



FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



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National Seminar

on

“Transforming Supply Chain & Logistics for Future Food Industry”

Thursday, 7th September, 2023

The Grande, Bombay Exhibition Centre, Mumbai

Key Participants

ENTREPRENEURS FOOD & AGRO INDUSTRY	FARMERS	EXPORTERS
LOGISTICS & COLD CHAIN SERVICE PROVIDERS	GOVERNMENT BODIES	
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All India Food Processors' Association

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All India Food Processors Association Hosts Panel Discussion on “Emerging Trends in Food Processing and Sustainable Packaging” at Propak India 2023 on 17th August 2023 at Bombay Exhibition Centre, Mumbai



FI India 2023 and Propack 2023 are premier food and beverage event, provided a platform for industry stakeholders to explore cutting-edge solutions and trends in the food sector. The program encompassed a diverse array of sessions, workshops, and exhibitions, focusing on innovations, regulatory insights, and market trends that shape the industry's future.

The inauguration of FI India 2023 & Propack 2023 marked the commencement of an enlightening journey. Distinguished guests, industry leaders, and participants gathered in anticipation of the event's enriching offerings. During the inaugural ceremony, AIFPA's booth was unveiled in the presence of **Ms. K. K. Jitha, Joint Director, FSSAI, Dr. Prabodh Halde, Chairman, West Zone, AIFPA, Dr. Umesh Kamble, Mr. Nilesh Amritkar and Mr. Nilesh Lele** were present there.

This symbolises the association's commitment of AIFPA to foster growth, innovation, and sustainable practices within the food processing sector.

AIFPA's stall at **Fi India 2023 & Propack 2023** served as a hub of knowledge and networking. Decorated with engaging displays and informative materials, the stall showcased the association's efforts to drive positive change in the food processing industry. Visitors to the AIFPA stall had the opportunity to interact with representatives, gain insights into industry trends, and learn about the association's initiatives for fostering innovation and sustainability.



All India Food Processors Association successfully organized a dynamic panel discussion on the key topics of "Navigating the Food Frontier: Emerging Trends in Food Processing" and "Sustainable Packaging." The event took place on Thursday, August 17, 2023, at the renowned Bombay Exhibition Centre in Mumbai, as part of the Propak India-Fi India 2023 exhibition.

The enlightening panel discussion aimed to shed light on the ever-evolving landscape of the food processing industry and the vital aspect of sustainable packaging. The insightful discourse was moderated by Mr. Nilesh Lele Co-founder of FTP Research & Education Pvt. Ltd.

The event commenced with opening remarks from Dr. Prabodh Halde, Chairman-West Zone, AIFPA, and Head of Regulatory Affairs at Marico Ltd. Dr. Halde set the tone for the discussions by emphasizing the significance of innovation and sustainability in the food processing sector.

The distinguished panel consisted of industry experts and thought leaders who shared their valuable insights and experiences:

- Mr. Ritesh Mathur, Founder of F2F Food and Beverage Consultants
- Ms. K. K. Jitha, Joint Director at the Food Safety and Standards Authority of India (FSSAI), Western Region
- Dr. Suraj Savaliya, Managing Director of Patson Group of Companies
- Mr. Krish Bhaggan, Vice President of Research and Development (R&D) and Quality Assurance (QA) at Manorama Industries Ltd
- Mr. Prakhar Sharma, Packaging Development Manager at Marico Ltd.
- Mr. Gaurav Gambhir, Founder and Managing Director of Shubh Food Industries Private Limited

The panelists delved into multifaceted subjects, ranging from innovative technologies in food processing to the challenges and opportunities in adopting sustainable packaging solutions. The discussions not only highlighted the advancements but also underscored the role of regulations and standards in ensuring food safety and quality.

The panel discussion was followed by an engaging question-and-answer session, where attendees had the opportunity to interact with the panelists, seeking clarifications and deepening their understanding of the topics discussed.

The All India Food Processors Association expresses its gratitude to all the panelists, attendees, and partners who contributed to the success of this event. Such discussions play a pivotal role in driving the growth and development of the food processing industry in India.



