



Issue No. 157  
July-2023

# FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



EXHIBITION | TECHNICAL SESSIONS | B2B NETWORKING

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### GLOBAL ORGANIC EXPO 2023



The India organic food market stood at a value of **USD 1238 million** in **2022** and is expected to grow at a **CAGR** of about **22%** in the forecast period of **2022** and **2028** to reach a value of about **USD 4082 million** by **2028**.

The India organic food market is experiencing a robust growth with the rising awareness about the products. The growing level of health consciousness in the country is a key factor driving the demand for organic food. The nutritional content and quality of the food they eat have begun to be paid attention to by Indian consumers leading to the growing demand for

organic food.



In addition, the consumer spending on health and wellness products has increased dramatically due to factors including strong economic growth, urbanisation, and rising income levels. Government funding is also catalysing the market for organic food in India.

In order to support this growing market, 4<sup>th</sup> edition of the **Global Organic Expo (GOE 2023)** was organised by **iCONEX** with the support of **Ministry of Micro, Small & Medium Enterprises, Govt. of Uttar Pradesh** and in

association with **All India Food Processors' Association (AIFPA)**. It was a three-day event including Conferences and Exhibition, with an apt theme **“Profitability for Humanity”** held at **India Expo Centre & Mart, Greater Noida, Uttar Pradesh from 2<sup>nd</sup> to 4<sup>th</sup> June, 2023**.

The event featured Concurrent Shows, including the Global Natural Farming & Machinery Expo (GNFME), Millets Expo 2023, Agro Science & Technology Expo & Conference and Global Integrated Horticulture Expo & Conference.

The Inaugural Session was graced by **Mr. Yair Eshel, Agricultural Attache, Embassy of Israel, India** as the Chief Guest along with **Mr. Kajal Debnath, North Zone Chairman, AIFPA & Chief Regulatory Officer, DFM Foods Pvt. Ltd.**

On 2<sup>nd</sup> June, 2023 AIFPA along with iCONEX organised a **Technical Session** on **“Millets Processing”**. During the session, various learned speakers were present including **Mr. A. K. Datta, Packaging Expert** from **Indian Institute of Packaging**, **Mr. Rajeev Pandey, Co-Founder & Director, Millets for Health** and **Mr. Kajal Debnath, North Zone Chairman, AIFPA**. The Session was attended by more than 100 Govt. and Industry professionals. The Session ended with a vote of thanks to all the dignitaries and participants.

The GOE 2023 showcased the latest technologies, products, and services in the organic industry, and brought together industry experts, policymakers and business leaders from across the globe. It offered a great opportunity to learn about the latest trends in organic agriculture and food production and network with like-minded individuals and companies.



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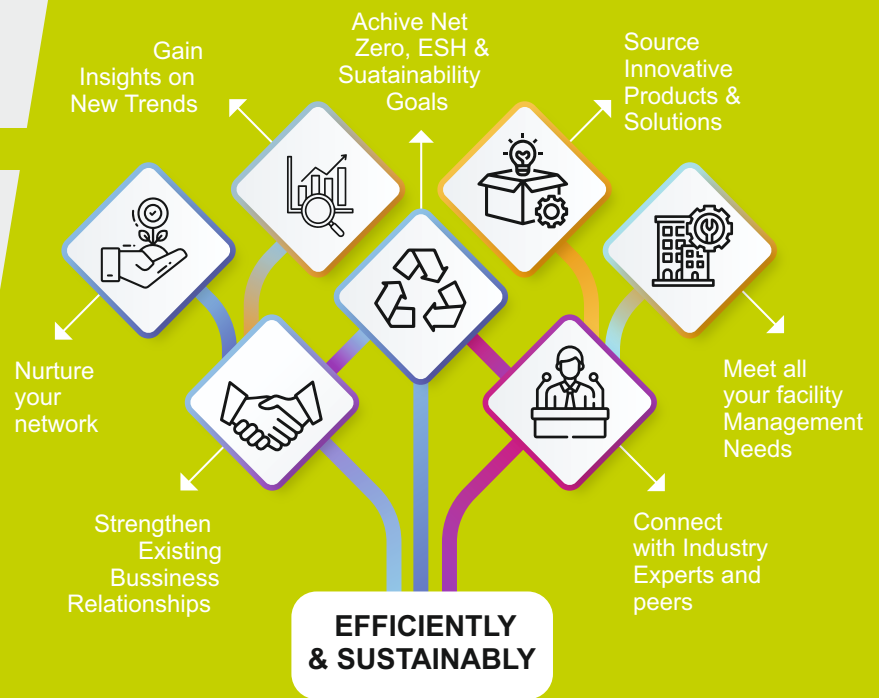
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## Regulatory & Food Safety Issues

