



FOOD PRO

E-News Letter of All India Food Processors' Association
(Established in 1943)

From the President's Desk

“WORLD FOOD INDIA 2017”

Dear Industry Members,

Our Greetings & Best Wishes.

You will be glad to learn that with the initiative of the Hon'ble Minister of Food Processing Industries, **Smt. Harsimrat Kaur Badal**, the Govt. of India is holding an International Summit titled “**World Food India 2017**” from **3rd to 5th November, 2017** at **Delhi**. This is the first of its kind event ever held in the country. The Hon'ble Prime Minister of India is expected to be the Chief Guest and there will be participation of over 25 Countries, all the States of India and Indian Food Industry showcasing their expertise in areas of Food Materials, Technology, Packaging, Novel and Innovative Food Products, Processing Equipment, Post Harvest Machinery, Ambient Controlled Storage Systems, Cold Chain and Reefer Transportation, Quality Control Techniques, Marketing and Distribution Systems, Effluent and Waste Management Equipment, Special Application Foods like Organic Foods/Fortified Foods/Nutraceuticals/Health Supplements/Special Dietary Foods etc.



Smt. Harsimrat Kaur Badal

The objective is to present India to the World as a country of immense potential in food processing, food sourcing and of unlimited possibilities in joining hands with foreign business houses for Technology Transfer, Investments, Joint Ventures, Procurements, New Product Development, Quality Control, Marketing and Buyback Co-operation etc. Food processing is one of the ten key sectors under the '**Make-in-India**' initiative of Govt. of India. In this context, “**World Food India 2017**” is planned to be a catalyst in India's drive to boost food manufacturing in the country, enhance foreign direct investment, upgrade technology, promote traditional foods & regional cuisines and improve India's share in global food trade.

“**World Food India 2017**” is a great opportunity for food businesses and entrepreneurs along the entire food chain to connect with global technology providers, investing partners, marketing companies, supply chain experts to enhance their product range & quality and explore fusion of Indian & foreign foods/ingredients. The summit will be structured with special Sectoral Sessions, State Sessions, Partner & Focus Country Sessions, Financing Sessions, MSME Sessions and the like. Central & State Governments will present their fiscal Incentives and other hand holding schemes as per the National Food Processing Policy. For business promotion, there will be focused B2B Meetings and Exhibitions displaying Indian & international food products, ingredients, technology, equipments etc. The exhibition space will be spread over an area of 27,000 sqm.

Dear industry friends, this is a unique opportunity which we would recommend to you to make the best use of. AIFPA is working hard to have this message reach the food industry all over the country, in all food segments and at all levels - micro, small, medium and large. We request you to come forward, participate in this mega event, showcase your products/services and interact in B2B Meetings.

Though there is no delegate fee, participation and engagement is strictly by invitation. Kindly fill in the attached 'Participation Information Form' and send it to us for further processing and compiling details of potential industry interactions/offers to be presented to foreign companies through proper Govt. channel.

Let us join hands in making this national event a big success.

With kind regards,

(Dr. S. Jindal)

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Chief Editor:- K.L. Radhakrishnan, assisted by Ms. Jyoti Soni Maurya and Mr. Vishal Sarin

PARTICIPATION INFORMATION FORM FOR "WORLD FOOD INDIA"-2017

- Name of the Company/Organisation.....
- Address.....
.....
- Contact Points (Tel).....(M).....
E-mail.....(Web).....
- Field of Activity: Materials/Manufacturers/Marketing/Exports/Services/Academic/R&D
- Products dealt with.....
- Annual Turnover.....
- Requirement of Space/Stall in Exhibition.....
- Name of CMD/MD/CEO/Head of Orgn.....
- Contact Person (Name/Tel/E-mail).....
.....

