



Issue No. 162  
December-2023

# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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## AIFPA'S PARTICIPATION IN VARIOUS EVENTS

### AIFPA's Virtual Meeting with the International Fruit & Vegetable Juice Association (IFU)

A virtual meeting was held on November 16, 2023, between AIFPA and IFU to explore potential collaboration for the upcoming Fruit & Vegetable Juice Conference scheduled to be held in **Bengaluru from May 27<sup>th</sup> to 30<sup>th</sup>, 2024**. The meeting also aimed to foster sustained relations between the two Associations.

Key representatives who attended the meeting were:

(i) Ms. Tatiana de Paula Campos, Executive Director, IFU, (ii) Ms. Aintzane Esturo, Technical Director, IFU, (iii) Dr. Raghav Jadli, President, AIFPA, (iv) Dr. Subodh Jindal, Immediate Past President, AIFPA, (v) Mr. Mohit Chaudhary, Deputy Secretary, AIFPA and (vi) Ms. Aprajita Bhardwaj, Global Communications Executive, AIFPA

The meeting commenced with brief introductions about the Associations. Ms. Tatiana emphasized the benefits for AIFPA Members, highlighting the opportunity to enhance India's presence in the global juice community. She also mentioned that IFU provides services including legislation, methods of analysis, marketing, and science & technology to its members.

Ms. Aintzane expressed that IFU is eyeing other sectors as well, such as dairy & marmalade, where juice serves as a crucial raw material. Therefore, they recognize AIFPA as an ideal platform for synergy in this regard.

Ms. Tatiana proposed collaborative efforts in promoting the Bengaluru Conference inviting participants from various sectors, including juice bottlers, laboratories, universities, R&D institutions and machinery suppliers.

The meeting concluded with a mutual agreement on collaboration and plans for a follow-up on the plan in the month of December.

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Mr. Kajal Debnath, North Zone Chairman, AIFPA met Dr. Tara Satyavathi, Director, Indian Institute of Millet Research, Hyderabad



Dr. Raghav Jadli, President, AIFPA had a courtesy meeting with Mr. Abhishek Dev, Chairman, APEDA



Dr. Prabodh Halde, West Zone Chairman, AIFPA participated at the Food Processing Conference during Agro Vision event at Nagpur



Hon'ble Prime Minister, Shri. Narendra Modi visited the stall of Parvata Foods, Member AIFPA during World Food India-2023 exhibition

38<sup>th</sup>

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## Regulatory & Food Safety Updates

### FSSAI issues guidelines for sampling of Fortified Rice, FRK, VMP for FRK



FSSAI has issued guidelines for sampling of fortified rice (FR), fortified rice kernels (FRK) and vitamin mineral premix for FRK, as approved by the Scientific Panel on Sampling.

The food authority's order says that these guidelines may be implemented either by Government food control authorities or by professionals themselves (in form of self-inspection) and will act as a supplementary document in addition to the prevailing FSS Act, rules and regulations. According to FSSAI, the guidelines will ensure drawal of representative samples by enforcing officials.

The prescribed methods of sampling are designed to ensure that fair and valid sampling procedures are used, when FRK, FR & VMP for FRK are being tested for compliance with a particular commodity standard.

The guidelines are applicable for the determination of heterogeneously distributed fortificants, undesirable substances, contaminants and parameters usually homogeneously distributed as those used to assess quality or compliance with specification. The guidelines also define and prescribe sampling methods for primary, bulk, laboratory, random, homogenization, legal and surveillance samples.

### With food waste reduction, Japan feels it is 'near' to meeting awareness and action targets, according to Govt. data



According to new Japanese government data, the country is on the verge of meeting its aim of having 80% of the population simultaneously aware of and taking action against food waste. In an effort to prevent unspoiled food from going to waste, Japan introduced the local Act on Promotion of Food Loss and Waste Reduction in 2019. Public and private industry campaigns and policies focused on foods such as sushi rolls, as well as expiry date labelling standards. One of the government's numerous attempts has been to reach the national aim of 80% of the Japanese public being aware of and taking meaningful steps to decrease food waste and loss.

