



# FOOD PRO

E-News Letter of All India Food Processors' Association

## From the President's Desk

### “ THE PLATINUM JUBILEE YEAR OF AIFPA “

In the year 1943, much before India attained independence, a small group of visionary and legendary entrepreneurs put their minds together and conceived 'All India Food Preservers Association', as a platform to organize Indian food industry on scientific lines and work for its development. It was a laudable step, a far reaching thought, at a time when food technology was a rare knowledge. We are most indebted to our founders for visualizing the potential of food processing and the need to put it on strong scientific understanding. It is said that the challenge to manage agri produce in a vast country like ours for safe consumption motivated the founders to take this step.

Today, after seventy five years of the humble beginning, we see a vast network of food industry sustaining 1.3 billion citizens at home and moving ahead to make a place for itself in the global arena. India has developed a strong technological base with a number of renowned academic and research institutions. Even though we still lack in packaging and equipment, the sector holds great promise as a food provider and as the bridge between farmers and consumers. Beginning with growing, post harvest handling, storage, processing, packaging and distribution, it is a chain activity which needs to be rapidly strengthened and integrated. This requires a unified policy approach. A fragmented system where every ministry and department works at its own level without comprehensive management, does not yield much result.

Towards the end of the last century, 'All India Food Preservers Association' was re-titled as '**All India Food Processors' Association**'. AIFPA, as it is popularly known, works through grass root linkages in industry clusters throughout the country in all segments and endeavors to resolve their difficulties which may relate to technological requirements, financial measures, taxation framework, regulatory concerns, global competition, equipment sourcing, packaging, skill development, trading issues, WTO matters etc.

Since its inception, AIFPA has worked extensively to develop commitment among the industry to produce superior quality products. Considerable effort has been made to upgrade the MSME sector which provides over 90% of production and caters to the needs of the common man at affordable prices. AIFPA regularly holds Conferences, Seminars, Workshops, Exhibitions and Training Sessions to spread awareness about Govt. Policies and Schemes. AIFPA has been holding campaigns regarding Good Hygienic Practices, Good Manufacturing Practices, Good Agricultural Practices, Food Safety Management Systems, Certification, Quality Control and Self Regulation much before FSSAI was set up.

It is our prime objective to serve the food industry in its growth journey. AIFPA has the largest pool of experts on all subjects relating to the sector and participates in Govt. deliberations to provide ground reality inputs and suggestions for policy formation. We invite industry experts, entrepreneurs, researchers, academicians, investors, policy framers to work together to take Indian Food Processing to the highest level of recognition. We seek your good wishes and cooperation in the 75<sup>th</sup> year of our establishment and request all of you to join **AIFPA's Platinum Jubilee Ceremony** to be held towards the end of 2018, the detailed schedule of which will be communicated.

Wishing you the very best for a bright future.

(Dr. Subodh Jindal)

Published by

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# Up-coming Events

Event : "Value Addition to Agriculture through Food Processing & Operation Greens"  
 Dates : 27-04-2018  
 Place : Hoshiarpur(Punjab)  
 For information, contact : Mr. Vishal Sarin/Mr. Harender Singh  
 Tel:-011-41550860  
 E-mail:- [vishal@aifpa.net](mailto:vishal@aifpa.net)/[harender@aifpa.net](mailto:harender@aifpa.net)

Event : "Opportunities in the linkages between Agriculture, Food Industry & Food Processing"  
 Dates : 24-04-2018  
 Place : Surat (Gujarat)  
 For information, contact : Mr. Shankar Sharma/Mr. Rameshwar Maurya  
 Tel:-011-41550860  
 E-mail:- [shankar@aifpa.net](mailto:shankar@aifpa.net)/[maurya@aifpa.net](mailto:maurya@aifpa.net)



## All India Food Processors' Association

206, Aurobindo Place Market Hauz Khas, New Delhi-100016

**On Display**  
 Food Products, Beverages,  
 Ingredients & Additives,  
 F&B Equipments (Preparation/  
 Processing/Packaging Equipment),  
 Hospitality & Decor Solutions.

**Visitor Profile**  
 Executive Chefs & Executive Housekeeper,  
 Hospitality Procurement Heads,  
 Purchase Professional & Consultants,  
 Overseas & Indian Industry Associations,  
 Organised Retailers/Mega Chains,  
 Hospitality Service Providers.