EXHIBITION SPACE RENTALS FOR WORLD FOOD INDIA-2017

Type of Space	Rates (INR)	Rates (US \$)
Raw Space (minimum-36 SQM) (Electricity excluded)	INR 4000 per sq. meter	USD 100 per sq. meter
Shall Scheme/Built up Space (Minimum-9SQM) (Built up space includes Fascia, Carpeting, 3 Spot lights, 1 Cabinet, 1 Reception Table, 3 Chairs, 1 Waste Paper Basket for every 9 sqms)	INR 4500 per sq. meter	USD 120 per sq. meter
Built up space rates for MSMEs	INR 3500 per sq. meter	
Electricity Charges	Rates (INR)	Rates (US \$)
Kilowatt (per KW)	3000	50

For Exhibition space, please contact:

Mr. Afganullah
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M F P I
Ministry of Food Processing Industries
Government of India



INTERNATIONAL EVENT FOR
INVESTMENT & TRADE
PROMOTION IN INDIAN
FOOD PROCESSING SECTOR

**WORLD FOOD
INDIA 2017**

TRANSFORMING FOOD ECONOMY
3rd -5th NOVEMBER 2017 | VIGYAN BHAWAN, NEW DELHI

* Reproduced from the Ministry of Food Processing Industries Website

Up-coming Events

Event : **Seminar on “Implementation, Compliances & Operation of GST particularly in respect of SMEs Food Sector”**
Date : 30-05-2017
Place : Auditorium of India International Centre, Lodhi Road, New Delhi
For information, contact : Mr. Rameshwar Maurya
Mobile:- 08744088116
E-mail:- maurya@aifpa.net

Event : **Seminar on “New Opportunities in Food Processing Sector in the context of World Food India-2017”**
Date : 08-06-2017
Place : Pune
For information, contact : Mr. Rameshwar Maurya
Mobile:- 08744088116
E-mail:- maurya@aifpa.net

Event : **Workshop on “GST”**
Date : 09-06-2017
Place : Pune
For information, contact : Mr. Rameshwar Maurya
Mobile:- 08744088116
E-mail:- maurya@aifpa.net

Event : **World Food India**
Date : 03-11-2017 to 05-11-2017
Place : Vigyan Bhawan, New Delhi
For information, contact : Ms. Anjula Singh Solanky
Tel:- 011-45771000
E-mail:- anjula.solanky@cii.in

Event : **Fi India-2017**
Date : 09-11-2017 to 11-11-2017
Place : Bombay Exhibition Centre, Mumbai
For information, contact : Mr. Jimesh Patel, (M):- 09820756210
E-mail:- Jimesh.patel@ubm.com

ALL INDIA FOOD PROCESSORS' ASSOCIATION

Vacancy of Assistant Editor (Technical)

Qualifications : Degree/P.G. Degree in Science/Management preferably in Food Sciences & Technology or any allied subjects.

Job Profile : Collecting & compiling general/technical information on various aspects of Food Technology & Processing and a flair for writing articles to be published in the 70 years old Bi-monthly technical Journal, **“Indian Food Packer”** and also for the monthly, **E-Newsletter**.

Editing Research/Review articles related to various aspects of Food Science, Technology & Processing received from authors for publication in the Journal.

Preference : A balance of 'Food Tech' and 'Journalistic' knowledge will be important. Publishing & Media experience can be additional merits.

Food Technologists & Scientific persons recently retired may also apply.

Remuneration : Negotiable

Applications complete with all the required details may be sent to the Association at **E-mail: aifpa@vsnl.net/vishal@aifpa.net** within 10 days of the publication of this Ad.

Regulatory & Food Safety Issues

What is the definition of Wholesale Food Package and Multipiece Food Package?

