

Price Rs. 50/-
Volume - 6
Issue - X
October - 2017

RNI No.: DELENG/2011/46054
Posting date of this magazine
is 8-9 of every month

Food Processing
& Safety
UPDATE



PROCESSING & SAFETY UPDATE

www.foodupdate.org

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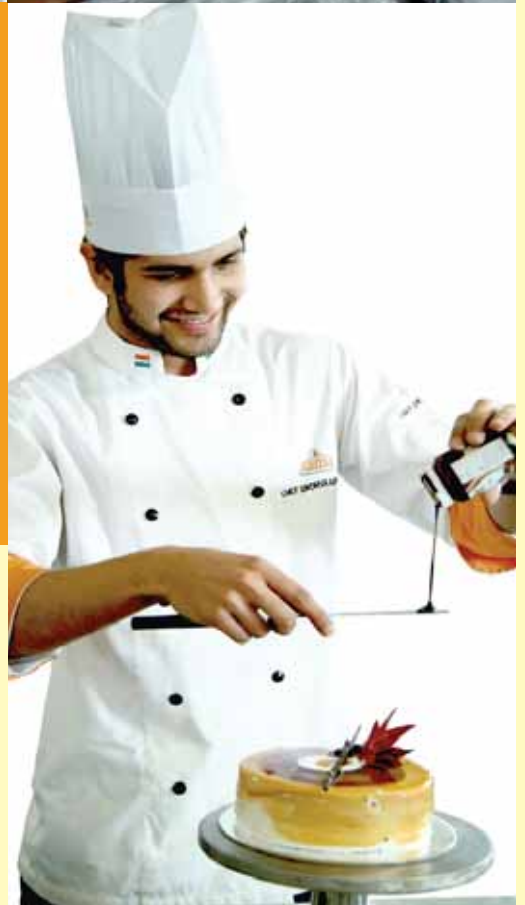
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We welcome articles, success stories and other allied information from our readers and patrons, concerning Food Processing, Safety and other allied matters.

Views Expressed in the articles are exclusively of the authors only.



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www.foodupdate.org

Publisher Printer and Editor : Mr. Raj Kapoor
on behalf of Assocom-India Pvt. Ltd. Printed at I.A.
Printing Press, C-25, New Brij Puri, New Delhi -
110 051 and Published from Assocom-India Pvt.
Ltd. Flat No. 601, Plot No. 4, DDA Building District
Centre, Laxmi Nagar, Delhi - 110092.

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Annual	₹ 700/-	US\$ 40	₹ 400/- US\$ 25

KAPOOR NAMED BRAND AMBASSADOR FOR FOOD STREET AT WORLD FOOD INDIA 2017



The Ministry of Food Processing Industries (MoFPI) has announced that chef Sanjeev Kapoor would brand ambassador for Food Street, a curated food experience zone at the first essay of World Food India, the three-day mega international event which will take place in Vigyan Bhawan, New Delhi between, November 3 and 5, 2017, and cover the entire food processing value chain.

The experiential platform will celebrate and bring together culinary practices, flavours, fragrances from cuisines across the world, and India's rich cultural heritage and diverse uniqueness of its produce to create contemporary renditions and fusion food. Food lovers can look forward to the assortment of international cuisines, live cook-ins by celebrity chefs and indigenous ready-to-eat treasures.

Commenting on the association, Harsimrat Kaur Badal, minister of food processing industries, said, "Food is the common experience that brings people, cultures and economies together. It transcends all boundaries, and reminds us that even in diversity and variety, we have so much in common."

"With this simple idea at the core, we want to curate a platform that not only celebrates food and cultural diversity, but also provides an avenue for countries and entrepreneurs to

collaborate and interact for new business opportunities. It is a delight to have Kapoor, who is not only synonymous with Indian cooking, but has also elevated the stature of Indian cuisine globally, on board,” she added.

Expressing his excitement on the association, the celebrity chef said, “I am honoured to be associated with a platform such as Food Street, that celebrates food as a means of bringing together cultures, heritage and business.”

“This platform as a way of facilitating business opportunities, showcasing strength of India’s culinary journey and revelling international cuisines is an applause-worthy effort by

MoFPI,” he added.

“I am excited to be a part of an event of this stature and scale, which is sure to delight every foodie’s palate,” Kapoor said.

Food Street will also provide an opportunity to generate new product development initiatives and drive business for budding entrepreneurs. The experimentation will lead to curation of new ingredients and making a business out of it, thereby promoting rural enterprisers, especially women.

