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# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

**HAPPY**  
**NEW YEAR**  
**2024**

**May the new year bring you abundant blessings, good health, and prosperity.**



## AIFPA'S PARTICIPATION IN VARIOUS EVENTS

### PM Inaugurates 'Uttarakhand Global Investors Summit-2023'



Dr. Raghav Jadli, President, All India Food Processors' Association (AIFPA) & Director, Jadli Foods (India) Pvt. Ltd. on behalf of AIFPA participated in the **Uttarakhand Global Investors Summit 2023** which was inaugurated by Hon'ble Prime Minister, Sh. Narendra Modi being held at Forest Research Institute, Dehradun, Uttarakhand on 8<sup>th</sup> Dec, 2023. Prime Minister Modi also launched a book *Sashakt Uttarakhand* and the brand House of Himalayas. The theme of the Summit was '**Peace to Prosperity**'.

Sh. Sanjiv Puri, Managing Director of ITC, recalling the success of the G20 Summit, praised the Prime Minister's global statesmanship and his advocacy for the cause of the Global South. He said that a slew of purposeful policy initiatives in the last few years has placed India favourably in a world faced with multi-dimensional challenges.

Addressing the gathering, the Prime Minister expressed his happiness for being in Devbhoomi Uttarakhand and remembered his utterance about the third decade of the century being the decade of Uttarakhand. Shri Modi said that it is a matter of satisfaction that the statement is being realized on the ground.

The Prime Minister said that there is a need to come out of the mentality of cheap exports and prioritizing capacity building. He mentioned a Rs.15 lakh crore import bill for petroleum and a Rs.4 lakh crore import bill for coal. He elaborated on the efforts to reduce the import of pulses and oilseeds as even today India imports 15 thousand crore worth of

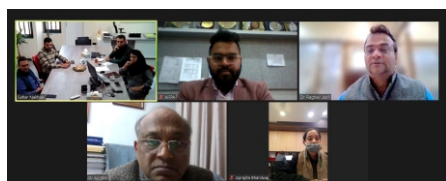
pulses. He cautioned against packaged food in the name of nutrition while India is so rich in nutritious food like millets. He highlighted the possibilities of Ayush-related organic food and the opportunities that they provide for the farmers and entrepreneurs of the state. Even in packaged food, he asked the gathering to help the local product to access global markets.

Concluding the address, the Prime Minister remarked that the present is an unprecedented time for India, its companies and its investors. "India is going to become the third largest economy in the world in the next few years", he stated as he credited the combination of stable government, a supportive policy system, mentality of reform and transform and confidence in development. "This is the time, the right time. This is India's time", the Prime Minister said as he appealed to the investors to walk with Uttarakhand and participate in its development journey.

### Virtual Meeting between AIFPA and IPA to Explore Collaborations



A virtual meeting took place between the **AIFPA** and **Iran Pistachio Association (IPA)** on December 6<sup>th</sup>, 2023 to explore potential collaborations for trade & business opportunities between the two associations. The key attendees in the meeting from IPA were Mr. Mehrdad Agah, Member of Board of Trustees, Ms. Sahar Nakhaei, International Relations Coordinator; and from AIFPA were Dr. Raghav Jadli, President, Dr. Subodh Jindal, Immediate Past President, Mr. Mohit Chaudhary, Deputy Secretary and Ms. Aprajita Bhardwaj, Global Communications Executive.



**IPA** was established in 2007 to bring together the various sectors of the pistachio industry (growers, processors, service providers, and exporters) to further their interests. The Iranian pistachio industry, consisting of a large number of privately owned businesses, always lacked a powerful collective voice. In the absence of this collective voice, the fate of the industry was in the hands of well-meaning bureaucrats. The incentive to set up a non-profit private organization to address the problems facing the industry and to further its general good grew gradually among some forward-thinking

figures in the Iranian pistachio industry.

The principal objectives of IPA, above and beyond establishing itself as a representative and think-tank of the Iranian pistachio industry, were to diagnose diverse problems and complications that afflict the industry and offer expert advice and guidance to members as well as the well-meaning government entities that, in Iran, set economic policies and export procedures. IPA's scope of activities embraces the promotion of Good Agricultural Practices (GAP) in orchards, Good Manufacturing Practices (GMP) in processing plants, storing facilities and during transportation, the extension of credit facilities for traders and the promotion and expansion of exports by helping to channel government support along lines that best suit the industry.