According to the Food Safety and Standards (Packaging and Labelling Regulations) 2011 the term “**multipiece package**” is a package that is intended for retail sales either as individual pieces or as the package on the whole. A multipiece package will have

- two or more individual packages of the same commodity
- or be labelled pieces of the same commodity
- each individual package will have the same quantity
- all labelling declarations have to be mentioned on multipiece packages

Multipiece packages are meant for sale to the direct consumer for consumption of the commodity that is contained in the package and includes any imported packages. Multipiece packages are not permitted for use by industrial and institutional consumers. Institutional consumers are those who buy packaged commodities directly from the manufacturers for use by institutions like Transportation, airways, railways, hotels and hospitality industry. Industrial consumers also buy packaged commodities directly from the manufacturers for their own use.

On the other hand “**wholesale package**”

- Is a package that contains a number of retail packages which is intended for sale, distribution or delivery to an intermediary and is not meant for direct sale to a single consumer.
- It can also be defined as a commodity of food that is sold to an intermediary in bulk so that the intermediary can sell, distribute or deliver such commodity of food to the consumer in smaller quantities.
- Wholesale package contains ten or more than ten retail packages which are labelled as per regulations and other labelling requirements.
- They may be packed in any quantity and need not declare MRP, date of manufacture or address of manufacturer.

Labelling Requirements

All wholesale packages must have the following declaration:-

1. The name and address of the manufacturer or importer and if there is a separate agency used for packing then the name and address of the packer.
2. Identity of the commodity clearly displayed
3. Total number of multipiece packages or the total quantity and number contained in the wholesale package.
4. The above declarations must be legible, definite, plain and clearly visible.

IPC Section 272 modified for food safety and standards

While addressing concern in matters related to food adulteration by the Supreme Court, the Law Commission of India reviewed Sections 272 and 273 of the Indian Penal Code (IPC), 1860. It was recommended that suitable modifications be made in the provisions contained in the two sections, as per the 24th report titled Criminal Law (Amendment) Bill, 2017 (Provisions dealing with Food Adulteration), it was suggested in accordance to the Food Safety and Standards Act, 2006.

The 24th Report of the Law Commission has been circulated to the governments of all States and the Administrations of all Union Territories (UTs) for their feedback, by the Ministry of Home Affairs. The Food Safety and Standards Authority of India has not maintained any data on deaths caused due to adulteration of food items. Minister of State, Health and Family Welfare, Fagga Singh Kulaste stated this information in a written reply in the Rajya Sabha.

False claims of nutritional content on packaged foods

A recent study published by Journal of the Academy of Nutrition and Dietetics revealed that the low contents mentioned on the labels of food items are not reliable indicators of their actual nutritional quality. Companies often put up claims such as 'low-fat' or 'low-sodium' on their packaged food products, leaving consumers confused and ill-informed. The study was conducted at the Duke-UNC USDA Center for Behavioral Economics and Healthy Food Choice Research (BECR) funded by Healthy Eating Research.

The study was led by researchers at the University of North Carolina at Chapel Hill. It was observed that 'low nutrition' claims in the form of low calorie, low sugar, low sodium and low fat are actually a comparative assessment with regard to other similar food products in the market. The survey was conducted for over 80 million food and beverage purchases from over 40,000 households in the US from 2008 to 2012 with low content claim for 13 percent of food and 35 percent of beverage purchases.

Global Food Fair in November to boost food sector: Govt.

The Government of India will organise a Global Food Fair in November this year to provide a platform to Indian farmers and manufacturers to display their products and explore partnerships with foreign companies, Food Processing Minister Harsimrat Kaur Badal said.

The three-day **World Food India 2017** is being organised from **November 3-5, 2017** by the Food Processing Ministry, where industry body CII will be an event partner. “**World Food India**” is an international level fair which we are organising in November this year. The event will have participation from those who are involved in the food sector from farm to fork, Badal said after the first meet of advisory committee and steering committee of the event.

The minister said it is for the first time that such platform is being provided where farmers to manufacturers to retailers will highlight their products and innovations, and explore business opportunities with foreign companies. “Foreign food companies would also explore how and with whom they want to partner in India,” she added.

