments.

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WORLD FOOD INDIA

2024 19 to 22 September

Processing for Prosperity

PRAGATI MAIDAN, NEW DELHI

India's largest gathering of industry leaders, investors, policymakers & regulators, key executives of prominent global and domestic companies engaged in food & allied sectors, start-ups & innovators, experts.

KEY ELEMENTS

| | | | | | |
|--|--|--|---------------------------|--|----------------------------------|
| | Exhibition, Theme Pavilions | | Reverse Buyer Seller Meet | | Industry roundtable interactions |
| | Business networking through B2B/G meetings | | Food Street | | Sessions & Conferences |

WHO SHOULD ATTEND

- Companies engaged in the food processing & allied sectors
- Startups & innovators
- Exporters & importers
- Machinery manufacturers
- Retailers
- Equipment manufacturers & solution providers
- Food packaging, cold chain, logistics companies
- Government delegates & representatives
- Global food regulators
- Foreign Missions in India
- Media partners
- Financial institutions
- Academia & research institutions

FOCUS SEGMENTS

| | |
|----------------------------|------------------------------|
| Ready to Eat / Cook | Machinery & Packaging |
| Alcoholic Beverages | Pet Food |
| Poultry & Meat | Fisheries & Seafood Products |
| Beverages / Ready to Drink | Dairy |
| Fruits & Vegetables | Technology & Innovation |
| HORECA | Other allied categories |

REGISTER NOW!

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Est. 1943
ALL INDIA FOOD PROCESSORS' ASSOCIATION

Scan to know more



CONTACT DETAILS:

Exhibitor Query

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DAIRYTECH IS THE LEADING EXHIBITION IN RUSSIA, SHOWCASING EQUIPMENT, TECHNOLOGIES, AND SERVICES ACROSS THE ENTIRE VALUE CHAIN OF THE DAIRY INDUSTRY: FROM PRODUCTION, PROCESSING OF RAW MATERIALS AND DAIRY INGREDIENTS, TO PACKAGING AND TRANSPORTATION OF FINISHED PRODUCTS.



EXHIBITORS*

163 COMPANIES FROM **12** COUNTRIES



VISITORS*

3,976 INDUSTRY PROFESSIONALS FROM **23** COUNTRIES, **74** RUSSIAN REGIONS

PARTNER ASSOCIATION:
ALL INDIA FOOD
PROCESSORS' ASSOCIATION
(AIFPA)



VISITORS PRODUCT INTEREST

| | |
|--|-------------|
| EQUIPMENT AND TECHNOLOGIES FOR MILK PROCESSING | 1,906 (53%) |
| PACKAGING EQUIPMENT AND TECHNOLOGIES | 1,468 (41%) |
| MILK RECEIVING EQUIPMENT | 1,261 (35%) |
| INGREDIENTS AND STARTERS FOR DAIRY PRODUCTS, BEVERAGES | 928 (26%) |
| LABELLING EQUIPMENT | 927 (26%) |
| BOTTLING EQUIPMENT AND TECHNOLOGIES | 895 (25%) |
| FINISHED PACKAGING AND LABELLING | 890 (25%) |
| REFRIGERATION AND FREEZING EQUIPMENT | 854 (24%) |
| FOOD PROCESSING SERVICE AND ENGINEERING | 839 (23%) |
| RELATED EQUIPMENT AND PRODUCTS, COMPONENTS | 766 (21%) |
| QUALITY CONTROL EQUIPMENT | 723 (20%) |
| PROGRAMMES (SOFTWARE) AND PRODUCTION AUTOMATION TOOLS | 690 (19%) |
| CLEANING AND SANITATION EQUIPMENT | 664 (18%) |
| EQUIPMENT AND TECHNOLOGIES FOR ICE CREAM PRODUCTION | 648 (18%) |
| OTHER | 100 (3%) |

**EACH VISITOR OF YOUR STAND
AT DAIRYTECH IS A POTENTIAL BUYER***

62%

OF VISITORS COME TO SEARCH
NEW SUPPLIERS AND PARTNERS
FOR THEIR BUSINESS

72%

ARE DECISION MAKERS
RESPONSIBLE FOR
PROCUREMENT PROCESS
IN THEIR COMPANIES

66%

ARE COMPANY OWNERS,
CEOS AND SENIOR
MANAGERS

51%

ATTEND ONLY
DAIRYTECH AMONG
OTHER INDUSTRY
EXHIBITIONS

WE INVITE TO PARTICIPATE:

- MANUFACTURERS & SUPPLIERS OF EQUIPMENT FOR DAIRY MARKET,
- MANUFACTURERS & SUPPLIERS OF INGREDIENTS FOR DAIRY PRODUCTS & DRINKS,
- MANUFACTURERS & SUPPLIERS OF PACKAGING EQUIPMENT & READY PACKAGING;
- MANUFACTURERS & SUPPLIERS OF BOTTLING EQUIPMENT;
- SERVICE PROVIDERS FOR DAIRY ENTERPRISES.