During the meeting, IPA conveyed that Iran ranks 2<sup>nd</sup> globally in both pistachio exports & production and eyes India as a potential market for their products. They emphasized the diversity of Iranian pistachios in terms of size, taste, color and kernel, further highlighting the special variety of **Ahmad Aghaei** of substantial commercial significance. In addition, there is a notable demand for pistachio by-products, such as pistachio oil (used in salad dressing and cosmetics) and green pistachio kernels, in Europe & Japan for traditional foods and expressed interest in expanding IPA's product line in India. The main focus of discussion was to organise awareness programs & conferences in India, under the aegis of AIFPA, to establish direct connections with Indian food industries. IPA also sought assistance in reducing import duties on pistachios.

The meeting concluded with a mutual agreement to collaborate further and schedule another meeting in the future.



**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.

PARTNER: ALL INDIA FOOD PROCESSORS' ASSOCIATION (AIFPA)



**EXHIBITORS\***  
**144** COMPANIES FROM **12** COUNTRIES



**VISITORS\***  
**4300+** INDUSTRY PROFESSIONALS FROM **21** COUNTRIES, **75** RUSSIAN REGIONS



**PRODUCTS OF VISITORS' INTEREST\***

DAIRY PROCESSING EQUIPMENT	PACKAGING AND PACKAGING MACHINES	BUTTER MAKING TECHNOLOGIES AND EQUIPMENT	STARTER CULTURES AND INGREDIENTS	LABORATORY EQUIPMENT	CONSTRUCTION AND DESIGN OF FOOD PRODUCTION BUILDINGS	EQUIPMENT AND TECHNOLOGIES FOR ICE CREAM PRODUCTION						
2,756 (63%)	1,677 (39%)	1,646 (38%)	1,400 (32%)	1,176 (27%)	1,102 (25%)	1,016 (23%)	819 (19%)	725 (17%)	695 (16%)	680 (16%)	670 (15%)	598 (14%)
CHEESE MAKING TECHNOLOGY	PACKAGING AND BOTTLING EQUIPMENT	PRODUCTION PROCESS FOR AUTOMATION	REFRIGERATING AND FREEZING EQUIPMENT	CLEANING EQUIPMENT / SYSTEMS	EQUIPMENT AND TECHNOLOGIES FOR MILK CONCENTRATES PRODUCTION							

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

**71%** 

OF VISITORS COME TO SEARCH NEW PRODUCTS AND SERVICES FOR THEIR BUSINESS

**70%** 

ARE DECISION MAKERS RESPONSIBLE FOR PROCUREMENT PROCESS IN THEIR COMPANIES

**66%** 

ARE COMPANY OWNERS, CEOs AND SENIOR MANAGERS

**35%** 

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**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:**

**15%** DISCOUNT ON EXHIBITION SPACE,



**FREE MARKETING OPTIONS:**

- LOGO PLACEMENT IN THE LIST OF EXHIBITORS IN PRINTED EXHIBITION CATALOGUE
- COLOR HIGHLIGHTING OF THE BOOTH ON THE EXHIBITION FLOORPLAN
- LOGO PLACEMENT ON THE EXHIBITION FLOORPLAN IN PRINTED EXHIBITION CATALOGUE AND ON THE MAIN FLOORPLAN NEXT TO THE EXHIBITION ENTRANCE;

**10-35%** DISCOUNT FOR ACCOMMODATION IN 15 HOTELS IN MOSCOW.

FOR DETAILED INFORMATION ON EXHIBITING AT DAIRYTECH 2024 PLEASE CONTACT:

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\*DairyTech 2023 statistics

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**& BAKERY EXPO**  
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## Regulatory & Food Safety Updates

### FBOs can now choose validity of 1-5 yrs for Licence and Registration



In a partial modification in the order related to applications for licences/registration, FSSAI has revised the options for selecting the validity period during application for FSSAI licence and registration wherein the food businesses can now choose a period between 1 to 5 years. This decision shall be applicable to both new and renewing applications.