Badal said this event will provide a big boost to food processing sector as well as farmers’ income. She said several small, big, and multinational companies from the world over will take part in this event. The event will focus on showcasing achievements and opportunities of the Indian food processing sector and foster maximum investment commitments.

The World Food India is a step aimed at creating India as a Global Food Factory and Global Food Retail Market, she said. The food processing sector received USD 5.76 billion in FDI equity inflows from 2010-11 to 2015-16. In 2016-17 (April-December), the food processing sector in the country has received USD 663.23 million worth of FDI. The government had last year allowed 100 per cent FDI for marketing, including through e-commerce, of food products manufactured and produced in India.

Rs. 6000 crore 'SAMPADA' scheme for food processing to be launched

The government will soon launch an umbrella programme 'SAMPADA' for food processing sector with Rs 6,000 crore outlay to integrate current and new schemes aimed at reducing food wastage and doubling farmers' income.

Food Processing Minister, Harsimrat Kaur Badal said her ministry would soon approach the Cabinet for the approval of 'Scheme for Agro-Marine Produce Processing and Development of Agro-Processing Clusters (SAMPADA).' “We will shortly launch an umbrella scheme, SAMPADA for overall development of the food processing sector. It will include ongoing schemes like Mega Food Parks and Cold Chain projects as well as three new schemes that we will be launched.”

To create infrastructure for improving the entire food supply chain, three schemes- 'Creation/ Expansion of Food Processing and Preservation Capacities', 'New Agro-Processing Clusters' and 'Backward and Forward Linkages' are on the anvil. Badal said the government is taking steps to boost food processing sector as part of its objective to bring down post-harvest losses preferably to zero level, provide quality food to consumers at cheaper price and for doubling of farmers' income.

The Centre has so far sanctioned 42 mega food parks and 234 cold chain projects with 139 lakh tonnes of preserving and processing capacity of agro-produce worth Rs 35,000 crore. The post-harvest losses are estimated at Rs 92,000 crore annually, Badal said that these food parks and cold chains would help in cutting this wastage. These projects, being set up with a total investment of about Rs 15,000 crore, will also generate employment for 3.5 lakh persons and benefit 15 lakh farmers. “We are mapping all agro-clusters in the country. Under the new scheme, we will provide upto Rs 10 crore of subsidy/grant for creating infrastructure at each of these clusters so that seamless transfer of food products from producing to consuming centres becomes a reality.”

The minister held an interaction with promoters of newly- allotted 101 Integrated Cold Chain Projects. Elaborating on proposed SAMPADA scheme, Special Secretary in the ministry Jagdish Prasad Meena said the Rs 6,000-crore programme will be implemented by 2019-20 fiscal. “This programme will help create infrastructure for linkage of entire supply chain.”

Recently the Food Processing Ministry sanctioned 101 new cold chain projects being set up by firms like Big Basket, Amul and Haldiram etc. entailing Rs 3,100 crore in investments.

*Let me tell you the secret that has led me to my goal.
My strength lies solely in my tenacity---Louis Pasteur*

Frozen fruits, vegetables consumption can help achieve nutrition goals

According to a recent study, people who consume frozen fruits and vegetables have significantly higher intakes of key nutrients, such as potassium, fiber and calcium. The study was presented at 2017 Experimental Biology meeting.

The research analysed the data of National Health and Nutrition Examination Survey (NHANES) from 2011-2014. When consumers of frozen fruits and vegetables were compared to non-consumers of frozen fruits and vegetables, the results of the studies were: – Frozen fruit and vegetable consumers eat more total fruits and vegetables than non-consumers. Frozen fruits and vegetables consumers have significantly higher intakes of nutrients of concern-potassium, dietary fiber, calcium, and vitamin D. Adult consumers of frozen fruits and vegetables have significantly lower Body Mass Index than non-consumers.