South Asia's Biggest Food & Hospitality Fair  
 with more than 30 years of Excellence is

**23-25 August, 2018; Hall No.3  
 Chennai Trade Centre, Chennai**

Space Rent / Participation Charges will be as follows:

	Shell Scheme (Minimum Booking 9 sqm)	Bare Space (Minimum Booking 27 sqm)
<b>Indian Exhibitor</b>	<b>Rs.7,000/- per sqm</b>	<b>Rs.6,500/- per sqm</b>
<b>Foreign Exhibitors/Indian agent of foreign company</b>	<b>USD 185 per sqm</b>	<b>USD 170 per sqm</b>

**Kindly Note:**

- > 10% Refundable Security deposit to be charged from all domestic participants
- > 18% GST from all types of participants

**Loyalty Preference:** Participants of AAHAR Chennai, August, 2018 will get preference in AAHAR-2019, New Delhi.

**For any query; Kindly contact:-**

1. Rameshwar Maurya, Deputy Manager (Events), Mobile: +91-8744088116, Email: [maurya@aifpa.net](mailto:maurya@aifpa.net)
2. Harender Singh, Jr. Executive, Mobile: +91-9953223356, Email: [harender@aifpa.net](mailto:harender@aifpa.net)

### Advisory issued by ICAR – Central Institute of Fisheries Technology on “Prevention and Clostridium botulinum in food based on result of a prevalence study”

ICAR- Central Institute of Fisheries Technology had conducted a detailed study on the “Prevention and Clostridium botulinum in food based on result of a prevalence study” and had come out with same. The executive summary of the study is reproduced below:-

#### Executive Summary

Botulism is a rare but potentially fatal severe neuroparalytic disease in humans caused by the action of botulinum neurotoxins (BoNTs) produced by Clostridium botulinum and some of its close relatives. A study was conducted at ICAR-Central Institute of Fisheries Technology to determine the prevalence of C. botulinum in various food products such as meat, chicken and fish products from retail outlets and supermarkets including imported canned products from 7 cities in India. Two hundred and forty four food products including ready to eat, ready to cook, fresh/- frozen food products were collected and screened for the presence of C. botulinum. The study revealed prevalence of C. botulinum in 10.65% of various food products analysed. The presence of C. Botulinum in ready to eat seafood is of grave public health concern.

AIFPA is organised a National Seminar on “Role of R&D and Food Safety in the Development of Food Processing Sector” held on 14th March, 2018 at Pragati Maidan, New Delhi with the support of MoFPI.

The Seminar was attended by large numbers of participants from the region. There was also a Technical Session, where useful presentations made by experts.



Welcome Address by Dr. S. Jindal  
President, AIFPA



Theme Address by Sh. P.L. Kaul  
M.D., Mariental India P. Ltd.



Special Address by Prof. Subhash Chand  
former Professor, IIT, Delhi



Keynote Address by Dr. Chindi Vasudevappa  
Vice Chancellor, NIFTEM



Inaugural Address by Dr. Ajit Kumar, IAS (Retd.)  
former Vice Chancellor, NIFTEM



Vote of Thanks by Sh. Amit Dhanuka  
CEO, Kejriwal Bee Care India P. Ltd.

## ALL INDIA FOOD PROCESSORS' ASSOCIATION

### *Vacancy of Assistant Editor (Technical)*

**Qualifications** : Degree/P.G. Degree in Science/Management preferably in Food Science & 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: [dvmalhan@aifpa.net](mailto:dvmalhan@aifpa.net)/[vishal@aifpa.net](mailto:vishal@aifpa.net)** within 10 days of the publication of this Ad.

*One who fears failure limits his activities. Failure is only the opportunity to more intelligently begin again---Henry Ford*

## Red eyes on FSSAI traffic light system

Opposition on FSSAI'S imposition of traffic light system for food items in school canteens has started. Manufactures of food items kept under red label (“discourage availability in schools”), raised voices against FSSAI orders. “There are so many practical ways to develop health awareness. Why attack food industry?” said Dr Subodh Jindal, President, All India Food Processors' Association.

Indian food manufacturers have this month strongly objected to pre-draft legislation which would colour code food served or available in schools. A consultation paper, called Food Safety and Standards (Safe and Wholesome Food for School Children) Regulation, 2018, is currently open to stakeholder feedback, and encompasses food sold or served anywhere on a school's premises, including vending machines.

The would-be regulation outlays that all 'HFSS foods' (high in fat, salt, or sugar) in schools, including its advertising, must be compliant with these regulations, including: manufacturers, processing, packaging, storage, transportation, distribution, food services, and catering services.

