



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

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AIFPA's Virtual Meeting with the Almond Board of California, U.S.A (ABC) and Corporate Law Group (CLG)



A virtual meeting was organized by the All India Food Processors' Association (AIFPA) on May 18th, 2023, at 06:00 p.m. on Zoom in response to a request received from the CLG.

The meeting aimed to discuss the current technical and regulatory issues faced by the ABC (Member) and explore ways to strengthen the relationship between the two associations. The following participants attended the meeting:

1. Ms. Julie G. Adams, Vice President, Global Technical and Regulatory Affairs, ABC;
2. Mr. Sudarshan Mazumdar, Regional Director, India/South Korea/Japan, ABC;
3. Ms. Minakshi Sarma Dabas, Partner, CLG;
4. Dr. Raghav Jadli, President, AIFPA;
5. Dr. Subodh Jindal, Immediate Past President, AIFPA;
6. Mr. Mohit Chaudhary, Deputy Secretary, AIFPA; and
7. Ms. Aprajita Bhardwaj, Global Relations Executive, AIFPA.

The meeting commenced with Dr. Raghav Jadli's warm welcome and interactive session with the participants.

Ms. Julie explained that ABC is facing trade restrictive issues due to Indian regulatory standards concerning almond kernels. These standards set by the FSSAI include physical parameters such as chipped and scratched almonds, doubles, oil content, etc. These parameters are typically included in commercial contracts and do not pose a threat to overall food safety goals.

Dr. Jindal emphasized the need to identify the issues and stressed the importance of fostering a society that is empathetic to the interests of Indian industries and consumers, facilitating ease of doing business in India. He assured ABC of the AIFPA's support in connecting them with Indian food importers and manufacturers to create opportunities in the Indian food processing sector.

Dr. Jindal also proposed organizing a national seminar to raise awareness among food technologists, researchers, the food industry, government bodies, trade channels, exporters, and consumers about California Almonds.

Ms. Julie expressed similar views and suggested establishing connections with small and medium-scale Indian manufacturers to promote business, including measures like greater market access.

Towards the end of the discussion, Dr. Jindal outlined key recommendations to further develop strategies and an action plan:

1. ABC to share information on the quantity, variety, and prices of almonds currently imported from California to India compared to imports from other countries.
2. Share any specialty properties and application aspects of California Almonds compared to varieties from other countries.
3. Provide a compilation of technical and regulatory issues to facilitate imports.
4. Schedule monthly assessment meetings to discuss priority policy subjects with the relevant ministry.

The meeting concluded with Dr. Jadli expressing gratitude to all the participants and urging them to strengthen a deeper relationship between the two associations.

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Regulatory & Food Safety Issues

FSSAI extends timeline for using old packaging materials by tea FBOs



The FSSAI has allowed food businesses involved in tea manufacturing, to use old pre-printed packaging materials.

According to the apex food regulator, it has received several representations from tea manufacturers and tea estates asking for an extension to the timeline given by the food authority to use the old packaging materials.

Ms. Inoshi Sharma, Executive Director, FSSAI, said that FSSAI was in receipt of representations from various tea estates (FBOs) and the Indian Tea Association seeking 06 months' extension in the cases of permission to use non-retail pre-printed bulk tea packages instead of the existing 03 months being permitted by FSSAI.

The Tea Board, in its request, has added that the period January - February were the off-season months for the tea industry when there is no production and hence no utilisation of these packaging materials during this period.

In view of above facts of the case and considering the seasonality of tea flushes, it has been decided to grant time extension of 06 months for permission to tea manufacturing FBOs/estates to use non-retail bulk tea packages, reads the order issued by FSSAI.

The order added that the tea estates/tea manufacturing FBOs who have already been granted approval letters by FSSAI for utilisation of pre-printed packaging material for a period of 03 months may be read as extension for 06 months from the date of issuance of the approval letter.

Ad panel of FSSAI reports 32 fresh cases for misleading ads & claims



The Advertisement Monitoring Committee of FSSAI has reported 32 fresh cases which have been found prima facie in contravention of the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018.