Dr. Maureen Storey said, at a time when Americans are only eating half of the recommended daily intake of fruits and vegetables, our research shows that eating frozen fruits and vegetables can help fill the gap in fruit and vegetable consumption. In addition to increased consumption of nutrients of concern, frozen fruit and vegetable consumers also had a higher intake of vitamins A and C.

The U.S. Department of Agriculture and U.S. Department of Health and Human Services 2015-2020 Dietary Guidelines for Americans (DGAs) define calcium, potassium, dietary fiber and vitamin D as nutrients of public health concern because low intakes are associated with health concerns. Specifically, the guidelines attribute low intake of fiber and potassium to decreased fruit and vegetable consumption. This research adds substantiation to the growing body of evidence that supports the significant role frozen fruits and vegetables can play to help Americans meet daily intake recommendations set by the DGAs. While this research focused on fruits and vegetables, frozen foods and beverages also provide consumers with nutritious and convenient meals options while minimizing food waste, said Frozen Food Foundation President and CEO Alison Bodor.

Company News

Modern Foods plans to venture in health and wellness sector

Modern Food Enterprises, the maker of Modern Bread and a wide range of bakery products is transiting the brand to the health and wellness space with the launch of a new product portfolio. There are plans to add packaged foods such as biscuits and noodles in coming years.

Chief Executive Officer of Modern Food, Aseem Soni said, “the products launched have new packaging and graphics, and are promoted digitally.” The portfolio includes Milk Plus bread, Hi-Fibre brown bread, 100 per cent whole-wheat bread and Multigrain Superseed Bread that is made from seven grain flours and contains Omega 3.

The products will be available across India in the next 2-4 weeks. The company expects 20 per cent of its volume growth to come from the health and wellness segment and is to drive the estimated 25 per cent revenue growth in the current fiscal. Modern Bread registered a revenue of ₹270 crore for the year ended March 2017.

Rajeev Shukla, Managing Director, Everstone Capital Asia and Singapore, that acquired Modern Food Enterprises last year, said “We expect to reach the Rs.1000-crore mark by 2021. Right now, value-added products, especially the ones in the health and wellness category, are growing at a faster rate than white bread. This presents an immense potential for us.”

White bread growth rate is 2-3 per cent annually, value-added products are growing at 10 per cent. The brand has a presence in 80,000 retail outlets across the country and the company plans to take it to 1 lakh by the end of March 2018.

MTR Foods launches 3-Minute Breakfast range comprising poha, upma, oats

MTR Foods, has launched the 3-Minute Breakfast range, comprising popular Indian breakfasts including poha, upma, oats and halwa. These can be prepared in just three minutes, merely by adding hot water.

The range comprises two variants of poha (Poha and Khatta Meetha Poha), two variants of upma (Vegetable Upma and Magic Masala Upma), one variant of oats (Oats Homestyle Masala) and one variant of halwa (Kesari Halwa).

The 60g single-use pack is priced at Rs 20, the cup variant is priced at Rs 45 and the multiple-use box, weighing 230g, is priced at Rs 80-85.

National Food Processing Policy- A Shot in the Arm for the Food Sector

The Indian food industry has been witnessing a rapid growth in the recent years. The ongoing reforms of Government of India for ease of doing business are expected to attract more investors to the food sector. The Government is taking all the efforts to encourage investments in the food sector. With the World Food India 2017 scheduled to be held in November this year, it seems like the Government wants to capitalize every opportunity to attract more foreign investors to the sector.

With an aim to catalyze investments and optimize growth in the food sector, the Ministry of Food Processing Industries (MoFPI) has issued a draft of National Food Processing Policy (Policy) considering best practices across the world. The Policy intends to connect farmers with the value chain to increase their returns. The Policy is still under consideration and comments are invited from the stakeholders.

Proposals under the Policy

The key proposals in the Policy to facilitate the Indian food industry are as follows:

Separate food department in every State

The Policy proposes to create a separate department in each State to promote food processing and facilitate ease of doing business. The role of the department would be to guide investors. The department would also keep the investors informed about the schemes and programmes of the MoFPI so that they could avail the maximum benefit from them.