The colour chart to which all food provisions for schools would adhere under the new regulations, places foods into three categories: Red (“discourage availability in schools”), Yellow (“select carefully/ to be eaten occasionally in small portion size and reduced frequency”), and Green (“always on the menu – at least 80% of the food available should be from this category”).

Dr. Subodh Jindal, President, All India Food Processors' Association told IEG Policy that he does not support the traffic light system: “Each consumer is unique in their food consumption needs and are best assisted by studying nutrition labels on food packaging. Indian food manufacturers already provide nutritional information on their products, so where is the need for traffic light labelling?” He said the system is “too simplistic” and could confuse consumers.

Dr. Jindal said he would like to see clear evidence that traffic light labeling works before industry is forced to adopt it, and cited additional concerns over the cost of re-designing and re-labeling food packaging. “There are so many practical ways to develop health awareness. Why attack food industry?” – Dr. Subodh Jindal.

Pawan Kumar Agarwal, CEO of the Food Safety and Standards Authority of India (FSSAI), told IEG Policy that while the regulation is in progress, it is still a way from finalisation. He said the authority had “not finalised even the draft” regulation. “What is online is a pre-draft. It will become a draft when it is sent to the minister,” he said.

Keen to assuage industry concerns, Agarwal confirmed that the “concerns of food businesses” would be looked into before finalising the draft regulation. He said that while re-labelling was part of the plan, time would “obviously” be given to businesses to make required changes.

Agarwal conceded that greater understanding is still required in order to detail what constitutes healthy and unhealthy foods to ensure more precise guidance. And he said that the possibility of voluntary regulation was still on the table: “This is also a question that will be addressed when we look at the comments on the draft, namely, whether the purpose will be served by keeping it voluntary. All of these things are open as of now,” he said.

Jindal believes that methods of driving awareness around food choice and physical fitness, such as children's engagement in health promotion activities in schools is a more reasonable way forward.

## FSSAI ready to comply with safety norms

An announcement made by the Food Safety and Standards Authority of India (FSSAI) regarding organic farming have created obstacle for the agriculture producers except the small set of producers. According to the letter by **The Alliance for Sustainable and Holistic Agriculture (ASHA)** that promotes ecological agriculture has said the recent announcement on organic farming by Indian food safety regulator would damage the growth of organic farming in the country.

**The Alliance for Sustainable and Holistic Agriculture (ASHA)**, in a letter to the Food Safety and Standards Authority of India (FSSAI), said the announcement on organic foods issued on December 29, 2017, makes certification mandatory for all barring a small set of farmers, would serve as a major obstacle that prevent farmers from shifting to organic farming.

The regulation could deter farmers to shift to, and pursue safer food production systems, because it will involve higher burden on farmers, beyond their financial and other capabilities, it said. “This, in a way, self-defeating to the very mandate of FSSAI,” it said.

This is missing the present announcement and in the absence of that, FSSAI rushing in with its unreasonable regulation is an impediment.

ASHA added, FSSAI should have waited out the implementation of its new regulations until something like this is put into place by State agriculture departments and Union Agriculture Ministry.

ASHA also proposed that the regulator should exempt all those organic producers whose stocks are getting marketed through retail outlets that have directly sourced the produce from such organic farmers, without any mediators and are directly selling to end consumers (B2C).

“It appears that the situation of small illiterate farmers who desperately need organic farming as a way out of their agrarian distress is not considered when regulations are made,” ASHA said.

### **Excessive Intake of sugar & transfat leads non-communicable diseases**

Excessive intake of sugar, sodium and transfats is reported to have the risk factor of Non-Communicable Diseases (NCDs). Indian Council of Medical Research (ICMR), said that per capita consumption of packaged items in India is low as compared to countries such as United State of America.

The Minister of State (Health and Family Welfare), Anupriya Patel stated this in a written reply in the Lok Sabha that Government of India is implementing National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) in all the States/UTs under National Health Mission (NHM). The objectives of the programme include *inter alia* awareness generation on healthy diet.

To address the issue of High Fat, Sugar and Salt (HFSS) in food and associated health risks, the Food Safety and Standards Authority of India (FSSAI) constituted an Expert Group. FSSAI has issued draft Guidelines titled 'Guidelines for making available Wholesome, Nutritious, Safe and Hygienic Food to School Children in India'.

A healthy lifestyle booklet has been developed for the school children which is jointly released by Union Minister of Health and Family Welfare and Union Minister of Human Resource Development. More than 500,000 copies have been distributed to the states for dissemination of information.