According to the FSSAI, health supplements, organic products, fast moving consumer goods (FMCG), staples etc. were scrutinised for misleading claims and around 170 cases were reported during last six months.

The food authority examined the veracity of the health claims, product claims and so on of the food businesses including manufacturers, marketers of nutraceutical products, refined oils, pulses, flours, millet products, and ghee. FSSAI, in a statement, has stated that the concerned licensing authorities were asked to issue notices to all such FBOs, who were found guilty of misleading claims, to withdraw such claims or scientifically substantiate the same.

As per the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018, under which the deceptive claims or advertisements are prohibited and are punishable offences. In case of unsatisfactory response, the FBO is required to withdraw such claims or modify them as per the provisions of the said regulations failing which the FBO can be penalised with a fine extending up to Rs 10 lakh, as per Section-53 of the Food Safety and Standards Act, 2006, apart from other stringent punishments like suspension/cancellation of licence etc. in case of repeated offences, reads the statement issued by the FSSAI.

The FSSAI statement added that the total cases reported for misleading advertisements and claims during last six months have gone up to 170 and action against such delinquent FBOs shall also continue in future. FSSAI has asked the FBOs to adhere with the provisions related to advertising and claims and desist from making any unscientific, exaggerated claims and advertisements to promote their product sales to avoid enforcement actions and in larger consumer interests.

Merck Life Science enters the F&B Business



Merck Life Science's BioMonitoring business has launched its Food and Beverage (F&B) segment, aiming to inform and educate the industry and microbiologists about the latest innovations in food safety and hygiene monitoring.

With a firm commitment to raising awareness about safe and hygienic food practices, the Food & Beverage segment recently organized an interactive virtual session titled "Safety before Tasty". The session featured Dr. Kurush Dalal, an archaeologist, historian, and culinary anthropologist, in conversation with Dr. Veena P. Panicker, Head of BioMonitoring at Merck Life Science India, where both subject matter experts discussed topics related to food history, safety, preservation, and processing.

As an enthusiastic advocate for food safety, Dr. Kurush stressed that educating people about food safety is essential to safeguarding the health and well-being of consumers. This involves educating them on proper cooking techniques to ensure food safety, identifying foods that are free of harmful contaminants, and advising them on what to avoid to mitigate potential health risks.

Dr. Veena emphasized the trend towards the adoption of innovative technologies in the food safety industry and how Merck is contributing to it by working closely with the manufacturers as well as the regulatory bodies to resolve issues and concerns about the safety and efficacy of the products. It also includes hands-on training for food inspectors and processors at Merck's Centre for Microbiological Analysis Training (C-MAT) Lab, which has strong roots in technology and innovation and provides the best analytical and microbiology products in the biotech space.

Food Safety Works gears to organise India Food Safety Conclave 2023 on June 23



Food Safety Works, a leading Food Safety consulting company with a robust footing of 12 plus years of consulting experience and conceived the India Food Safety Conclave. This is an effort towards building an ecosystem around ensuring better food safety in the country.

The conclave to be held on June 23 at the Hotel Royal Orchid, Airport Road, Domlur, Bengaluru. There will be industry participants, academicians, regulators and service providers meeting to discuss the issues, challenges, learnings and the future direction.

With the goal of connecting all these dots for safer food and a safer future for India, the first edition of this conclave will be taking place in Bengaluru. This conclave will serve as an exclusive platform for practitioners, solution providers, government representatives, academicians, and thought leaders from organisations like FSSAI, CFTRI, and others in the food safety domain.

The conclave will be held under the mentorship of Dr Lalitha Gowda, retired chief scientist CSIR, Mysuru, Dr Shashikant Kunigal from CFTRI, Mysore and ex Corporate Head, Britannia) and Dr Balkumar Marthi from Delaware, ex Unilever and present dean for Innovation and Entrepreneurship at GITAM). The Inaugural Address will be delivered by Dr. Sridevi Annapurna Singh, Director, CFTRI, Mysuru.