Henceforth, Food Business Operators applying for new licence/registration or applying for renewal shall be able to select the validity period of 1 to 5 years in their applications with effect from 8<sup>th</sup> November 2023, with fee as applicable for the selected period as per Schedule 3 of FSS (Licensing and Registration of Food Businesses) Regulations, 2011, reads the order issued by the FSSAI. The other conditions will remain unchanged, the order added.

Earlier, the FSSAI in January this year had issued a detailed order for renewal of licence/registration wherein it had decided to grant instant approval for renewal of licences/ registration of food businesses without requiring the scrutiny of the concerned authority aimed at streamlining the process of licensing/registration.

The conditions for such 'grant of approval' to the food businesses for renewal of licences/registration include 'No change in the existing details of the licence/registration shall be allowed, and the FBOs whose licence/registration was cancelled or suspended, will not be allowed to renew.' These conditions along with a declaration was also sought from the FBO regarding permissions from Central Ground Water Authority, if applicable, along with declaration that the FBO does not hold more than one active licence/registration to any other food business(s) at the same premises. Under the conditions, there shall also be no late fee of Rs 100 per day levied if the renewal application is filed in the last 30 days prior to expiry. However, the penalties levied for applying renewal of expired licence/registration upto 180 days after the date of expiry shall continue.

### FSSAI defers compliance of warning on pan masala by six months

The FSSAI has decided to extend the time period for compliance of the provision of warning statement for pan masala specified in the FSS Labelling & Display 2nd Amendment Regulations, 2022, by six months. This was regarding the regulation which stipulates the warning to cover the 50% area of the packaging of pan masala and the extension shall start from November 1.

The FSSAI order reads, it has been decided to further defer the enforcement of 'Note' i.e., the warning statement must cover 50% of the front-of-pack of the label in Schedule-II of Food Safety and Standards (Labeling and Display) Second Amendment Regulations, 2022, for a period of six months with effect from 1st November, 2023. According to the FSSAI, in this context, representations have been received from association, federation and industry requesting an extension of time-period for compliance of the 'Note' amendment so as to utilise/exhaust the packaging material inventory.



It is pertinent to mention that FSSAI issued direction in May this year wherein the enforcement of 'Note' (in respect of Pan Masala) i.e., the warning statement must cover 50% of the "front-of-pack of the label in Schedule-II of Food Safety and Standards (Labeling and Display) Second Amendment Regulations, 2022, was deferred for a period of three months from the date of enforcement i.e. 1<sup>st</sup> May, 2023. The enforcement of the said provision was again deferred for a period of three months with effect from August 15, 2023.

### FSSAI sets revised application fees for vegan logo endorsement at Rs 10,000



The FSSAI has issued an order setting the revised application fees for 'vegan logo endorsement' at Rs 10,000 excluding GST. The fee has been reduced from the previously announced Rs 25,000 excluding GST per product. Now the application fee is set at Rs 10,000 excluding GST per application irrespective of number of products. The food authority has issued an order, in this regard, and the revised application fee for vegan logo endorsement shall come into force with immediate effect.

In continuation of the revised guidelines dated 24th February 2023 regarding submission of applications for endorsement of vegan logo and formats thereof, it is stated that FSSAI has revised the application fees for vegan logo endorsement for applied products from Rs 25,000 excluding GST per product to Rs 10,000 per application irrespective of number of products, reads the order of the FSSAI. Previously, the FSSAI has issued a FAQ on vegan logo endorsement to help the food businesses, which clearly says that vegan endorsement is only applicable for products that are not of animal origin (like milk and milk products

/meat and meat products/fish and fish products/poultry & egg products/cheese analogues/dairy analogues) and in which, at no stage of production and processing, ingredients (like honey), including additives (like gelatine), flavourings, enzymes and carriers, or processing aids (like bone char filter) that are of animal origin has been used.

## Only Govt. should do food certification, not NGOs: Finance Minister, Smt. Nirmala Sitharaman



Finance Minister, Smt. Nirmala Sitharaman said food certification should be done only by governmental agencies, and not by non-governmental organisations. In a press conference, replying to a query on the Uttar Pradesh government banning the production, storage, distribution and sale of food products with halal certification, she said it is not right for any organisation other than the government ones to give certification.