### FMCG Cos told to adhere to FSSAI norms related to billing



The All India Consumer Products Distributors Federation (AICPDF) has written to FMCG companies asking them to adhere with the FSSAI norms related to billing.

The letter reads, it has come to our attention that there have been flagrant violations of the law, specifically in relation to the billing of food products. According to the existing regulations, it is crystal clear that no billing should take place for any party without a valid FSSAI licence. Yet, it has been observed that your company's SAP/ERP systems, which are installed at every distributor's point, are facilitating such unlawful transactions.

The letter adds, we demand immediate action to rectify this gross negligence. It is imperative that you make the necessary changes to your software systems to ensure strict compliance with FSSAI norms. These changes should include robust barriers and stringent checks to prevent any illegal billing practices. Failure to take swift action will demonstrate a complete disregard for the well-being of consumers and will reflect poorly on your company's reputation.

Mr. Dhairyashi H. Patil, President, All India Consumer Products Distributors Federation, has said that to address the issue of companies pressuring distributors to violate regulations, it is crucial to take necessary action.

The association will remain steadfast in addressing the non-compliant behaviour and will bring the matter to the attention of the authorities. They will provide the authorities, such as the FSSAI, with the evidence collected, along with a detailed explanation of the situation. Subsequently, the authorities can conduct an investigation and initiate appropriate measures in response, said Mr. Patil.

### CSIR-CFTRI demonstrates detection of adulterants in oils, spices, sweets, milk, honey



CSIR-CFTRI, in an effort to ensure total food safety, demonstrated the detection of adulterants in edible oils, spice products, sweets, milk, honey and so on. This was through use of analytical instruments used by food safety laboratories such as EA-IRMS, LC-MS/MS, GC, HPLC, GC-MS/MS, ICP-AES.

The institute also houses the Food Safety and Protection department. Its dual focus is on food protection and infestation control. The other is on food safety and analytical quality control lab.

At a recently-concluded World Food Safety Day 2023 function, observed annually on June 7, this year's theme was Food Standards Save Lives. In view of this, CSIR-Central Food Technological Research Institute, Mysuru, a constituent laboratory of Council of

Scientific and Industrial Research, Ministry of Science and Technology, Government of India, celebrated the event on its campus for the benefit of students.

Here CSIR-CFTRI went on to create awareness among people on food safety, food-borne diseases such as diarrhoea to cancers and fatality due to unsafe food.

It was the World Health Organization (WHO) and the UN Food and Agriculture Organization (UN FAO), which worked together to declare June 7 as the food safety day. This was in a bid to highlight that food safety is a critical global concern as unsafe food can lead to food-borne illnesses, which can have severe health consequences. Each year, World Food Safety Day focuses on a specific theme to address different aspects of food safety.

Demonstration on food hygiene and microbial safety was also arranged. Also, posters on food regulation, food labelling and nutritional labelling, food addition & contaminants were also exhibited. More than 150 students from various colleges participated in the programme which included the students from St. Philomena's college, JSS College, Jnanodaya PU College and so on from Mysore.

Dr. Navin Kumar Rastogi, Chief Scientist & Director-in Charge, CSIR-CFTRI, formally inaugurated the event and addressed the gathering on the importance and awareness on World Food Safety Day 2023, its significance and its benefits to the society.

Arrangements were made in the Department of Food Safety & Analytical Quality Control Laboratory of CSIR-CFTRI to celebrate the World Food Safety Day on June 7, 2023. Scientists, Technologists, Scholars and Research Students organised the demonstration on detection of adulterants in edible oils, spice products, sweets, milk, honey and so on.

## FSSAI re-operationalises nutra regulations



The FSSAI has issued a direction for re-operationalisation of FSS (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose and Prebiotic and Probiotic Food) Regulations, 2022 with effect from April 1, 2023.