Ministry of Human Resources Development is implementing National Programme of Mid-Day-Meal in Schools with the objective to improve the nutritional status of children studying in Class 1 – VIII in Government and Government –Aided Schools, Special Training Centres (STC) and Madrasas & Maqtabs supported under Sarva Shiksha Abhiyan (SSA).

### **Yellow label for ice creams at school canteens: FSSAI**

Food Safety and Standard Authority of India (FSSAI) has proposed ice cream and frozen desserts in category of yellow labeled food to be sold in school canteens. FSSAI has sought 'suggestions from stakeholders' on proposed rules that will require school administrations to ensure their canteens operate through licenses and adhere to a colour-coded scheme and curb sales of high fat, sugar and salt food.

Named Food Safety and Standards (Safe and Wholesome Food for School Children) Regulations, 2018, the proposal seeks to prescribe standards for food items sold or supplied in school mess, kitchens and eateries run by food business operators or even vending machines.

While green will mostly comprise of fresh food, yellow will imply packaged food and red colour will mean food items high in salt, sugar and fat. The draft rules suggest that food and beverages categorized as green or yellow should be largely be on school menus and items labelled as red, with high fat, salt and sugar (HFSS) content will be discouraged from being sold or provided inside school campuses.

The proposed regulations have come in the wake of a Delhi High Court directive given to the FSSAI few years back. The proposed norms also suggest that no person offers, or exposes for sale, HFSS foods to school children in school canteens, mess premises or hostel kitchens.

State food authorities will also be required ensure that no person offers, or expose for sale, HFSS foods to school children within 50m of school premises. Food businesses manufacturing HFSS food products will also be barred from advertising such foods to children in school premises.

### Amul to launch 'haldi doodh' & 'Irish mocktail' this summer

The two new drinks are being launched by Amul Dairy for the first time in India. The Kaira District Co-operative Milk Producers Union Limited popularly known as Amul Dairy has started production of the two new varieties of milk which will be available to consumers. The Gujarat Co-operative Milk Marketing Federation (GCMMF) the apex marketing body of all the district dairy unions of Gujarat that markets Asia's largest milk brand Amul, will soon launch **'Haldi doodh' (turmeric milk)** nationally. And to satisfy the taste buds of generation next Haldi doodh will be launched across the country with an **'Irish drink mocktail'** both being introduced for the first time in the country.

Amul Dairy's managing director Dr K Rathnam, adding that the two new varieties are being manufactured at the Amul Dairy plant in Anand by utilising the milk union's existing infrastructure. "We have capacity to manufacture 1.50 lakh units of each of this products," he added.

"Haldi is already known as a superfood for its immunity boosting properties. Particularly with milk, it forms a centuries old ayurvedic remedy for a host of ailments," said GCMMF's managing director R S Sodhi.

"Not just in India, 'Haldi doodh' is celebrated globally and is famously called 'turmeric latte'. At times, with a host of medicinal properties, it acts as a household remedy," he said.

The Irish drink mocktail on the other hand is inspired from the famous Irish coffee having its origins in Ireland.

GCMMF officials said, with the launch of the new milk based beverages, the country's largest co-operative is targeting Rs 100 crore nearly 5 % of the total milk based beverage market.

### Tamil Nadu will soon get mega food parks across state: Panneerselvam

In a bid to promote food processing in the State, the Tamil Nadu government would soon set up mega food parks that would lead to creation of jobs in rural areas of the state, Deputy Chief Minister O Panneerselvam said.

During a budget session Panneerselvam said that in addition to the proposed Mega Food Parks, an 'Ultra Mega Food Park' would also be set up on a 450-acre land at Pelakuppam village in Villupuram district.

The mega food parks would evolve as hubs for food processing in fruits and vegetables, fisheries, dairy, poultry and meat by encouraging private investment and are expected to generate substantial employment in rural areas, he noted.

The Mega Food Parks would be established in Theni, Virudhunagar, Tuticorin, Erode, Cuddalore, Salem, Dindigul, Tirunelveli, Tiruvannamalai and Krishnagiri districts.

### Two mega Cold Chain facilities to come up in Kerala

A leading Cold Chain turnkey solution provider **Rinac India Ltd.** has received the order to set up two **mega integrated cold chain facilities** in Kerala. The tender for the project stipulates establishment integrated cold chain facilities for bulk handling and processing of food and perishables for Kerala Industrial Infrastructure Development Corporation (KINFRA) and Kerala State Industrial Development Corporation (KSIDC). The combined value of both the projects stands at Rs.32.81 crore.