The business opportunity will generate aggregate demand, thereby providing an interaction amongst global partners like the United States, Italy, Germany, the Netherlands, Denmark, Japan and the United Kingdom to present their

products in Indian preferences at World Food India.

The platform will help in the facilitation of commerce by felicitating the ancient grains of India, lauding their history and plenitude of nutrients.

The Food Street at World Food India is also aimed at building a sustainable agri-business where the attendees will get to know about the process of organic farming and the plethora of opportunities it holds in trade.

The sessions will also involve panel discussions among experts to discuss the future of super-foods, organic farming and how the industry is set to explode in the near future. There will also be an assorted collection of Food for Wellness to promote a healthy lifestyle.

CARGILL FOODS PLANS MULTIPLE LAUNCHES TO PROPEL ITS PRESENCE IN INDIA



Cargill Foods India, a local unit of the largest closely held

company in the US, is expanding its food retailing business in the

country to include more edible oil brands, wheat derivatives, and vegetable proteins.

“We intend to introduce more products into fats, carbohydrates and proteins. These will serve the needs of a typical Indian household’s kitchen,” said Deoki Muchhal, MD, Cargill Foods India.

At present, the company markets wheat flour, edible oil, and food ingredients. It also trades in grain, oil seeds, cotton and animal feed.

Muchhal said that in the protein category, Cargill Foods may introduce a soya- or grain- or

pulses-based product.

“In carbohydrates, we are already there with wheat flour and now we will look into derivatives with a health quotient, such as sooji or dalia,” he said.

The company also believes that there is space for a healthy brand of oil that would blend some essential fats. “We are going to create edible oil products suited for local consumption.

We are not a country where we eat a lot of salad with an oil topping. We like to cook, so we will come with a formulation that enables housewives to cook, maintain health quotient and manage the taste,” said Muchhal.

Cargill currently mills 2,500 tonnes of edible oil a day and

these are sold under the brand names of Nature Fresh, Gemini, Sweekar, Leonardo olive oil and Rath vanaspati.

Muchhal said that the annual consumption of edible oil in the country was growing by 4% to 5%, while packed edible oil consumption was increasing by 15% to 18%, demonstrating increasing consumer preference for packed varieties of cooking oil.

He added that with the food processing industry expanding at 12% to 15%, new product lines for consumers would be launched.

“With government intervention and transparency on product approvals, more products will roll out, benefiting consumer and industry,” he said.

New Offerings

Co will launch new products such as edible oil, suji, pulses and soya nugget

Presently it markets wheat flour, food ingredients, and trades in grain, oil seeds, cotton and animal feed

2500 tonne
Quantity of oil milled by Cargill per day

It sells under brand names Nature Fresh, Gemini, Sweekar, Leonardo olive oil and Rath Vanaspati

Q We intend to launch more products which would largely be into fats, carbohydrates and proteins. It will serve all needs of Indian household's kitchen

DEOKI MUCHHAL,
MD, Cargill Foods India

FSSAI MAKES FOOD SAFETY SUPERVISORS MANDATORY FOR ALL BUSINESSES



The national food regulator on Friday issued an order making it mandatory for all food businesses - caterers, manufacturers, companies transporting food items and retail outlets - with 25 or more people handling food to have at least one trained 'food safety supervisor'.

The supervisor would have to be trained under the Food Safety Training and Certification Programme (FoSTaC), designed by the Food Safety and Standards Authority of India (FSSAI). The

supervisors would be responsible for ensuring that food quality is maintained, however, legally the owners would be responsible for lapses.

"It would be mandatory for all food businesses having Central Licence or State License to have at least one trained and certified Food Safety Supervisor for every 25 food handlers or part thereof on all their premises," the order read.

"Currently, we have written to the state food safety officers to gauge how much time it will

take to train the food safety supervisors. Once done, we will make it mandatory for the big licensed food businesses to have these trained supervisors," said Pawan Agarwal, chief executive officer of FSSAI.

It would be made mandatory for even the small food business operators (FBOs) in a year or two after the 'required number of supervisors is trained and a proper framework is in place, he added.

The order says, "All the states/ union territories are now

advised to initiate a special drive to take up and facilitate FoSTaC for licensed FBOs under their respective jurisdiction immediately. The above training is too be made mandatory in phases over the next two years."

The training will be provided by large food business operators that have partnered with the FSSAI, academic and vocational institutes, training partners approved under the Skill Development Councils and Missions, scientific and technology associations and civil society organisations.