Uttarakhand Chief Minister Interaction with Industry Leaders on 21st August, 2023 at Hotel Taj Mahal, New Delhi



Uttarakhand is pursuing the clarion call of the Hon. Prime Minister of a self-reliant India and has initiated the ambitious project of **Sashakt Uttarakhand@25** under the leadership of the Hon. Chief Minister of Uttarakhand to double State GDP by 2025.

To achieve this ambitious target, the Government of Uttarakhand is organizing '**Uttarakhand Global Investors Summit 2023**' in **December 2023**. The Summit will host strategic conferences, panel discussions, round-table deliberations, presentations, and roadshows in various parts of India and abroad along with one-to-one business

meetings. It will bring together leading investors from all over the world, senior government officials and local business communities for interactions on the investment environment and opportunities in Uttarakhand.

As a precursor to the summit, an interaction with **AIFPA** and other Industrial Associations was organised on **21st August, 2023** at **Hotel Taj Mahal, New Delhi** to understand expectations of the industries from the State Government to enhance the business environment in the State.

The Session was chaired by the Hon'ble Chief Minister of Uttarakhand, **Sh. Pushkar Singh Dhama** and dais was shared by Chief Secretary, **Dr. S.S. Sandhu** (IAS), Secretary – IT & Information, **Sh. Shailesh Bagauli** (IAS), DG & Commissioner – Industries, **Sh. Rohit Meena** (IAS) and other Govt. Official and Industry Associations.

On behalf of AIFPA, **Dr. Raghav Jadli**, President, AIFPA interacted with Hon'ble CM & CSI and extended the support from MSME Food Processing Industry to promote processing in the hilly regions, which is 86% of the total area. This will be nature friendly and will refrain the natural calamities which has been noted in the region due to large & not so environment-friendly projects.

This will not only generate the employment & improve economy of the state but as well with Government Support there will be growth in the horticulture sector with farming of premium range processed varieties of fruits like Apple, Apricot, Plum Cherry etc. & Organic Milk along with Industry-Government's efforts to make Uttarakhand hilly regions as 'Default Organic State' as done in Sikkim .

The suggestion were very well taken and appreciated by CM, CS and other officials. Secretary-Industries, **Sh. Vinay Shankar Pandey** highlighted the AIFPA's suggestion and briefed about the action plan on policy matter especially for Food Processing Sector in Uttarakhand District wise and requested AIFPA's support for the same.

The session with a vote of thanks to the Chair and the participants.

Dr. G.S. Rajoria honored with Global Top Leadership Award



Dr. G. S. Rajoria is an eminent personality in the field of Dairy Technology. On 24th August 2023, he was awarded the prestigious **Global Dairy Leadership Award** in a glittering ceremony by Brain Analytica, a global organization.

His achievements have been recognized internationally. His impact on the Dairy Industry is profound, serving as the past president of the Dairy Association and his expertise has helped not only raised the standards of Dairy Industry but also created a generation of professionals. He has published around 300 research and scientific articles in top research journals.

With numerous achievements during his career, Dr. Rajoria's leadership & dedication has been shaping the dairy landscape in India and in countries like the US, UK, New Zealand and Malaysia, where his research work has generated immense interest, leading to advancements in dairy processing, productivity has increased. Dr. G. S. Rajoria's achievements are a testament to his unwavering dedication, intense curiosity and constant pursuit of excellence. As the field continues to grow, his legacy will undoubtedly inspire current and future generations to strive for greatness and make a positive impact on the world.

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Regulatory & Food Safety Issues

PLISFPI Schemes for food processing approved by Union Cabinet with budget of Rs 10,900 crore



The Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) was approved by Union Cabinet with a budget of Rs10, 900 crore, to be implemented from 2021-22 to 2026-27.

It consists of three components: incentivising manufacturing in four major food product segments, promoting Innovative/Organic products of SMEs, and supporting branding and marketing abroad for Indian brands. Additionally, the PLI Scheme for Millet-based Products (PLISMBP) was launched in FY 2022-23 with an outlay of Rs. 800 crore, utilising savings from PLISFPI. The scheme boosts the capacity of the food processing industry by supporting food manufacturing entities that are willing to expand their processing capacity, incentivising the growth of strong Indian brands, enhancing the presence of Indian food brands in the global market, creating more employment opportunities, and ensuring higher income for farmers.