Food quality and food testing are essentially a government job. Government should do it. We have our Food Safety and Standards Authority of India (FSSAI)," she said, adding it is the government agencies that should ascertain whether there are chemical additives, artificial or harmful colours and so on.

They (government bodies) will have to be the authority to certify which is quality food for people to consume. Non-Governmental Organisations doing it is not right, she said. The Uttar Pradesh government on November 18 banned the production, storage, distribution and sale of food products with halal certification, with immediate effect, while exempting products manufactured for export.

In a statement, the state government alleged that there have been "malicious attempts" to discourage the use of products lacking a halal certificate, in the pursuit of "unfair financial benefits", and claimed that it also forms part of a pre-planned strategy to sow class hatred, create divisions in society, and weaken the country" by "anti-national elements".

## Sh. Parshottam Rupala releases Basic Animal Husbandry Statistics 2023

Union Minister for Fisheries, Animal Husbandry & Dairying, Sh. Parshottam Rupala released the Basic Animal Husbandry Statistics 2023 (milk, egg, meat and wool production 2022-23) based on Animal Integrated Sample Survey (March 2022-February 2023) during the National Milk Day event at Guwahati. The main features of the Basic Animal Husbandry Statistics are:

He informed that the Production of Milk, Egg, Meat and wool in the country is estimated annually based on the results of Integrated Sample Survey (ISS) which is conducted across the country in three seasons i.e., Summer (March-June), Rainy (July-October) and Winter (November-February). The estimates of milk, egg, meat and wool for the year 2022-23 have been brought out and the outcomes of this survey are summarised below:

**Milk Production:-** Rupala informed that the total Milk production in the country is estimated as 230.58 million tonnes during 2022-23 registered a growth of 22.81% over the past 5 years which was 187.75 million tonnes in 2018-19. Further, the production has increased by 3.83% during 2022-23 over the estimates of 2021-22. In past, the annual growth rates were 6.47% in 2018-19; 5.69% in 2019-20; 5.81% in 2020-21 and 5.77% in 2021-22.

Minister stated that the highest milk producing State during 2022-23 was Uttar Pradesh with a share of 15.72 % of total milk production followed by Rajasthan (14.44 %), Madhya Pradesh (8.73 %), Gujarat (7.49 %), and Andhra Pradesh (6.70 %). In terms of annual growth rate (AGR), the highest AGR recorded by Karnataka (8.76%) followed by West Bengal (8.65%) and Uttar Pradesh (6.99%) over the previous year.

**Egg Production:-** He stated that the total Egg production in the country has estimated as 138.38 billion nos. during 2022-23 registered a growth of 33.31% growth over the past 5 years as compared to the estimates of 103.80 billion numbers during 2018-19. Further, the production has increased annually by 6.77% during 2022-23 over 2021-22. In past the annual growth rate was 9.02% in 2018-19; 10.19% in 2019-20; 6.70% in 2020-21 and 6.19% in 2021-22.

He said that the Major contribution in the total Egg production comes from Andhra Pradesh with a share of 20.13 % of total Egg production followed by Tamil Nadu (15.58 %), Telangana (12.77 %), West Bengal (9.94%) and Karnataka (6.51 %). In terms of AGR, the highest growth rate was recorded by West Bengal (20.10%) and followed by Sikkim (18.93%) and Uttar Pradesh (12.80%).

**Meat Production:-** Union Minister stated that the total Meat production in the country is estimated as 9.77 million tonnes during 2022-23 registered a growth of 20.39 % over the past 5 years as compared to the estimates of 8.11 million tonnes in 2018-19. Further, the production was increased by 5.13 % in 2022-23 over 2021-22. In the past the growth rate was 5.99 % in 2018-19; 5.98 % in 2019-20; 2.30% in 2020-21 and 5.62 % in 2021-22.

He further stated that the major contribution in the total meat production comes from Uttar Pradesh with 12.20 % share and followed by West Bengal (11.93 %), Maharashtra (11.50 %), Andhra Pradesh (11.20 %) and Telangana (11.06 %). In terms of annual growth rate, the highest Annual Growth Rate (AGR) has recorded in Sikkim (63.08%) followed by Meghalaya (38.34%) and Goa (22.98%).