The FSSAI has issued a notice in this regard saying that the provisions of these draft regulations as specified in the direction dated 29.03.2022 together with the provisions specified in the direction dated 10.05.2022, were re-operationalised with effect from October 1, 2022, vide direction dated 18.10.2022.

As the finalisation of these draft regulations is likely to take some more time before being notified, it has been decided to again re-operationalise the provisions specified in the direction dated 18.10.2022, with effect from April 1, 2023, reads the direction issued by the FSSAI.

FSSAI has framed the draft FSS (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose and Prebiotic and Probiotic Food) Regulations, 2022 and the same were operationalised vide direction dated 29.03.2022 superseding the FSS (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose, Functional Food and Novel Food) Regulations, 2016.

The direction of 29.03.2022 was further revised vide direction dated 05.05.2022 to permit additional food additives and enzyme/proteins for Health Supplements. As reported earlier, the 2022 regulation shall supersede the previous regulations of 2016. According to the FSSAI, it was done to overhaul the entire segment and make it more 'stakeholder' friendly and as articles of food falling under these regulations are specially processed or formulated for specific nutritional or dietary purpose and should be clearly distinguishable from foods intended for normal consumption, these regulations will benefit the nutraceutical sector to have clear guidelines and will also enable field functionaries to ensure better compliance at the ground level.

## FSSAI seeks comment on manual of methods for microbiological examination of food & water



FSSAI has released a manual of methods of analysis for microbiological examination of food and water and sought comments from the stakeholders.

The manual also contains general requirement for microbiological laboratories, which prescribes equipment, reference culture, and good microbiological practices amongst other. A total of 23 methods were included for the analysis of food and 17 methods of analysis for water.

FSSAI has issued a notice in this regard and said that the manuals have been approved by the Scientific Panel on Methods of Sampling and Analysis during. And before these manuals are finalised, the comments, views, suggestions of the stakeholders are solicited. Comments/Suggestions would be taken into consideration as are furnished with supporting scientific evidence, reads the notice issued by the FSSAI.

According to the FSSAI, the manual prescribes general requirements and guidance for handling, maintenance, performance check and calibration/validation of equipment used in the food microbiology laboratory for conducting the microbiological examinations, to help achieve homogeneous results in different laboratories.

When conducting microbiological examinations, it is especially important that working environment shall be free from contamination and only those microorganisms which are present in the samples are isolated and enumerated. To achieve this, it is necessary to choose the correct equipment for food microbiology examination, reads FSSAI's statement on manual of methods.

## FSSAI to bring stricter norms for ready-to-eat food sold in plastic wrap



The Food Safety and Standards Authority of India (FSSAI) plans to issue guidelines on ready-to-eat food sold in plastic wrap.

These guidelines aim to ensure that sellers maintain the quality of food and provide necessary information to customers. Under the proposed guidelines, shops selling ready-to-eat food will have to provide customers with details such as the product's expiration date, ingredients, and source.

This information is typically found on packaged food items. The guidelines also emphasize that the plastic wrap used for such food should be food-grade.

The FSSAI is also exploring the development of a process to determine the best-before date of ready-to-eat food products. This would assist shopkeepers in ensuring the freshness and safety of the food they sell. In addition to these guidelines, the FSSAI has taken action against certain food business operators in the country, such as Bournvita, for making health claims that raised concerns. To regulate advertisements and claims made by food business operators, the FSSAI has implemented the Food Safety and Standards (Advertisements and Claims) Regulations, 2018.

These regulations prohibit deceptive claims or advertisements and classify them as punishable offenses under Section 53 of the Food Safety and Standards (FSS) Act, 2006. The FSSAI emphasizes that any nutrient function claims or other functional claims made on food products should be supported by current and relevant scientific evidence. These efforts by the FSSAI aim to enhance food safety, promote transparency, and ensure that customers have access to accurate information when purchasing ready-to-eat food products.

## News Briefs

### Storia unveils 100% Sugarcane juice



With a shift in consumer preference from loose-selling items to packaged commodities, Storia's entry into hygienically processed 100% Sugarcane juice is a game-changer in the highly unorganised Indian sugarcane juice market.