The Ministry is actively implementing three major schemes to promote the food processing sector: Pradhan Mantri Kisan SAMPADA Yojana (PMKSY), Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) scheme, and Production Linked Incentive (PLI) Scheme. These schemes offer comprehensive support across the entire food processing value chain, aiding the food industry in meeting international quality and safety standards for their food products. One of the objectives of the R&D scheme under PMKSY is to promote research and development in the field of food quality and safety standards in the food processing sector. Through this scheme, financial support is provided through grant-in-aid, covering 50% of equipment costs in general areas and 70% in difficult areas.

Under another component scheme of PMKSY, known as "Food Safety and Quality Assurance Infrastructure," financial assistance is provided to Central/State Government and private sector organisations/universities for the establishment and enhancement of food testing laboratories across the country. This initiative plays a crucial role in ensuring compliance with FSSAI regulations, which, in turn, facilitates the maintenance of high-quality and safety standards of processed food products to meet global demands.

To increase ethanol production, the Government is implementing the Ethanol Blended with Petrol (EBP) Programme nationwide. Various Ethanol Interest Subvention Schemes were introduced from 2018 to 2022, encouraging entrepreneurs to establish new distilleries or expand existing ones. The scheme offers an interest subvention of 6% or 50% of the interest charged by banks/financial institutions for five years, whichever is lower, along with a one-year moratorium, to promote ethanol production growth. Ethanol production from grain was also included under these schemes in 2021 to further promote ethanol production.

The Ministry of Food Processing Industries (MoFPI), has been implementing the Pradhan Mantri Kisan Sampada Yojana (PMKSY), which addresses the infrastructure challenges being faced by SMEs and promotes technology adoption in the food processing sector. PMKSY supports establishment of cold chains, and other processing facilities, which contribute to improving the supply chain and storage capabilities in the food processing sector and 1,281 projects have been approved under PMKSY.

The PMKSY provides significant support and incentives to food processing SMEs, encouraging their growth and development. Through financial assistance and other benefits, PMKSY facilitates the establishment of modern infrastructure/ technology, and capacity expansion for SMEs. This has led to increased processing levels, improved product quality, and enhanced market access for these SMEs. The Yojana has significantly boosted employment opportunities, particularly in rural areas, assisting in the generation of jobs for 13.09 Lakh people.

The Ministry is implementing three major schemes—PMKSY, PMFME scheme, and PLI Scheme - to promote food processing, thereby reducing food losses and promoting sustainability. The R&D Scheme under PMKSY aims to enhance production, including tech-based food processing innovation, quality, safety, and trade while promoting sustainability.

The PLI Scheme for Food Processing Industry incentivises MSMEs that focus on innovative products, boosting innovation in the food processing sector.

Additionally, the PLI Scheme for Millet-based Products promotes millets, which are special grains that need less resources to grow, provide excellent nutrients, and can withstand changes in the weather, which helps in achieving the goal of sustainability.

To promote "Brand India" globally, the PLI Scheme for Food Processing Industry supports companies with branding and marketing abroad, boosting the emergence of strong Indian brands. Companies receive 50% financial incentives for expenditure on international branding, capped at 3% of food product sales or Rs 50 crore per year, whichever is less. Presently, 77 applications are covered under this PLI component.

42000 cases filed against non-conformation of standards, Parliament told



The Ministry of Health and Family Welfare has told Parliament that around 42,000 cases were filed in 2022-2023 against protein powder & dietary supplements, related to non-conformation with the food safety standards. These cases include both civil and criminal charges.

In 2022-23, a total of 38,053 civil cases launched against non-confirming food samples (including protein powders & dietary supplements) while 4,817 criminal cases were launched during the same period. In 2021-22, the number of civil cases registered was 28,906 and 4,946 criminal cases were registered while 24,195 civil and 3,869 criminal cases were registered in the year 2020-21.

In reply to a question, the Minister for Health and Family Welfare has said, FSSAI, vide order dated 7th March 2023, has directed Commissioner of Food Safety of all States/UTs, Central Licensing Authorities and Regional Directors to carry out special enforcement drive for various nutraceutical/health supplements products sold in the market which are not in compliance with the provisions of the Act and the Rules and Regulations.