## New Launches

### Nestlé develops N3 milk with new nutritional benefits

Nestlé has announced that it has developed N3 milk. Made from cow's milk, it has all the essential nutrients found in milk such as proteins, vitamins, and minerals. In addition, it contains prebiotic fibre, has a low lactose content and has over 15% fewer calories.

To develop the N3 milk, the company used a proprietary technology to reduce lactose - a sugar found in cow's milk - through specialised enzymes thereby generating beneficial prebiotic fibres. Clinical studies showed that these fibres promote the growth of multiple types of bifidobacteria by up to three-fold, delivering gut microbiome benefits in healthy adults.

The milk has been introduced in a new range of powdered milks in China under the N3 brand. This includes a full cream and a skimmed milk product, both of which are high in protein to support a well-balanced diet for the entire family.

As people age, they require specific nutrients to maintain their overall health and well-being. Therefore, to support healthy aging, the company N3 range includes two products that are fortified with vitamins, minerals, and probiotics to support bone health, muscle growth and strength, as well as immunity.

Mr. Stefan Palzer, Nestlé Chief Technology Officer, said, we are excited to launch this unique science-based innovation that contains all the key nutrients of milk but is low in lactose and contains special prebiotic fibres that are associated with various health benefits. This milk will serve as a base for the next generation of nutritious products which will benefit many consumers including people with lactose intolerance, and those who want to improve their gastro-intestinal health. It's also a testament of our efforts to develop cutting-edge technologies that can be applied across different categories, brands and geographies.



### Haldiram's Nagpur hit the festive chord with the launch of Cocobay

Haldiram's Nagpur – India's top sweets & snacks brand, amidst the festive season announced the launch of its premium chocolate brand Cocobay into the Indian market. It is a premium chocolate brand, made of the finest and 100% original cocoa and the world's best ingredients. It offers an assortment of the finest chocolates with a unique fruity palate that is blended with gentle spices. The range comprises specially crafted and curated fruit and spice flavors, for the Indian palate. The product array covers Rochers, Rocks, Premium Bars, Cigars, Discs, Coins, Bricks, Squares, Hearts and buttons.



It is aimed to cater to the quintessential chocolate aficionados, especially with an Indian taste palate. The delicate fruit flavors and gentle spice notes, create a perfect burst of flavours in one single bite – Hazelnut, Caramel, Cranberry, Orange peel, Dark Almond, Green Tea, Chili Guava & Crunchy Lemon.

The fruity, smooth, and lingering taste of Cocobay premium chocolates is a perfect expression of one's emotions. Each product reflects the Indian taste sensitivity in terms of offering a variety of exclusive flavorful range of assorted premium chocolates with an additional dash of fruity notes. The price points range from Rs. 150 onwards, the chocolates will be available at all premium stores across Mumbai, Nagpur, Bengaluru, Hyderabad, Chennai, Surat, Indore, Bhopal and interiors of Maharashtra and Goa.

Mr. Avin Agarwal, Director, Haldiram's Foods International Pvt. Ltd., said, we did conduct a deep research and study on the premium chocolate market in India. We see huge potential in this category. Our product is well placed in the said category with right price points and offering. Being into F&B business for decades now, we understand the market nuances well and have optimized on our reach in terms of markets, production facilities and the expertise we hold in this category. We see this brand contributing significantly towards the overall portfolio of Haldiram's Nagpur group. Where the bars are targeted towards the more day to day need, the popular range of Cocobay is specifically created for the hardcore chocolate lovers, and make a perfect gifting solution for both personal and corporate as well. The Cocobay range will be initially available at all premium Haldiram's stores and the Cocobay website as of now.

Mr. Adeesh Jain, GM, Haldiram's Foods International Pvt. Ltd., said, we are extremely delighted to foray into the Indian Premium Chocolate market segment. We see immense growth opportunity for this segment in India, as the market is constantly evolving, mainly due to upgraded lifestyles, improved spending power, global exposure. Secondly, Indian consumer is now well travelled and well educated, thanks to the internet penetration in India. We have designed, crafted and created Cocobay for these Indian chocolate adherents, with a beautiful amalgamation of fruity and spice flavours blended with 100% original cocoa. All the ingredients are sourced from the best places around the world, which ensure that the quality and taste is not compromised for.