Earlier this year, we conducted the second Consumer Lifestyle and Awareness Survey among 5,000 men and women aged 15 and up in Japan, with questions focused on food loss and waste, the local Consumer Affairs Agency (CAA) stated in an official statement. We discovered that 76.7% of participants are actively reducing food waste and loss after

tallying the percentage of consumers who responded that they are aware of the issue and are taking steps to reduce it.

This is in line with the government's goal to have 80% of all consumers aware of and taking action to address the food waste issue by 2025. When questioned exclusively about their awareness of this issue, 25.6% of all respondents claimed to be extremely educated about Japan's food waste crisis, while 55.2% claimed to have some understanding of it. When age groups were examined, it was discovered that individuals aged 70 and above exhibited the highest levels of awareness, with a total of 90.7% possessing some or a significant amount of knowledge regarding food waste, as highlighted by the United States Department of Agriculture (USDA) in their report.

Consumers in their twenties, on the other hand, had the lowest degree of awareness, with only 69.2% claiming some level of understanding. This shows that more focused educational initiatives in this age range may be required. On the plus side, 83.9% of consumers aged 10 to 20 years are aware of food waste, demonstrating a promising understanding of food waste in this generation.

Improvements in awareness of best-before and expiry dates for food goods appear to be needed since 22.9% of respondents claimed they had little to no comprehension of the changes and their significance. There is also a need in Japan to encourage increased surplus food donations by consumers to prevent food waste, but there still remain concerns especially revolving around food safety, she said.

In the current survey, a notable 36.2% of respondents explicitly expressed their reluctance to donate surplus food, even with the presence of conveniently placed collection boxes at supermarkets and local government facilities. Additionally, concerns related to food safety serve as a significant deterrent for consumers, with 36.1% of respondents perceiving it as 'unavoidable' for establishments to restrict takeout services due to the potential risks of incidents like food poisoning. This underscores the impact of both personal preferences and safety apprehensions on the willingness of individuals to engage in initiatives aimed at food donation and return of unfinished restaurant meals.

**Best-before dates:** As per the Japanese government's public relations office, the recorded local food loss and waste in Japan reached approximately 5.2 million tons in the year 2020. In response to this issue, the government is actively involved in initiatives aimed at enhancing consumer awareness regarding best-before dates. The focus is on educating the public about when food products remain safe for consumption and when they should be discarded, with the ultimate goal of minimizing waste arising from uncertainties related to product freshness and safety. The agency clarified, the best-before date does not signify that the food becomes inedible after this date; instead, it indicates the period during which the product is expected to be at its best in terms of taste and quality. It is the date until which the anticipated quality of the product is likely to be maintained if stored according to the specified conditions. However, it is crucial to understand that the food does not become unfit for consumption after this designated date.

### **U.P. bans halal certified products, export goods to be exempted**



The Uttar Pradesh government banned production, storage, distribution and sale of halal certified products in the state with immediate effect. However, export products have been kept out of the purview of this ban.

Ms. Anita Singh, Commissioner and Additional Chief Secretary, Food Safety and Drug Administration (FSDA), Uttar Pradesh, issued a notification in this context.

The ban is a sequel to an FIR being registered at Hazratganj police station in the state capital against four organizations, production companies, their owners and managers as well as other unidentified people for unnecessarily extorting money in the name of halal certification and promoting enmity in the name of religion and also funding different anti-national, separatist and terror organizations. Those made accused in the FIR include Halal India Pvt Ltd of Chennai, Jamiat Ulama Hind Halal Trust of Delhi, Halal Counselling of India and Jamiat Ulama of Mumbai, Maharashtra as well as some unidentified people.

Strict legal action will be taken against an individual or firm engaged in the production, storage, distribution, buying and selling of halal certified medicines, medical devices and cosmetics within Uttar Pradesh, said the state government. The halal certification is operating as a parallel system and it creates confusion regarding food quality, violating government rules in this regard, it said.