SPECIAL OFFER FOR AIFPA MEMBERS:

25% DISCOUNT ON FULLY EQUIPPED STAND IN THE INDIAN PAVILION,

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- HIGHLIGHTING INDIAN PAVILION ON THE EXHIBITION FLOORPLAN
- INCLUDING INFORMATION ON PARTICIPANTS OF INDIAN PAVILION TO THE EMAILINGS TO VISITORS DATABASE (30 000+ USERS)
- POSTING INFORMATION RE PARTICIPANTS OF INDIAN PAVILION ON THE EXHIBITION WEBSITE

10-20% DISCOUNT FOR ACCOMMODATION IN 13 HOTELS IN MOSCOW.

**FOR DETAILED INFORMATION ON EXHIBITING
AT DAIRYTECH 2025 PLEASE CONTACT:**

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DAIRYTECH-EXPO.RU

*DairyTech 2024 statistics

Regulatory & Food Safety Updates

New strain of lactic acid bacterium could be promising probiotic for food & pharmaceutical industry



Scientists have uncovered a new strain of lactic acid bacterium that could be a promising candidate for broader probiotic utilisation beyond the dairy industry. The researchers from Agharkar Research Institute (ARI) Pune, an autonomous institute of the Department of Science and Technology were keen to uncover the hidden potential of *S. thermophilus* often acclaimed for its role as a starter culture in various dairy products, through a collaborative genome analysis.

A probe into the genetic makeup of strain MCC0200 revealed an arsenal of genes associated with gastrointestinal survival, intestinal adhesion, and health-promoting functionalities, painting a vivid picture of its probiotic prowess.

One of the key challenges for any probiotic is surviving the treacherous journey through the human digestive system. In vitro studies revealed that MCC0200 not only withstands the harsh conditions of the gastrointestinal tract but also exhibits remarkable resilience against gastric juices and bile acids, which are the known crucial factors in determining probiotic efficacy.

Delving deeper into its genome, the study published in the journal *Microorganisms* uncovered a repertoire of genes that can help acid tolerance and bile resistance, shedding light on the molecular mechanisms underpinning its survival strategy. They found that MCC0200 which thrives in the gut, possesses a strong affinity for intestinal surfaces, allowing it to interact with host cells. This ability to adhere to mucosal surfaces is a crucial factor in promoting gut health and immune function. They also unravelled MCC0200's ability to auto aggregate and co-aggregate with pathogenic bacteria, a trait essential for competitive exclusion and gut colonization.

Studies revealed MCC0200's antioxidative prowess, a quality that holds significant implications for gut health. With its ability to scavenge reactive oxygen species, MCC0200 emerged as a guardian of gut redox balance, offering protection against oxidative stress-induced damage. MCC0200 has also been revealed to be a nutrient powerhouse. Genome analysis uncovered the bacterium's biosynthetic capabilities, including the production of essential vitamins like folate (vitamin B9).

Folate plays a crucial role in various cellular functions, and MCC0200's ability to synthesize this vital nutrient could have far-reaching implications for human health. This revelation underscores its potential as a nutritive supplement, offering valuable vitamins to individuals deficient in these vital nutrients.

In the battle against cholesterol, MCC0200 emerges as a formidable ally. Studies demonstrated that this probiotic strain possesses the ability to assimilate cholesterol, potentially lowering serum cholesterol levels and reducing the risk of cardiovascular disease. While the exact mechanism is still under investigation, MCC0200's cholesterol-lowering properties hold promise as a functional food ingredient with cardiovascular benefits.

FSSAI Mandates Exclusive Use of Approved Test Methods for Fortificants' Testing

The Food Safety and Standards Authority of India (FSSAI) has issued a directive mandating the use of FSSAI-approved test methods for testing fortificants such as iron, vitamin B9, and vitamin B12 in fortified rice, fortified rice kernel, and vitamin-mineral premix for fortified rice kernel.

According to the recent order, all FSSAI notified food testing laboratories approved for these tests must exclusively utilize the FSSAI approved methods. These methods were originally published in orders dated September 8, 2022, November 7, 2023, and November 9, 2023.