### Production Linked Incentive Scheme for Food Processing Industry



The Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) was approved by the Cabinet on March 31, 2021, with an outlay of Rs 10,900 crore, to be implemented from FY 2021-22 to FY 2026-27. The scheme consists of three components: incentivising manufacturing in four food product segments (Ready to Cook/ Ready to Eat foods; Processed Fruits & Vegetables; Marine Products; and Mozzarella Cheese), promoting Innovative/Organic products of SMEs, and incentivising branding and marketing abroad for promoting Indian brands in the global market.

Additionally, the PLI Scheme for promoting Millet-based Products was launched in the FY 2022-23 with an outlay of Rs 800 crore, utilising the scheme's savings. The PLI beneficiaries have reported investment of Rs 7,126 crore under the scheme, with sales of Rs 49,825 crore upto April-September 2023. According to scheme guidelines, the PLI beneficiaries are required to furnish incentive claims for a specific financial year by December 31, of the following financial year.

During the formulation of PLISFPI, proactive steps were taken to align it with global best practices and market demands. The process involved active engagement with various stakeholders, including industry experts, large-scale manufacturers and SMEs. An extensive consultative approach was adopted to gather inputs while formulating the scheme guidelines. This collaborative effort is continuing in form of regular engagements with the stakeholders for ensuring continued relevance and effectiveness of the scheme guidelines. The scheme aims to generate employment for approximately 2.5 lakh persons. As of September 30, 2023, Quarterly Review Reports from PLI beneficiaries indicate the creation of employment for 2,37,335 persons.

### PMFME scheme launched under Atmanirbhar Bharat Abhiyan with an outlay of Rs 10,000 crore

As part of Atmanirbhar Bharat Abhiyan, Ministry of Food Processing Industries (MoFPI) is implementing a centrally sponsored PM formalisation of micro food processing enterprises (PMFME) scheme for providing financial, technical and business support for setting up / upgradation of micro food processing enterprises in the country. The scheme is operational for a period of five years from 2020-21 to 2024-25 with an outlay of Rs 10,000 crore for supporting 2 lakh micro food processing enterprises.

To promote the local products in the food processing sector, the PMFME scheme primarily adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. It provides the framework for value chain development and alignment of support infrastructure. Further, under Branding and Marketing component of the Scheme, support is provided to FPOs (Farmer Producer Organisations)/ Self-Help Groups (SHGs) / Cooperatives or Special Purpose Vehicle (SPV) of ODOP based micro food processing enterprises for Market Study and Product Standardisation, Packaging Material, Quality Control and food safety adherence for consumer retail sales, Warehousing and Storage Rentals, Marketing and Promotion.



Under the credit linked subsidy component of the PMFME scheme, 62,282 loans have been sanctioned till date including 61,796 individual beneficiaries, 34 Farmers Producers Organisations (FPOs), 433 Self Help Groups (SHGs) and 19 Producer Co-operative Societies.

### Ministry of Food Processing Industries implements Central sector scheme 'Operation Greens'

The Ministry of Food Processing Industries (MoFPI), has been implementing a Central sector scheme 'Operation Greens', under Pradhan Mantri Kisan Sampada Yojana since 2018-19, with the objective of enhancing the value realisation of farmers and minimising post-harvest losses. Under the scheme, 53 projects have been approved across the country for eligible crops in identified production clusters with grants in aid of Rs 634.59 crore for total project cost of Rs 2457.49 crore.



The scope of OG Scheme has been expanded from three crops namely tomato, onion and potato to 22 perishable crops namely mango, banana, apple, pineapple, orange, grapes, aonla/amlas, pomegranate, guava, litchi, tomato, onion, potato, green peas, carrot, cauliflower, beans, gourd family {bottle gourd (loki), bitter gourd (karela), ridge/sponge gourd (torai) pointed gourd (parval) and ash gourd (petha)}, okra, garlic, ginger and shrimp, during the 15th Financial Commission Cycle (2021-26).



## 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.

CEO, Mr. Romil Ratra 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.