The brand's dedication to hygiene and quality assurance will establish a new benchmark for the Sugarcane juice sector and give customers a safe and energising beverage alternative they can rely on. It is now available at Modern Trade Stores and eCommerce platforms like Amazon, Bigbasket, Blinkit, Zepto. It comes in a convenient 180 ml bottle, perfect for on-the-go consumption and 750 ml bottle for family packs.

Mr. Shalin Desai, CMO, Storia, said, Storia's technical prowess is the driving force behind our commitment to launch this product in the highly unorganised sugarcane juice market. The sensitive nature of this product demands a hygienic and convenient solution, which we proudly provide without compromising on taste. Our product has no added sugars and no preservatives, offering customers a delightful experience that replicates freshly squeezed sugarcane juice. With only a few branded players in this space, our entry presents a great opportunity to provide a wholesome and hygienic alternative to the street-side options.

### Barista launches new range of refreshing Summer coolers



Barista Coffee Company Limited, started in 2000 with an objective to deliver a truly international coffee experience to its customers with a warm, sociable and peaceful environment.

The brand has recently launched its new range of refreshing beverages that are perfect for Summer. These beverages are a perfect blend of flavours curated to suit all palate types, sure to meet consumers' demand for cold beverages during Summer.

The aim is to create one more mood point for consumers so that they can indulge more with the brand, also this will also help the brand to keep up with the changing market and consumer trends. These newly launched beverages will be available for consumption across all outlets in India. Mr. Rajat Agrawal, CEO, Barista, said, product innovation has always been key to our success, we have expanded our product range over the years keeping in mind changing consumer preferences. I am sure these products would add further to our guests delight.

### Skippi goes desi with launch of iconic Indian flavours



Skippi, India's first ice pops brand recently announced the launch of new iconic Indian flavours to appeal to the Indian palette. The six iconic desi flavour- Jal Jeera, Kala Khatta, Rose, Aam Panna, Chilli Guava, and Imli.

To revolutionise the F&B space, it became the first brand from India to start pre-booking for their products. These achievements and the enthusiastic response from customers serve as a testament to its ability to deliver exceptional products that meet and exceed customer expectations. It is currently present in over 10,000 outlets pan India. It is committed to innovation and novelty, and with the launch of these new iconic flavours, Skippi aims to

become a national brand with a larger distribution network to the smallest towns in India making the best quality ice pops accessible to every child or adult craving a frozen treat.

Mr. Ravi Kabra, Co-founder of Skippi ice pops, said, we believe the Indian iconic flavours will be an absolute game changer for Skippi as these flavours are very popular amongst the Indian consumers. After immense research, we have introduced these flavours that capture the essence of India by catering to the customer's taste buds and can be enjoyed by all.

## Unilever expands its premium ice cream category with the Yasso purchase



Unilever entered into an agreement to buy the frozen Greek yoghurt brand Yasso for an undisclosed amount. The deal is slated to close in the third quarter. The purchase of Yasso, known for its low-calorie frozen treats, brings another premium brand to Unilever's Ice Cream Business Group, which is aiming to increase high-quality brands and offerings. As more consumers are looking for healthier ways to indulge, a brand like Yasso, with treats containing fewer than 150 calories, offers an on-trend way to do that.

Yasso, a popular brand in the frozen confection space, has experienced significant growth and success in recent years. In 2022, the company achieved a spot on Inc.'s annual 5000 Fastest Growing Companies in America list with a growth rate of 124%. By September of that year, Yasso announced that it had surpassed \$200 million in retail sales, making it the fastest-growing brand in the ice cream and novelty category, outpacing the growth of its competitors by a factor of five. The company is projected to reach \$300 million in retail sales in 2023.

Yasso's product portfolio includes a variety of frozen treats, such as 11 flavours of Greek yoghurt bars, four flavours of Chocolate Crunch Bars, three frozen Greek yoghurt sandwiches, three flavours of bite-size Yasso Poppables, and four Yasso Mochi varieties. These products are available in grocery stores across the United States.

Yasso claims to have the third-largest national distribution footprint in the frozen novelties category, with the only brand surpassing it being Nestlé-owned Outshine. The acquisition of Yasso by Unilever, a company with extensive distribution and manufacturing capabilities, could provide Yasso with even greater visibility among retailers and potentially enable international expansion. Additionally, Yasso's high growth rate and unique frozen confections can provide Unilever with an immediate boost in the ice cream segment.