During the said enforcement drive, 1,326 samples were lifted across the country and 1,229 were sent to laboratories for testing. As per the reports received, 202 samples have been found non-compliant to respective food product standards and action has been taken as per the penal provisions under FSS Act. The statement by the minister added that samples of food items (including protein powder and dietary supplements) were drawn by State Food Safety Officers and sent to the laboratories recognised by FSSAI for analysis. In cases where samples were found to be non-conforming to the provisions of the Act and the Rules and Regulations made, recourse is taken to penal provisions under the FSS Act.

FSSAI Directs Immediate Adoption of Approved Manuals for Tea, Coffee, Chicory, Fish, & Fish Products Analysis



The Food Safety and Standards Authority of India (FSSAI) has issued a directive to all laboratories, urging them to utilize the approved manual of methods of analysis for tea, coffee, and chicory, effective immediately. Additionally, laboratories are required to adopt the approved manual of methods of analysis for fish and fish products without delay. According to the FSSAI's order, these manuals supersede the previously specified test methods for fish and fish products under the Manual of Methods of Analysis of Foods—Meat and Meat Products & Fish and Fish Products, as issued in Office Order No. 1-90/FSSAI/SP (MS&A)/2009 dated 09.01.2017.

Mr. Kamala Vardhana Rao, CEO of FSSAI, emphasized that these manuals are comprehensive guides that offer invaluable resources to food testing laboratories, researchers, quality control professionals, food technologists, and anyone involved in the analysis of tea, coffee, chicory, and fish and fish products.

The manual has been meticulously crafted to provide a wide range of analytical methods specifically tailored for tea, coffee, chicory, and fish and fish products. It encompasses various aspects of analysis as per FSSR, and the laboratories must use these testing methods exclusively for analyzing samples under the FSS Act 2006 and its associated rules.

FSSAI anticipates that these approved manuals will act as catalysts for scientific advancements, ensuring quality assurance, and enhancing consumer safety in the food industry. By implementing standardized testing methods, the authority aims to maintain a high level of integrity in the evaluation of these products, thus promoting consumer confidence and trust.

ICMR informs on health impacts of non-sugar sweeteners



Indian Council of Medical Research (ICMR), has informed that assessment of the health impacts of the non-sugar sweetener aspartame conducted by International Agency for Research on Cancer (IARC), as well as World Health Organization - Food and Agriculture Organization (WHO-FAO) Joint Expert Committee on Food Additives (JECFA) cite 'limited evidence' for carcinogenicity in humans. However, IARC has classified aspartame as 'possibly carcinogenic' to humans (IARC Group 2B), and JECFA accordingly has reaffirmed that the acceptable daily intake should be 40 mg/kg body weight.

Food Safety and Standards Authority of India (FSSAI), has already laid down the standards for various artificial sweeteners in the Food Safety and Standards (Food Products Standards and Food Additives) Regulation, 2011. These standards for non-caloric sweeteners and limits for use of such non-caloric sweeteners in various food products have been laid down on the basis of risk assessment and Acceptable Daily Intake (ADI) established by Joint FAO/WHO Expert Committee on Food Additives (JECFA) and the limits are in harmonisation with Codex Alimentarius Commission.

Parle continues to find balance between premium and value offerings



Parle Products, a prominent player in the Indian FMCG industry, has successfully navigated evolving consumer preferences by simultaneously catering to both premium and value segments. Mr. Mayank Shah, Senior Category Head of Parle Products, shed light on the company's strategy and outlook amidst changing market dynamics.

He highlighted that both urban and rural demand has been on the rise, reflecting a shift in consumer behaviour. He emphasized, Currently, both urban and rural demand is growing, and both value and premium products are doing well. Till about a quarter ago, premium products were doing well and there was pressure on value products, but now there is a revival of rural demand, and we are seeing traction across both premium as well as value offerings.