Furthermore, laboratories currently employing Standard Operating Procedure (SOP) test methods based on FSSAI guidelines must update their accredited scope within four months from the issuance of this order to include the FSSAI-endorsed test methods. Failure to comply with these instructions will result in delisting or removal from the approved list of laboratories for testing fortificants in fortified rice and related products.

This regulatory step underscores FSSAI's commitment to ensuring the accuracy and reliability of fortificant testing across food products, aligning with stringent quality standards to safeguard public health.



New Launches

KFC Introduces K-POP: The All-New Korean Chicken Popcorn



KFC India has unveiled its latest offering, K-POP, the all-new Korean Chicken Popcorn, set to delight fans of Korean cuisine and culture. Priced at just Rs 109, K-POP is available for a limited time in select outlets in Bangalore and Mumbai.

As part of the ever-growing Korean Wave (Hallyu) influencing everything from food to fashion in India, KFC's K-POP introduces Korean flavours to the menu for the first time. This limited-time delicacy offers a tantalizing blend of classic Korean ingredients such as fiery chilli, savoury soy, and crunchy sesame, creating a unique and irresistible taste experience.

To mark the launch, KFC hosted a special event in Mumbai titled, 'Vibe By KFC: K-POP EDITION'. This exclusive, invite-only event immersed guests in Korean culture with stylized concert bands, KFC-themed lanterns, neon signs, and a Polaroid booth for creating memorable keepsakes. The evening's highlight was a noraebang (Korean karaoke) corner, where fans enjoyed singing and jamming with friends while savouring the new K-POP Chicken Popcorn.

KFC has also introduced limited-edition packaging for the K-POP Chicken Popcorn, featuring vibrant designs inspired by Korean aesthetics. The packaging showcases cherry blossoms, musical notes, guitars, buzzing disco lights, and iconic Korean architecture, embodying the lively spirit of K-Pop. KFC K-POP Korean Chicken Popcorn is available in various sizes and will be offered for a limited period exclusively in Bangalore and Mumbai. This special launch celebrates the fusion of KFC's classic flavours with a Korean twist, bringing a taste of Seoul to India.

Chamraj Tea Estate launches new Nilgiri tea blends

Chamraj, the premium Nilgiri tea brand from United Nilgiri Tea Estates & Company Limited, established in 1922, has announced the launch of its 'Master Blend' and two new variants under its popular CTC brand, 'Master Blend CTC Tea'. Tea enthusiasts can now enjoy the new 'Master Blend Ginger' and 'Master Blend Lemon' flavours.

The new Master Blend CTC tea is crafted to cater to the widespread palates of tea lovers across the nation. This blend is robust and rich, complementing both milk and sugar perfectly. Master Blend CTC is available in packet size of 500gm, 250gm.



The 'Master Blend Ginger' variant introduces a bold and spicy ginger flavour, a timeless addition to tea known for its numerous health benefits. Master Blend Ginger is available in packet size of 250 gm. The 'Master Blend Lemon' variant offers a unique taste experience, merging the zest of fresh lemons with high-quality tea. Each sip provides a revitalising burst of citrus flavour. Master Blend Lemon is available in packet size of 250 gm.

It is a single-estate Orthodox Tea, Broken Orange Pekoe is renowned for its superior quality and aromatic richness. This tea offers a complex, full-bodied flavour that pairs well with milk and sugar, preserving the authentic taste. With its updated packaging, the brand aims to revive the tradition of drinking orthodox tea among Indian tea consumers. The Chamraj Orthodox Tea remains one of the estate's best-selling products and has garnered numerous accolades in the tea industry.

Mr. Shilajit Roy Choudhury, Vice President at The United Nilgiri Tea Estates Company Limited, said, Chamraj Tea Estate has always been dedicated to bringing the finest Nilgiri teas to our customers. Our new Master Blend variants, Ginger and Lemon, are a testament to our commitment to quality and innovation.

Suzuki and Banas Dairy ink MoU for biogas plant in Gujarat

Suzuki Motor Corporation (Suzuki) has concluded a three-party MoU for the basic agreement between Suzuki R&D Centre India, a wholly-owned subsidiary of Suzuki in India, National Dairy Development Board (NDDDB), and Banas Dairy to set up fifth biogas production plant in Gujarat. This also extends to promoting rural mobility service utilising biogas. The ceremony was held on July 26, 2024, at the Banas Dairy Sanadar plant in Banaskantha, and approximately 2,500 dairy farmers from the nearby farms also attended.