The one-day conclave will include a range of live discussions covering Food Safety Management Systems - Stepping Stone to a Good Food Safety Culture, Innovations in Packaging - Approaches to Improved Food Safety, Testing, validation, and verification besides Food Regulations and Labelling.

The organisers expect around 125 plus delegates attending the conclave. They will the opportunity to build a network. Food Safety Works has planned extensive outreach to about 1 lakh plus food professionals through its network. This programme is open to all and interested participants can register themselves at <https://conclave.foodsafetyworks.com/> or by contacting Food Safety Works directly, said the organisers.

FSSAI issues draft on standards of Mead, Craft Beer, Indian Liquor, Country Liquor



The food authority has issued a draft notification on Food Safety and Standards (Alcoholic Beverages) Amendment Regulations, 2023, related to standards of mead (honey wine), craft beer, Indian liquors and definition of low alcoholic beverages/ RTD, wine-based beverages and country liquors.

Under these regulations, the FSSAI has defined the "Ready-to-drink/ Low alcoholic beverages", which shall be low alcoholic, flavoured beverages having more than 0.5 to 8.0% of alcohol ABV.

The draft lays down, made from spirit or the mixture of: spirit or any alcoholic beverage other than wine and beer as base by adding natural/nature identical/artificial flavours and/or food additives permitted under the FSS (FPS&FA) Regulations 2011; and/or fruit/vegetable juice with or without added sugar/salt and with or without carbonation. In case of carbonated ready-to-drink (RTD) /low alcoholic beverages, they shall be carbonated with carbon dioxide. However, the carbonated RTD /low alcoholic beverages shall have a minimum of one volume of carbon dioxide.

The draft added that it shall conform to the requirements as prescribed under these regulations. The FSSAI has asked the stakeholders to send their comments on the draft to the food authority.

Get ready to crunch and score big at SaffolaMunchiez's Indian Crunch League



Marico Limited, one of India's leading FMCG companies, has announced the Indian Crunch League by SaffolaMunchiez, a tasty yet healthy snacking range. Through this campaign, the brand aims to leverage the current cricket fever and engage consumers in an interactive contest of virtually crunching its crunchiest Ragi Chips.

The Indian Crunch League will be led by seven city teams each represented by local celebrity captains. Participants can enroll and compete for their favourite team by simply activating the Crunch-O-Meter filter on their smart phones. The objective of the contest is to catch as many crunchy SaffolaMunchiezRagi Chips as possible which contributes to the overall points for their respective cities and individual leaderboards. Individuals collecting the maximum number of Crunch will stand a chance to win gift vouchers up to Rs 25 lakh.

Amplifying the scale of Indian Crunch League, SaffolaMunchiez has collaborated with some of the most eminent celebrities and influencers across the country. The Indian Crunch League was kick started by renowned hero host Mr. Rannvijay Singha, who invited the audience to jump on a guilt-free snacking trend and participate in a fun and engaging experience.

Patanjali Foods will build a food processing unit in Telangana



PATANJALI FOODS LIMITED
(Formerly known as Ruchi Soya Industries Limited)

Patanjali Foods Limited and the Telangana government have signed a Memorandum of Understanding to start a food processing unit in the Nalgonda district. The company was formerly known as Ruchi Soya Industries Limited. The food processing unit will come up in Uppalancha village with a capital investment of Rs. 1,050 crores.

The stock filing said the MoU was “non-binding and non-enforceable.” Incorporated in 1986, Patanjali Foods Limited has evolved as an integrated player in the edible oil business with a presence across the entire value chain, including palm oil plantations in India.

ITC's B Natural Juices & Beverages launches Fruits 'N Bits



ITC's B Natural Juices & Beverages has yet brought another delightful offering: Fruits 'N Bits, a perfect fruit beverage infused with the goodness of real fruit chunks and seeds. This is part of the commitment to create differentiated offerings for the Indian palate.