Acknowledging the challenges posed by rising wheat prices, Shah discussed their impact on the company's bottom line. He stated that although there has been a 7–8% increase in wheat prices, the reduction in the cost of another key ingredient, edible oil, has mitigated the overall impact on profitability. He explained, Net-net, the impact is not as much as one would expect. As the price of edible oil has come down from an all-time high of about Rs. 175 to Rs. 95-98, there is a much-needed respite, and almost all companies have passed back those savings to consumers through either consumer offers or reductions in MRP.

When questioned about the potential escalation of wheat prices and its implications for the company's pricing strategy, he assured that the current concern is not as substantial due to the reduction in edible oil prices. He mentioned that while wheat prices are a concern, the company expects them to stabilize, and any necessary price adjustments will be made in alignment with market dynamics.

Addressing the distribution network and consumer behaviour, he discussed the ongoing shift in consumer preferences. He stated, Both in fact. It is a good thing right now that we are getting back the volume growth because we are passing on the benefit of lower input costs through extra weight and a reduction in MRP. He emphasized the revival of demand in rural India and the positive impact of the company's measures to pass on cost savings to consumers. As Parle Products continues to find the balance between premium and value offerings, the company's adaptive strategies showcase its commitment to meeting diverse consumer needs across varying market conditions.

Nestlé announces recall of Nestlé Toll House chocolate chip cookie dough bar



Nestlé USA is initiating a voluntary recall of a limited quantity of Nestlé Toll House chocolate chip cookie Dough 'break and bake' bar products due to the potential presence of wood fragments.

This voluntary recall is isolated to two batches of Nestlé Toll House chocolate chip cookie dough 'break and bake' bar products that were produced on April 24 and 25, 2023. This product was distributed at retailers in US.

This recall does not involve any other products, including other varieties of refrigerated cookie dough in 'break and bake' bars, rolls, or tubs, or edible cookie dough. While no illnesses or injuries have been reported, the company is taking this action out of an

abundance of caution after a small number of consumers contacted the company about this issue.

Amul plans 15 new milk processing plants



Amul group, has put in place a plan to diversify into non-dairy categories including food and beverage segment, and leading it to gather momentum in FY24. The Gujarat Co-operative Milk Marketing Federation (GCMMF) which markets the brand currently has 98 processing plants across the country, will add another 15 new units in FY24, to achieve a count of 113.

Led by the objective to bring the brand closer to consumers and suppliers (dairy farmers), it will leverage the shift from unbranded to branded products in its new launches as well as existing products. The category includes milk shakes, curd, sweets and bakery products, while protein-based buttermilk, lassi, probiotic chocolates ice-creams and cheese are also in consideration.

GCMMF has lined up Rs 3,000-4,000 crore investment on capacity expansion and new initiatives. It currently has an installed capacity of 470 lakh litres per day across its 98 processing plants, wherein it envisages capacity expansion by 30-40 lakh litres per day in the next two years. GCMMF hopes to add Rs 8,000-Rs 10,000 crore to its topline, as the co-operative aims to achieve Rs one trillion by FY26.

NOTO Introduces New Macaron Ice Cream Sandwiches



NOTO, the brand known for changing the way we enjoy desserts, has revealed its latest creation: the macaron ice cream sandwich. This special treat mixes elegance and amazing flavours to bring you a dessert that's both delicious and guilt-free.

NOTO has a reputation for making treats you can enjoy without feeling guilty. They offer a variety of products, like gelatos, ice creams, mini bites, and popsicles, all focused on redefining how we treat ourselves. Now, with the macaron ice cream sandwich, they're showing us guilt-free indulgence in a new way.

Inside each box, you'll find four incredible flavours that combine amazing taste with guilt-free enjoyment. Try the smooth and rich dark chocolate for a satisfying cocoa experience. Experience the strong and creamy blend of coffee, where the bold aroma meets ice cream in a macaron delight. Discover the flavours of chocolate and hazelnut, where each bite is full of rich taste. And for a taste of the tropics, there's mango cheesecake, bringing paradise flavours inside a crispy macaron shell. These treats aren't just desserts; they're an invitation to a delightful flavour adventure.

Mr. Ashni Shah, co-founder of NOTO, said, "NOTO's Macaron Ice Cream Sandwiches show how decadence and quality can come together perfectly. With this tasty treat, we continue our promise of guilt-free indulgence that doesn't compromise on flavour.



All India Food Processors' Association

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