NESTLE SETS UP INDIA'S FIRST FOOD SAFETY INSTITUTE, MAKES PEACE WITH FSSAI



On Wednesday, the Food Safety Standards Authority of India (FSSAI) CEO Pawan Kumar Agarwal inaugurated India's first ever food safety institute set up by Nestle India in Manesar, reports Mint.

The food safety institute is one out of the many initiatives taken by Nestle India, to set its mark in India again.

The institute aims to train and guide its students in food safety including nutrition check and

keeping the ingredients in the food items within the limit among others.

"This partnership is very well thought strategy. Nestle Food Safety Institute will conduct training programmes, on food safety management systems, testing methods and regulatory standards. Partnerships with private parties on food safety and standards are an imperative for FSSAI. This is our effort to implement a first world regulatory ecosystem in India," FSSAI CEO told Mint.

FSSAI and Nestle India worked together for the past 7 months to set up this institute. They aim to bring in global expertise in the food items.

Nestle is already running such institutes in China, Lausanne and Switzerland.



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Opportunities for Indian Products



In 2015, Nestle India was in a soup because their winning brand, Maggi, did not pass the lab test. The lab test result showed high content of MSG and lead.

These lab tests were issued under FSSAI's directive. After the lab test result, the FSSAI ordered to recall all the Maggi noodles on sale. This had then caused tension between the two parties.

Maggi was banned for nearly 5 months and since this major lapse two years ago, Nestle India is taking all the necessary steps to up its game.

3D PRINTING OF FOOD



The 3D printing of food has been an evolving method of food production over recent years, and the uses within this application are set to grow even more.

Additive Manufacture within the food industry has allowed designers combine their 3D digital design knowledge with food to produce shapes, textures, tastes and forms that were previously found too challenging to create by hand, all whilst still being edible.

This method of manufacture could also prove to be a healthy alternative that's good for the

environment. Proteins from algae, beet leaves and insects can be converted into edible products. It is also a step forward for food customisation, and even NASA is using this technology to look at ways to 3D print food in space.

The Global Market

The Global market for 3D printed food is anticipated to be driven by a need for mass customisation, as 3D printing saves both time and waste. The actual nutrients themselves can even be customised, so

consumers can benefit from tailor made food for their dietary requirements.

Currently, it is said that all microwave pancakes in the Netherlands are 3D printed, and its looking possible that there could be a rise in the popularity in 3D food printing machines, much like microwave ovens rose to power years ago.

However, this method of food creation also has its restraints. Many food ingredients used for 3D printing need to be turned into paste or melted, which is limiting as there many foods which cannot be turned into a paste, or melted.

The process can also be rather slow, and also needs to be cooled before the food can be eaten. 3D printing food has the potential trump many current food customisation techniques, though the manufacturing cost is quite high.

Potential Consumers

The market for this method of food manufacture can be broken down to the application of the food product, ingredients used and the country or area in

which the food is used. One particular application could be the creation of foods with specific nutritional values whilst being easier to eat for the elderly.

3D printed carrots are said to be easy to chew and swallow. Other applications include domestic cooking, catering and personalised chocolates.

3D printing is already being used for bakery products, coffee, ice cream and confectionary. Confectionary in particular is believed to be one industry where 3D printing could massively grow in popularity.

Products such as chocolate and sweets are believed to be very popular among young children and adults alike.

Edible ingredients themselves include various types of dough, fruits and vegetables, protein, sauces, dairy products, sugars,

carbohydrates, algae as well as other foods.

Market Location Outlook

Geographically, the global 3D food printing market can be divided by major regions which include North America, Latin America, Western and Eastern Europe, Asia-Pacific region, Japan, Middle East and Africa.

Europe is said to be the current market leader in 3D food printing, though many countries are making leaps and bounds outside of Europe.

Natural Machines, a company in Spain, have been trying to introduce 3D food printing technology into domestic settings, such as the household kitchen.

The U.S. are also well and truly engaged in 3D food printing as this technology is now involved with the Culinary Institute of

America as well as 3D Systems.

Key Players

There's a fair amount of companies who are getting involved with this new way of producing food. Some of the key players include:

- TNO (innovation for life)
- Philips
- Electrolux
- Barilla
- Nestle
- NASA
- Hershey's
- Modern Meadow
- Choc Edge
- 3D Systems
- Natural Machines
- Zmorph
- Fab@Home

Maybe in the future you could buy your own customized 3D printed chocolate bar just as easily as you can buy your favourite snack at the corner shop, or even create your own from your own machine at home! That's food for thought.



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