The government has taken a serious note of products such as dairy items, sugar, bakery products, peppermint oil, beverages, edible oils, some medicines, medical devices and cosmetic products being labelled with halal certificates. The state government has banned production, storage, distribution and sale of halal certified products in the state with immediate effect. Only export products will be exempted from this ban, said FSDA Commissioner, Ms. Anita Singh.

Elaborating on the issue, she said; earlier, halal certification was only confined to meat products. But today all types of products like oil, sugar, toothpaste and spices are being issued halal certificates. The state government pointed out that all acts related with certification of food products were scrapped and Food Safety and Standards Authority of India (FSSAI) was introduced as the sole body to issue certificates for edible products.

Except the FSSAI, no agency or body can issue certificates to products. Earlier, halal certificates were confined to meat products. But today they are being issued to all kinds of products such as toothpaste, sugar and oil to name a few, said Singh.

### **FSSAI and Central Armed Police Forces to sign Mou for promotion of millet**



Sh. Sudhansh Pant, Secretary of the Union Ministry of Health and Family Welfare and Chairperson, FSSAI, said that there is a need to emphasise preventive health care in the country and for this, necessary changes in the diet should be made is most essential. Pant described Sri Anna as a good alternative. He advised that it would be a good initiative to have some shops offering Shree Anna-based dishes in the healthy and hygienic food streets which are being upgraded across the country by the MoHFW. Sudhansh Pant, Secretary, MoHFW and Chairperson, FSSAI, termed the growing awareness about Shri Anna in the country as the Shri Anna revolution and called upon everyone to make their contribution to this revolution.

Mentioning the MoU signed between the FSSAI and the Ministry of Defense, Pant said that just as healthy recipes have been prepared for the brave soldiers protecting the country, similarly, MoU may be signed with other ministries and Central Armed Police Forces. Through this, Shree Anna-based food can be introduced to the plates of more and more people. He said that people can be made aware of the health and nutritional benefits of Shree Anna through other means.



## New Launches

### Emami Ventures into Juice Category with 'AloFruT' through Stake Acquisition in Axiom Ayurveda



Emami, a leading Indian consumer goods company, has entered the juice category by acquiring a 26% equity stake in Axiom Ayurveda and its subsidiaries/associates. The financial details of the deal remain undisclosed.

Axiom Ayurveda is recognized for its presence in the Ayurvedic healthcare juice segment, notably with the “Jeevan Ras” brand. The company also markets a range of beverage products under the well-known brand name “AloFruT.”

AloFruT juices are renowned for their diverse and unique flavors. While AloFruT forms a significant part of Axiom Ayurveda's core business, the company extends its product offerings to include carbonated beverages, mocktails, and energy drinks. Moreover, it has a strong presence in the Ayurvedic healthcare juice segment through the “Jeevan Ras” brand. Axiom Ayurveda operates its own manufacturing facility in Ambala, Haryana, and is currently in the process of setting up a fully automated, state-of-the-art facility in Jammu (Kathua) with an investment of Rs. 160 crore. AloFruT has successfully established itself across various market channels, including General Trade, Government Institutions, Modern Trade, and E-Commerce platforms.

Mr. Harsha V Agarwal, Vice Chairman and Managing Director of Emami, expressed his excitement about the strategic partnership, stating, “We are delighted to announce our partnership with Axiom Ayurveda through a strategic investment in equity. This marks our entry into the juice category with 'AloFruT.' With health and wellness being the buzzword for consumers today, we see tremendous potential in the segment.” He further highlighted the uniqueness of AloFruT beverages, which incorporate Aloe pulp into fruit juice, offering a blend of taste and health. Agarwal added, We look forward to adding meaningful value to the brand.

Mr. Rishabh Gupta, Founder of Axiom Ayurveda, commented on the development, acknowledging the shifting consumer preference towards healthier alternatives with an emphasis on taste. We strongly believe in the potential that our brand has to offer. He expressed enthusiasm about Emami joining as a strategic partner and shared a vision to position AloFruT as a leading brand in the industry.

Emami's foray into the juice category aligns with its corporate growth strategy of investing in categories or brands that complement its existing business while offering substantial growth potential. The move reflects Emami's commitment to meeting evolving consumer demands for health-conscious and flavorful beverage options.