Single window clearance

The Policy proposed a single window clearance system to facilitate all the necessary clearances on one single platform in each State.

Food processing clusters and easy allotment of land

The Policy recommends creation of commodity based cluster in each State based on the production strengths of respective geographies to enable a focused and coordinated approach for developing the food processing industry. To encourage entrepreneurs to procure lands for bigger units, the Policy proposes raising or abolishing of ceiling on land lease to promote long term lease of land from farmers to industries for producing agriculture produce at commercial rate with the guarantee of allotting land back to farmers after the expiry of the lease.

Tax and other incentives

Following tax and other incentives are proposed in the Policy:

- a) Similar status as of agriculture to the food processing industry in relation to tax concessions and water charges concessions;
- b) Incentives such as tax incentives and stamp duty exemptions for mega food parks and food parks;
- c) Incentives for establishment of new food processing unit, equipment cost for technology upgradation of existing units and for setting up cold chain;
- d) Concessions in electricity charges to seasonal perishables like fruits and vegetables.
- e) Subsidies on freights including sea freight and warehousing;
- f) Subsidy on the expenditure for obtaining patents and other intellectual property related subsidies including the cost consultant fee, government fee etc.; and
- g) Capital subsidy for technology up-gradation/modernization of existing food processing units.

Amendments in labour and employment laws

The Policy recommends necessary amendments in the labour and employment laws of States to declare food processing industry as an essential service. Further, the Policy proposes reimbursements to the employer for the share contributed by them for employees' provident fund and state insurance.

Venture Capital Fund

The Policy proposes creation of a revolving venture capital fund in each State to cater the needs of prospective entrepreneurs to jumpstart investments in the food and agricultural sector.

Other reforms

The Policy proposes amendments in the Agriculture Produce Marketing Act to liberalize agricultural and make it more conducive for food business to operate. Further, the Policy encourages women entrepreneurs by providing additional incentives to women led enterprises and also promotes self-compliance regime.

Conclusion

MoFPI is trying to take all the initiatives to develop the Indian food processing industry. Though the Policy floated by MoFPI is a welcome step for the development of the industry, the success of this Policy would rest heavily on the implementation at the State levels. Nevertheless it's a step in the right direction.

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BOOK FOR SALE

"A Practical Guide to Food Laws and Regulations" Authored by: Kiron Prabhakar Second Edition

Highlights:

- Comparison of the Food Safety and Standards Act-2006 with erstwhile repealed enactments and orders
- Section wise analysis of all important issues of the Food Safety and Standards Act, 2006
- Reader friendly presentation of topics through tables, examples and FAQs
- Complete coverage of the legal requirements of labeling of packaged food
- Clause wise commentary on Licensing/Registration Regulations

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All India Food Processors' Association

Price:-

For Members of AIFPA **Rs. 556/- (Plus courier charges Rs. 50/-)**
For Non-members **Rs. 695/- (Plus courier charges Rs. 50/-)**

Book is available for sale with **All India Food Processors' Association, 206, Aurobindo Place Market, Hauz Khas, New Delhi-110016.**

Payment may be sent by cheque drawn in favor of "**All India Food Processors' Association**" or be transferred online to the **Association** as per following **Bank details**:-

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Kind Attention of Readers

The E-Newsletter is being sent to over 50,000 E-mail Ids every month for the last few years. We would welcome suggestions/comments from the readers to enable us to improve upon the contents.

Please support the effort with release of advertisements are also welcome (½ page/Full page) which carries nominal charges, which are as follows:-

In colour : Full Page Rs. 3000/- per insertion
In Colour : Half Page Rs. 1500/- per insertion
In Black&White : Full Page Rs. 2000/- per insertion
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Note: - For twelve advertisements published in a year, only ten insertions will be charged for and two insertions will be treated as free.

Chief Editor