The three parties are working towards setting up four biogas production plants at Tharad in Banaskantha district. The project involves making fuel for automobiles by refining methane from biogas.

The rural mobility service aims to provide opportunities for clean and affordable transportation in rural areas by utilising biogas fuel for Maruti Suzuki's CNG vehicles. The service will initially start within the district.

Voyage Foods Introduces “Bean-Free Coffee” in B2B Channels



Voyage Foods, a dynamic American-based startup in the Bay Area, has launched its innovative ‘Bean-Free Coffee’, crafted from chickpeas and rice hulls, targeting wholesale customers within the foodservice and food manufacturing sectors. Backed by substantial venture capital and headquartered in Oakland, the company's strategic focus on price stability is particularly timely, given the current volatility in traditional coffee markets, where commodity prices are notably high.

In a bold move, Voyage Foods positions its bean-free coffee as more than 40% cheaper than conventional coffee, promising enhanced profitability for coffee manufacturers. This initiative comes against the backdrop of recent challenges in the coffee industry, marked by significant price fluctuations following historic lows less than a decade ago.

The market introduction of bean-free coffee underscores Voyage Foods' commitment to providing a sustainable, economically viable alternative to traditional coffee. The product joins a select group of well-funded brands innovating in the coffee-free space, aiming to replicate the caffeine content, flavors, and sensory experiences of coffee using natural ingredients. Notably, Seattle-based Atomo stands as a key competitor, having recently secured a partnership with New York's esteemed coffee chain, Bluestone Lane.

Alongside its novel coffee offering, Voyage Foods complements its lineup with two nut-free spreads designed to mimic peanut and hazelnut spreads, along with a cocoa-free chocolate product. In clarifying its market strategy, Voyage Foods emphasized that it is not targeting the specialty coffee segment. Instead, the company aims to meet broader industry needs by providing an environmentally friendly and ethically sourced alternative to commodity coffee, aligning with evolving consumer preferences and sustainability goals.

Mr. Adam Maxwell, CEO and Founder of Voyage Foods, affirmed, In today's complex coffee market dynamics, food and beverage suppliers seek stability in supply chains and are committed to achieving their triple bottom line of people, planet, and profit. While premium, fair-trade, single-origin coffee remains valued, our focus is on making a substantial impact with our eco-friendlier coffee alternative.

Nestlé Introduces Technology to Cut Fat in Dairy Ingredients

As consumers increasingly demand healthier products, Nestlé has been actively improving the ingredients in its offerings. However, the company remains cautious about altering the taste that consumers expect, as this could deter them from purchasing the product.

But now Nestlé has unveiled a groundbreaking technology that reduces the fat content in milk powder by up to 60% without compromising on quality, taste, or texture, the company announced in a press release.

The innovative process, based on the binding of larger milk protein clusters known as aggregates during the manufacturing of milk powders, allows Nestlé to produce protein aggregates large enough to replicate the size of fat droplets, ensuring a creamy mouthfeel without any sandiness.

This development is part of Nestlé's broader strategy to enhance the nutritional value, affordability, and sustainability of its products. The company has also been working on reducing added sugars, sodium, and saturated fats while maintaining the desired taste and texture.

Currently, the new technology is being applied to Ninho Adulto, a popular milk powder in Brazil. Nestlé plans to extend this innovation to other dairy products in its portfolio and expand its use globally.

In 2023, Nestlé introduced a “breakthrough” sugar reduction technology for various product categories. This followed the company's earlier effort to reduce sugar in its products, which included the launch and subsequent discontinuation of the Milkybar Wowsomes lower-sugar chocolate bar in the U.K. and Ireland.

Facing pressure to improve the nutritional profiles of their offerings, food manufacturers like Nestlé are striving to meet consumer demand for healthier options. Nestlé aims to increase sales of more nutritious products by 50% by 2030. According to its 2023 annual report, 38% of Nestlé's net sales (excluding pet care and specialized nutrition) came from products considered healthy.



LT Foods expands footprints to UK to tap £1 bn rice & rice-based food market



LT Foods, the more than 70-year-old Indian-origin global FMCG Company in the consumer food space, has inaugurated a new state-of-the-art facility in United Kingdom.

With this new facility, LT Foods is set to revolutionise the rice market in UK and meet the growing demand for authentic and premium rice and rice-based food products. To ensure consumers experience the finest quality of rice and rice-based food products from the trusted brands of LT Foods, the facility will house the latest technology and state-of-the-art infrastructure.