### MAGGI unleashes potential of millets with new 'MAGGI Oats Noodles with Millet Magic'



Nestlé India has added a new offering to their Millet-based product portfolio with the launch of MAGGI Oats Noodles with Millet Magic under the MAGGI Oats Noodles sub-brand. Consumed by nearly two-thirds of Indian households, MAGGI noodles can contribute positively to making millets mainstream in India.

The new product combines Sorghum (Jowar) and Finger Millet (Ragi), along with goodness-filled oats. MAGGI has taken the flavorful Masala direction to make millets enjoyable and elevate the experience.

Commenting on the launch, Mr. Rajat Jain, Director – Foods Business, Nestlé India, said, we are excited to introduce the new MAGGI Oats Noodles with Millet Magic with goodness of millets. This launch aligns with MAGGI's commitment to provide consumers diverse options by recalibrating innovations. With this new product, we have combined oats with Indian millet to offer consumers a product that is a source of fiber and protein. Over the four decades of our existence in India, we have received immense love

from our consumers. We are confident that our consumers will receive the MAGGI Oats Noodles with Millet Magic with equal love and enthusiasm.

The MAGGI Oats Noodles with Millet Magic is part of Nestlé India's new millet-based offerings across categories. Nestlé R&D Centre India Private Limited, Manesar (a subsidiary of Nestlé S.A and a component of Nestlé's global R&D network) signed an MOU with Nutrihub-IIMR to collaborate in areas such as millet processing, health and nutrition benefits, millet sustainable regenerative agriculture practices and start-up collaborations. Coming from the house of MAGGI, consumers can be assured of great taste, with a tastemaker combining 20 spices & herbs.

MAGGI Oats Noodles with Millet Magic will be available at significant metros and priced at INR 175 for a pack of 4 servings (298 g).

### PepsiCo to Reduce Sodium and Enhance Ingredient Diversity in the Global Snack Portfolio



PepsiCo aims to achieve at least 75% compliance with global sodium targets in its convenient foods' portfolio by 2030, as part of its Pep+ program. The company pledges to incorporate more diverse and nutritious ingredients, such as legumes, whole grains, plant-based proteins, fruits and vegetables, nuts, and seeds, to foster a nutritionally varied diet. These commitments align with PepsiCo's broader Pep+ initiative, initiated in 2021, which focuses on creating a positive impact on the environment, supply chain, and nutritional quality of its products.

PepsiCo's snacking division, dominated by Frito-Lay and Quaker Oats, holds significant financial weight, contributing over \$26 billion in North American sales during the 2022 fiscal year. This segment represents nearly a third of the company's substantial \$86 billion in global sales, with consumers reportedly consuming PepsiCo food and beverage products over 1 billion times daily.

As consumer priorities shift towards healthier eating and greater environmental awareness, FMCG's manufacturers, like PepsiCo, are compelled to revamp their product offerings. Despite the challenges of altering well-established products, companies set long-term targets to navigate the complexities of taste, texture, manufacturing processes, and sourcing considerations.

Mr. René Lammers, Executive Vice President and Chief Science Officer for PepsiCo, emphasized the company's commitment to constant innovation, stating, "We are in a constant cycle of innovation to reimagine the foods we make and how we make them so we can bring better choices to our consumers without ever compromising on taste."

The reduction of sodium is a focal point, with PepsiCo's new goal being 15% to 30% lower than the current target for key convenient food categories, following guidance from public health experts, including the World Health Organization. The company aims for a 15% sodium reduction in its U.S. Lay's Classic Potato Chips, resulting in a sodium level of 140 milligrams per 28-gram serving.

Mr. Mustafa Shamseldin, Category Growth Officer and Chief Marketing Officer for International Foods at PepsiCo, emphasized the positive impact of reducing salt in their foods, stating it is "the right thing to do" and has been beneficial for their business.