The brand's approach involves spending time on product development, ensuring a nuanced understanding of the target audience's needs. Ratra believes that understanding customers' preferences is essential for success in the ice cream business. The Brooklyn Creamery aims to offer a diverse range of choices and enjoyable food experiences for consumers, irrespective of their dietary preferences or health goals.

## Danone Joins Global Methane Hub for Major Methane Emission Reduction Initiative

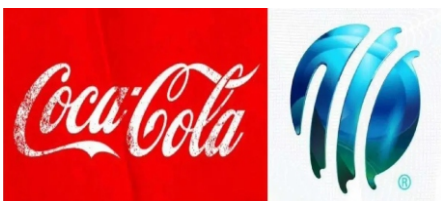
Danone has announced a strategic partnership with the Global Methane Hub (GMH) to address and reduce methane emissions in the agricultural sector. Taking a leading role in the fight against enteric methane, Danone is set to become the inaugural corporate funder of the Enteric Fermentation Research and Development (R&D) Accelerator. This accelerator, described as the largest globally coordinated research effort on enteric methane, is facilitated by GMH and backed by a coalition of philanthropic organizations and governments.



With an impressive \$200 million in funding already secured, the Enteric Fermentation R&D Accelerator aims to revolutionize the approach to enteric methane reduction. The funds will be dedicated to pioneering research and innovative solutions designed to be both scalable and practical for livestock farmers. The focus will center on mitigating enteric fermentation, the digestive process of ruminant livestock known to produce methane emissions.

Research endeavours within the accelerator will encompass a spectrum of strategies, including the exploration of methane reduction through feed additives, advancements in plant and animal genetics, the development of methane vaccines, and the creation of accessible and affordable measurement technologies. The collaboration between Danone and GMH underscores a shared commitment to driving tangible change in the agricultural industry, aligning with global efforts to combat climate change by addressing methane emissions at their source.

## Coca-Cola Renews Partnership with ICC until 2031, Marks One of Largest-Ever Collaborations



Beverage giant Coca-Cola has officially announced the extension of its partnership with the International Cricket Council (ICC) until 2031 across all three formats. This eight-year agreement solidifies Coca-Cola's position as a Global Partner of ICC, marking one of the most extensive collaborations by ICC with a single brand, spanning a total of 13 years from 2019 to 2031.

The official signing ceremony is set to take place at the ICC's headquarters, formalizing the continuation of this strategic partnership. Anurag Dahiya, ICC Chief Commercial Officer, expressed excitement about the extended collaboration, stating, with the Men's T20 World Cup in the USA and West Indies and the Women's edition in Bangladesh just around the corner, we're poised for unprecedented global growth and engagement. This partnership not only celebrates our sport's expansion but also promises innovative opportunities to enhance our fans' experience worldwide. This long-term commitment between Coca-Cola and ICC underscores the brand's dedication to supporting cricket on a global scale, promising enhanced experiences for fans and contributing to the growth and success of international cricket events.

## 'Beyond Snack' emerges as a trailblazer in snack industry

'Beyond Snack' has emerged as a trailblazer, celebrating its third anniversary with a revolutionary approach to banana chips. 'Beyond Snack' recognized the pivotal role of branding in fostering trust and long-term value, placing a strong emphasis on cultural engagement, quality, and reliability. Traditionally dominated by unorganized players, the banana chips market faced challenges rooted in uncertain product quality, manufacturing processes, and cooking methods. 'Beyond Snack' addressed these concerns by implementing consistent cooking and quality standards, ensuring uniform taste and texture across every production batch.



Determined to establish trust through branding, 'Beyond Snack' introduced innovative multi-layer packaging, differentiating itself from the traditionally transparent packaging that often led to rancidity. This strategic move not only ensured extended shelf stability but also garnered widespread consumer acceptance and loyalty.

While excelling in the Indian market, 'Beyond Snack' showcased its global prowess by establishing a presence in the USA, UK, Canada, Australia, New Zealand, Singapore, Mauritius, Qatar, and Kuwait. The brand cleverly leverages the familiarity of Kerala Banana Chips among the Indian diaspora in Middle Eastern and Arab countries. 'Beyond Snack' marketing excellence revolves around its core narrative of hygienically prepared, tastiest food. The brand's "24 Carat Taste" campaign emphasized its commitment to quality and flavor, solidifying its unique selling proposition.

### 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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