Located in Harlow, the new facility is spread over an area of an impressive 100,000 square feet. This location offers strategic advantages, allowing LT Foods to efficiently serve UK market. To provide a diverse range of options to meet varying consumer demands, the facility will offer both branded and private-label products.

The rice and rice-based food market in UK is worth around £ 1 billion. To tap this opportunity, LT Foods has made an initial investment of £ 7 million in this new facility with a commitment of further investment upto £ 50 million in the coming years. The company is expecting annual revenue to the tune of £ 50 million over the next 2 years, with a targeted £ 100 million within the next 5 years. The company will also provide employment opportunities to local talent.

The company has already partnered with 4 leading retailers in UK with plans to further scale this up. Moreover, the facility boasts a production capacity of 60,000 tonnes of rice per annum, setting the stage for substantial growth in the coming years.

Mr. Vijay Arora, chairman & managing director, LT Foods, said, “We are very excited about our newest cutting-edge facility in the U.K. It is an important market for our future growth as we intend to make deep inroads in this market. LT Foods long-term goals include solidifying its market presence in the UK, becoming a leader in the rice and rice-based food segment, and continually innovating to meet the evolving demands of consumers. This new facility is a critical step in achieving these objectives and furthering LT Foods' mission of delivering high-quality rice products to global consumers.”

Mr. Ashwani Arora, Managing Director & CEO, LT Foods, said, our stakeholders have always been at the heart of our success. By expanding into the U.K., we aim to bring our high-quality offerings closer to consumers while ensuring that we continue to provide exceptional value to our stakeholders.

The U.K. presents a unique opportunity for us to expand our market reach and cater to a diverse consumer base. This new facility is a testament to our strategic vision and our ability to adapt and grow in dynamic markets. With this new facility, we are confident that we will be able to enhance our market presence, drive growth, and deliver sustained value to all our stakeholders.

Government to Establish E-commerce Export Hubs for MSMEs

Finance Minister, Smt. Nirmala Sitharaman announced the establishment of e-commerce export hubs to facilitate international market access for micro, small, and medium enterprises (MSMEs) and traditional artisans. These hubs will be developed through public-private partnerships, as revealed during the presentation of the Union Budget 2024-25.

Focus on e-commerce hubs will help the D2C ecosystem, including small vendors and aggregators, to bring in greater efficiency in their operations and improve accessibility to markets, including exports, said Sh. Anand Ramanathan, partner and consumer products and retail sector leader at Deloitte India.



The budget also introduced several measures to support the MSME and services sectors. One key initiative is the reduction of the turnover threshold for mandatory onboarding on the TReDS platform from Rs 500 crore to Rs 250 crore, aimed at helping MSMEs. Additionally, the Small Industries Development Bank of India (SIDBI) will open 24 new branches to serve MSME clusters.

She also announced a Rs 2.66 lakh crore allocation for rural development and a credit guarantee scheme for MSMEs to facilitate term loans without collateral or third-party guarantees. Moreover, a saturation drive will be launched under the Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PM JANMAN).

Tyson Demo Day puts supply chain innovators on centre stage



Tyson Ventures, the venture capital arm of Tyson Foods, hosted its third annual pitch event, which aims to position the company as the strategic partner of choice for the most promising innovators working towards a better food system. Twelve companies pitched their supply chain-related innovations to a group of Tyson Foods senior leaders and team members as part of Tyson Demo Day 2024.

Tyson Demo Day encouraged innovators and entrepreneurs worldwide to apply with breakthrough solutions that can help Tyson Foods foster more sustainable practices, enhance transparency, create new efficiencies and ensure the highest standards of quality across the unique protein supply chain. Transformational solutions come from all over, and to see so much strategic potential in one place was inspiring, said Mr. Heidi Solomon, Vice President of global strategy for Tyson Foods. When protein supply chains become more efficient, we can all do more to feed the world like family and fulfil our corporate mission. The global reach and scale of Tyson Foods can help these companies apply their groundbreaking solutions to make a difference.

Each year, Tyson Demo Day centres on a critical industry segment. For 2024, Tyson Ventures sought out innovative startups that have the potential to revolutionise the supply chain. The participating companies, which represent seven U.S. states, Canada and the United Kingdom, pitched their disruptive business solutions at Tyson Foods world headquarters on July 17. Their solutions targeted supply chain challenges from many different angles using technologies that include software, artificial intelligence, cold chain management, recyclable materials, freezing technology, monitoring, cloud platforms and fleet management.



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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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