The Fruits 'N Bits offering is prepared with zero concentrates, has no added preservatives, and is an impeccable balance of tasty fruit drink with real fruit and seed inclusions. Filled with real fruit and seed chunks, this new range makes a wonderful and tasty beverage that has chunks in each sip.

Mr. Sanjay Singal, Chief Operating Officer, Dairy & Beverages, ITC Ltd., said, in line with B Natural's ethos, we are happy to launch our new range of fruit beverages combined with the richness of real fruit chunks and seeds. We have always endeavoured to create world-class products, and with the new launch, we aim to provide our consumers with a superior range of fruit beverage experiences.

The new range will comprise three beloved variants: mixed fruit, litchi (with apple), and guava, priced at Rs. 65 for 300 ml PET bottles. Additionally, the fruit beverages are packed in recyclable, aseptic PET bottles. The three variants will be available across major retail stores and e-commerce platforms across the country. He added, At B Natural, we always take pride in the fact that our entire range is manufactured from Indian fruits, sourced entirely from our very own Indian farmers.

Wipro Consumer Care acquires Brahmins, a Kerala-based food brand



Wipro Consumer Carehas recently purchased Brahmins, a Kerala-based food brand, in a cash deal. Brahmins focuses on traditional vegetarian, spice mix, and ready-to-cook products and recorded sales of Rs. 120 crores in the fiscal year 2023 (Fy23).

This acquisition is the 14th that Wipro Consumer Care and Lighting has completed in the last 20 years, having invested slightly over \$1 billion in total.

Wipro is trying to create its own snack brand and is looking to become a significant player in the packaged food segment. The company is focusing on three categories: ready-to-cook, spices, and snacks.

According to Mr. Vineet Agrawal, CEO of Wipro Consumer Care and Lighting and Managing Director of Wipro Enterprises, the estimated size of the spices market in India is Rs. 72,000 crores, with straight spices accounting for around Rs. 55,000 crore and blended spices for around Rs. 12,000–15,000 crore. The ready-to-cook category has an estimated market size of Rs. 3,400 crores.

Wipro is planning to expand its footprint in the Kerala market, which makes up 66 percent of Brahmins' sales. Four percent of its sales come from the rest of the country, and the remainder comes from exports. The company also plans to tap into the southern population and exports. Wipro will absorb Brahmins' current workforce, excluding the manufacturing workforce, which the original owner of the company will continue to manage. Brahmins have a headcount of around 280 people.

Established in 1987, Brahmins is a popular brand in its home market, offering ethnic breakfast pre-mix powders, spice mixes, straight powders (spices), wheat products such as pickles, dessert mixes, and others. Its premium flagship products are sambar powder and puttu podi.

Mr. Sreenath Vishnu, MD of Brahmins, said, we are happy that Brahmins is now a part of Wipro Consumer Care Foods. This will enable access to resources that will help the brand grow rapidly. We are jointly focused on developing the brand, supported by local consumer insights, and streamlining manufacturing.

In terms of investing, Wipro plans to upgrade Brahmins' current plants and add manufacturing. However, Agrawal said, it is not very significant given the size of the need. These are not very expensive. Manufacturing will remain with the current owners for the next six years.

Nova Dairy becomes carbon positive



Sterling Agro Industries Ltd., flagship dairy brand, Nova Dairy, is now the only dairy business in India that has a positive carbon footprint. The company's production of electricity through wind and solar energy, helps combat the carbon dioxide and carbon monoxide released into the environment by cattle, has helped the company reach this milestone.

At the heart of the business practices is a commitment to environmental sustainability. In addition to lowering its carbon footprint, the company has improved the environment by using wind energy.

Mr. Kuldeep Saluja, Managing Director of Sterling Agro Industries Ltd., said, we are thrilled to announce that Nova Dairy has become the only carbon-positive dairy company in India. Our commitment to sustainability and the environment has always been a top priority.