Unilever Ice Cream President, Mr. Matt Close expressed confidence in the acquisition, stating that with Unilever's support, Yasso's fast-growing business will reach new heights. The handling of the acquisition will be one of the first tasks for Unilever's incoming CEO, Mr. Hein Schumacher, who assumes the position on July 1. Unilever has recently undergone significant changes in its business model, including a major restructuring following the failed takeover of GlaxoSmithKline's Consumer Health Business. Despite rumours suggesting a potential divestment of its entire food business, Unilever's outgoing CEO, Mr. Alan Jope, reiterated the importance of the ice cream business and stated that it would not be divested. The acquisition of Yasso reinforces Unilever's commitment to the ice cream segment under new leadership.

## Coca-Cola India Introduces Kinley Bottles Made from 100 pc Recycled PET



Coca-Cola India is launching Kinley bottles made entirely from 100 percent recycled PET plastic material (rPET). This initiative aligns with the company's commitment to creating a 'World Without Waste' and transitioning towards a circular economy. The launch event took place on June 15, 2023, in Andhra Pradesh, making Coca-Cola India the first company in India to employ such bottles for food and beverage packaging.

Coca-Cola India aims to incorporate at least 50 percent recycled content in its packaging by 2030. The company has already made significant progress in reducing the use of virgin plastic across its global value chain, with 90 percent of its packaging being recyclable, and

15 percent of the PET used being recycled (rPET) worldwide.

rPET bottles are made from food-grade recycled polyethylene terephthalate (PET). These bottles undergo approved recycling processes that meet the standards of the US FDA and the European Food Safety Authority (EFSA) for food-grade recycled materials. By utilizing rPET bottles, Coca-Cola India conserves natural resources and reduces the amount of plastic waste entering the environment.

The newly introduced rPET packaging is available for Coca-Cola's packaged drinking water brand, Kinley, in 1-liter bottles. The bottles feature a distinctive label proclaiming their composition as 100 percent made from recycled food-grade plastic. This represents a significant milestone for Coca-Cola in India as it strives to achieve its circular economy goals. The Food Safety Standards Authority of India (FSSAI) has conducted a comprehensive review of food safety and approved the usage of recycled PET in food packaging, as long as all guidelines are followed.

Mr. Enrique Ackermann, Vice President of Technical and Innovation at Coca-Cola India and Southwest Asia, expressed his enthusiasm for the initiative, emphasizing the company's commitment to reducing its environmental footprint and contributing to a circular economy. Mr. S.B.P. Rammohan, Managing Director of Sri Sarvaraya Sugars Limited, the Franchise Bottling Partner of Coca-Cola in Andhra Pradesh and Telangana, commended the company's sustainable approach. Mr. Utsav Dixit, Head of Sustainability at ALPLA India, the PET Preform Supply Partner of Coca-Cola, highlighted the significance of the launch in supporting sustainability goals.

## SDF develops 100 process protocols for solar drying of Fruits & Veggies



Solr Dryers and Foods (SDF) has successfully developed an inventory of over 100 process protocols for solar drying of fruits, vegetables, forest produce and so on. With this, adding value to agri-horti produce and reducing post-harvest losses has been made possible.

In this regard, SDF has set up solar drying facilities with necessary forward and backward integration with a capacity to produce around 3.0 MT of finished ready to go to market products.

In order to facilitate faster commercialization and transfer of technologies to the target groups, Society for Energy, Environment and Development (SEED) encouraged an affiliate organization-Solr Dryers and Foods, LLP. (SDF) based in Hyderabad in 2016.

Dr. M.M. Krishna, President, SEED, said, SDF is looking forward to joining hands with synergic partners with worldwide market reach. We will be delighted to be the manufacturing partner for the esteemed organisations. SDF has the necessary technical capability to fine-tune or reformulate the existing products or develop any other new products as per the market needs. SDF is supported by the state-of-the-art quality control and product development centre recognised by the Department of Scientific & Industrial Research, Government of India.

SDF'S focus has been essentially on helping the target groups to add value to the agri-horticulture produce while helping to significantly reduce the post-harvest losses. The company markets Solar Cabinet Dryers in different capacities and tailored for different agro climatic conditions, as well as promotes the appropriate processing protocols for different fruits, vegetables, spices, condiments, forest produce and much more, he added.



## All India Food Processors' Association

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