KINFRA has given Rinac the contract to set up an integrated cold chain facility consisting of cold storage, ripening chambers and spice processing unit at KINFRA Mega Food Park, Kozhippara, Palakkad. KSIDC received the contract for design, construction, supply, installation and commissioning of a 3,000-tonne cold storage facility in the approved Mega Sea Food Park at IFC Pallipuram, Cherthala.

The facilities will be set up on an area of 2.5 acres in KINFRA Mega Food Park and one acre at KSIDC Sea Food Park, respectively. The projects will be completed in 12 months' time. Rinac has executed mega projects for setting up perishable cargo handling facilities at the international airports in Kochi, Delhi and Bengaluru, the India Food Park, Tumkur, North East Mega Food Park, Guwahati and cold chain projects under NHM/ MOFPI's integrated cold chain and the mega food park scheme on a turnkey basis.

**The ability to convert ideas to things is the secret to outward success-Henry Ward Beecher**

## Pepsi to introduce fruit juices under the Slice Brand

PepsiCo Inc. is ready to introduce **fruit juice drinks** under the **Slice** brand with an affordable range. Company is bringing back Slice in its unique form as an aerated drink with 10% real fruit juice, just as it first introduced the product in the US in 1984.

The new range of Slice, PepsiCo India said in a statement, "fruit juice drink with fizz" that will include both "ethnic favourite's like jeera, guava chili and mainstream flavours like apple, lemon, orange and clear lime".

"All these variants will have over 11% juice," the company added. According to the company, the new range of fizzy Slice will have fewer calories in line with PepsiCo's global agenda of lowering calorie content in its products.

Priced at Rs12 for 250ml PET bottle, fizzy Slice will be about 30% cheaper than other carbonated and non-carbonated drinks that PepsiCo sells in India.

## Rasna to introduce new brand called Rasna Native Haat

Rasna has launched its fruit-based drink Rasna Masala Orange. Bollywood star Kareena Kapoor Khan has been chosen as brand ambassador. The brand is one of the largest soft drink concentrate manufacturing companies in the India and is known for its unique tastes. Chairman and MD of Rasna, Piruz Khambatta said "This new drink from Rasna is a total revolution for Indian customers with natural spices such as cumin seeds, fennel seeds, chillies, mint, black pepper, cinnamon etc. Be it in spicy burgers, pizzas or sandwiches, everyone in India is used to a spicy palette. It is for the first time in the country that we will have a spicy soft drink in the form of Rasna Masala Orange."

This newly-launched product is reported to be available in four pack sizes comprising of a 32-glass pack at Rs 40, a 12-glass pack at Rs 10, a 1-glass pouch at Rs 5 and 1-glass at Rs 2 (without sugar). Khambatta highlighted the steps the brand is taking to stay up to speed with the changing consumer environment.

Rasna is also reported to have recently launched a new pack of honey with more new flavours and formats in powered drinks and concentrates. Company is looking at creating a whole new brand called Rasna Native Haat which are at more natural and healthy products under this umbrella. This is because consumers are evolving and they are opting for less synthetics.

## MPEDA foreign trade with Russia

According to reports **Marine Product Export Development Authority (MPEDA)** official and exporters will take part in a foreign trade meeting to be held in Russia. The MPEDA is planning to hold meetings with the governments and buyers of various countries where the potential is largely untapped.

The team headed by MPEDA Chairman and comprising Deputy Director and exporters will be part of the delegation from India. India had marine exports worth \$ 5.7 billion during 2016-17. It targets to achieve exports of \$ 6 billion during 2017-18. The country is exporting marine products to the U.S., Vietnam, Europe, Japan, and Russia.

"Export of seafood products is also playing a key role in the country's Gross Domestic Product," as per MPEDA. India, China, Indonesia, Ecuador and other countries are the top marine exporters in the world.

Andhra Pradesh, Gujarat, West Bengal, Odisha, and Kerala are top producers of marine products in India. Contribution of Andhra Pradesh is the highest.

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### Kind Attention of Readers/Food Processors

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.

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

Full Page in colour	: Rs. 3000/- per insertion
Half Page in Colour	: Rs. 1500/- per insertion
Full Page in Black&White	: Rs. 2000/- per insertion
Half Page in Black&White	: Rs. 1000/- per insertion

Print Area: - Full Page: 24cm(H) X17cm(W)&Half Page: 12cm(H) X17cm(W)

Note: - For twelve advertisements published in a year, only ten insertions will be charged for and two insertions will be treated as free. For six Ads in a year, five will be charged and one will be free.

Chief Editor