With this achievement, we have taken a significant step towards reducing our carbon footprint and preserving the environment for future generations. Our focus on sustainability has led us to explore innovative solutions such as wind energy. We are committed to investing in sustainable practices and solutions that will help us reduce our impact on the environment.

Hershey India launches cashew butterscotch ice cream flavour milkshake



Hershey India Pvt. Ltd., a part of The Hershey Company, a leading global snacking and confectionary company, has launched a new digital campaign, 'Slurp Up the Fun', with the introduction of cashew butterscotch ice cream flavour milkshake. The brand has curated a novel blend of cashew nuts and butterscotch ice cream flavour, based on latest consumer trends and research for distinctive and exotic milkshake flavours.

The campaign, 'Slurp Up the Fun', emphasises the indulgent experience of consuming Hershey's Milkshake. It is designed to resonate with consumers of all age groups, encouraging them to explore new and exciting flavours of Hershey's Milkshake to beat the

heat this summer.

The digital film opens with a group of kids who seem bored and tired and are then directed to the lip-smacking range of Hershey's Milkshake by their mother. Upon tasting the delicious shake, they instantly feel refreshed. The film showcases how the range offers consumers with the perfect antidote to a steamy summer day.

Talking about the campaign, Ms. Geetika Mehta, Managing Director, Hershey India, asserted, Hershey's iconic Milkshake is a huge hit with our consumers, so we wanted to create a new experience this summer by introducing an all-new delicious variant. Cashew Butterscotch Ice Cream Flavour Milkshake expands our premium milkshake portfolio across India. This will be another step in creating a brand that is connected with our consumers and their preferences.

DRDO-DFRL develops anti-freeze container for transporting fruits & veggies at high altitude terrains



DRDO-Defence Food Research Laboratory (DFRL), Mysuru, has now developed an anti-freeze container which can be used for transportation of fruits & vegetables at high altitude terrains. As is known, the hostile environment conditions at these places are a deterrent to use fruits & vegetables for the armed forces. The container uses no electricity and the fruits & vegetables can be transported without chilling to the forward areas. The team of scientists and technologists had recently successfully demonstrated their invention in forward areas of Siachen glacier.

There is a huge need to ensure fruits and vegetables transported to the inaccessible terrains to be protected to ensure the quality and edibility of it is retained to consume or cook. In food, inadequate protection reduces the quality of the fruits and vegetables.

The freezing process preserves food for extended periods because it prevents the growth of microorganisms that cause both spoilage and foodborne illness. Proper packaging materials for freezing food protect the flavour, colour, moisture content and nutritive value of foods from the harsh climate inside the freezer.

The display of the anti-freeze container was done during DFRL's exhibition organised on the occasion of the National Technology Day celebrated across India on May 11. This is being commemorated as the anniversary of Shakti, the Pokhran nuclear test held on May 11, 1998. The day observes the importance of science in day to day life and motivates students to adopt science as the career option. On this occasion, Defence Food Research Laboratory showcased for the public the recently developed products and technologies at its facility.

The exhibition was inaugurated by Dr. Anil Dutt Semwal, Director, DFRL. Dr. R Kumar, Associate Director, DFRL, and Dr. V.A. Sajeev Kumar, Scientist 'F', were present in the inaugural ceremony. Consequent upon, United Nation's General Assembly (UNGA) declaring 2023 as International Year of Millets on March 5, 2021, DFRL also showcased different millet based products developed for use by triservices as well as general public. The scientists highlighted the importance of millets in daily life. Different Ready to Eat (RTE) millet bars, instant millet mixes, millet flour mixes were displayed. Newly developed anti-freeze container was a crowd puller.

Last year, DFRL had designed and developed biodegradable carry bags for food distribution. These are being used as an alternative to the existing non-degradable single-use plastics. These biodegradable bags decompose within a short span of time, which is 180 days leaving no trace behind and avoid the littering problem. By popularising the use of these biodegradable bags, accumulation of municipal solid waste can be avoided, stated DRDO-DFRL in its communication.

All India Food Processors' Association

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