PepsiCo, already known for incorporating better-for-you ingredients, plans to diversify its ingredient mix further, aiming to reach 145 billion portions of diverse ingredients annually in its global convenient foods' portfolio by 2030. Each portion is anticipated to provide approximately 10% of the suggested daily amount of a diverse ingredient.

The Frito-Lay division has previously introduced healthier versions of popular brands, limiting sodium and saturated fat while adding more fibre, whole grains, vegetables, and protein. Affected brands include Fritos, Cheetos, Doritos, Tostitos, Lay's, Ruffles, and Rold Gold.

### The Brooklyn Creamery Sweetens Success in Middle East with Healthier Options and Unique Flavours



India's The Brooklyn Creamery is making significant strides in the Middle East by aligning its offerings with the preferences and eating habits of consumers in the region, focusing on healthier choices and inventive flavours. Acquired by Graviss Good Foods in 2019, the brand transitioned into a better-for-you ice cream label, gaining a substantial online presence in India during the pandemic before expanding into the Middle East. The Brooklyn Creamery offers a diverse product line-up, including single-portion cups, bonbons, chocolate-coated bars, fresh fruit popsicles, and more.

Mr. Romil Ratra, CEO emphasized the importance of understanding diverse buying behaviours and product preferences in the Middle East market. The brand's best-sellers in the region are chocolate-coated bars and bonbons. Ratra revealed plans to introduce a special version and a Christmas edition of bonbons to cater specifically to the Middle East market. Currently available in Dubai, Abu Dhabi, Kuwait, and Riyadh, The Brooklyn Creamery aims to enter at least three more Middle East markets by April. The brand has also expanded to Mauritius and the Maldives, with plans for further growth in South East Asia. He highlighted that the Middle East market appreciates classic flavours like chocolate, strawberry, and vanilla, but there's openness among consumers, especially those aged 18 to 28, to experiment with new and exotic flavours. The brand's success in the region has boosted its confidence to continually expand its product range.

Recognizing the growing health-conscious consumer base in the Middle East, The Brooklyn Creamery has introduced keto, vegan, low-calorie, and high-protein products. Ratra emphasized the brand's commitment to taste, with products free from added sugar or sugar substitutes, aligning with the demand for cleaner and healthier food choices.

## Camel Milk Gains Momentum Amidst Soaring Demand for Functional Ingredients



Camel milk is emerging as a sought-after ingredient in response to rising consumer demand for food products with perceived health benefits, reveals a recent report from market research firm Fact.MR.

Product sales of camel milk are currently valued at \$1.34 billion and are projected to experience a compound annual growth rate of 4.1% through 2032 as consumers increasingly turn to alternatives boasting digestive and nutritional advantages. The report attributes the surge in popularity to the milk's digestive properties, particularly appealing to those following lactose-intolerant diets, and its superior nutritional profile compared to cow's milk.

As plant-based milk alternatives reshaped the dairy landscape, camel milk is now poised to carve its niche in the market. Plant-based milks, representing 14% of the category in 2020, had previously posed a threat to traditional dairy, with a 19% sales growth in 2019 while dairy milk sales remained stagnant. There are nutritional disparities between plant-based milks and dairy, with many lacking essential components such as protein, vitamin D, and calcium. Camel milk, identified as a potential competitor to plant-based options, boasts superior nutritional properties and ease of digestion and is being embraced as a natural probiotic.

With a focus on offering whole ingredients, consumer preferences in 2023 are shifting towards products with nutritional value. Camel milk, rich in antioxidants, nutrients like Vitamin A, and essential ingredients, aligns with this trend, contributing to the market's remarkable growth. Despite the positive trajectory, the camel milk market faces a challenge comparable to the plant-based segment—price. The report indicates that camel milk is approximately 7-8 times more expensive than cow's milk. However, experts suggest that targeted education and heightened awareness among the “high-end” consumer demographic could facilitate wider adoption.

To enhance the product's visibility, camel milk producers are employing innovative strategies, including positioning it within the beauty category. By incorporating camel milk into body lotions, hand creams, shampoos, and other luxury products, producers aim to increase consumer awareness of its unique health benefits.

### 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 colour as per details below.

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