

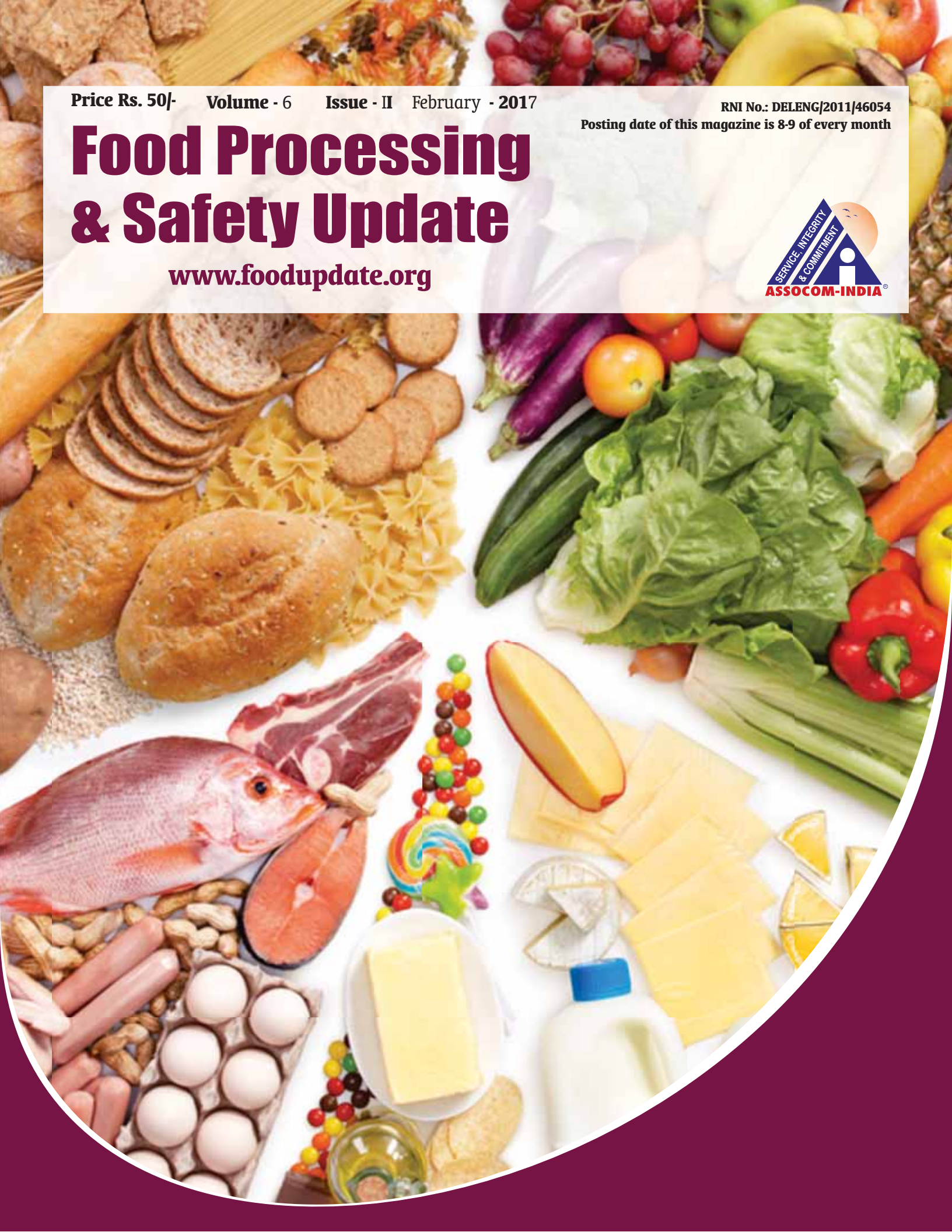
Price Rs. 50/- Volume - 6 Issue - II February - 2017

RNI No.: DELENG/2011/46054

Posting date of this magazine is 8-9 of every month

Food Processing & Safety Update

www.foodupdate.org





Assocom Institute of Bakery
Technology & Management

Academic Programs

- Diploma Programs
- PG Diploma Programs
- International Programs
- Short Term Programs
- Bespoke Programs for Target Groups
- CBSE Programs for Class XI & XII
- Skill Upscaling and Refresher Courses

Center of Excellence to Support Industry

Plot No. 30/25, Knowledge Park - III,
Greater Noida - 201306, Uttar Pradesh (NCR Delhi), India
Tel: 0120 - 2428800
Email: aibtm@aibtm.in, Website: www.aibtm.in

Price Rs. 50/-

Volume - 6

Issue - II

February - 2017

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

Subscribe Online Issue & Weekly eNews

Note from Publisher

Food Processing & Safety Update Monthly Magazine is posted to our subscribers by the 8th of every month invariably and in case it is not delivered within a week, we may please be informed about its non-delivery.

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.



Assocom-India Pvt. Ltd.
601, 6th Floor, DDA District Centre, Laxmi Nagar, Vikas Marg, New Delhi - 110092, INDIA

Tel. : +91-11-47675200 (50 lines)
Fax : +91-11-47675201
E-mail : info@foodupdate.org
Website : www.assocom-india.com;
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.

Advertisement Tariffs

TERM	ANNUAL
Back Cover	₹ 50,000/- US\$ 1200*
Front/Back Inside	₹ 30,000/- US\$ 750*
Full Page Colour	₹ 25,000/- US\$ 600*
Half Yearly	₹ 15,000/-
Monthly	₹ 7,500/-
Half Page Color	₹ 15,000/- US\$ 400*
Half Yearly	₹ 4,000/-
Monthly	₹ 1,500/-

Subscription Rates

TERM	India	Intern- -ational	Online
3 Years	₹ 2,100/-	US\$ 100	₹ 800/- US\$ 60
2 Years	₹ 1,400/-	US\$ 75	₹ 600/- US\$ 40
Annual	₹ 700/-	US\$ 40	₹ 400/- US\$ 25

Food Processing & Safety Update

www.foodupdate.org

Content

- Food processing can generate \$33 bn in funds, 9 mn jobs by 2024: Study
- Parle plans more snacks offerings in efforts to cut reliance on biscuits
- Rising food prices won't affect India
- Food Processing Policy and World Food India 2017
- Global slowdown to impact exports of processed food in Fy17'
- Bihar to witness record wheat production: Rai
- Cost of food processing lower than handling waste food

Advertisement Index

- Assocom Institute of Bakery Technology & Management
- Print n Pack
- VeriPack Solution Pvt. Ltd.
- U S Highbush Blueberry Council
- Wengers

Food processing can generate \$33 bn in funds, 9 mn jobs by 2024: Study

The Indian food processing sector has the potential to attract \$33 billion of investment and generate nine million person-days of employment by 2024, industry chamber Assocham said on Sunday, citing its study.

"By 2024, food processing sector is expected to employ nine million people in India and expected to generate about 8,000 direct and 80,000 indirect jobs in the state," the Assocham-Grant Thornton joint study on 'Food Retail: Investment: Infrastructure' noted.



According to the study, the Indian food processing industry, whose estimated worth is between \$121 billion to \$130 billion, is the largest producer of milk, pulses, sugarcane and tea globally and the second largest producer of wheat, rice, fruits and vegetables.

"Despite the massive production, the degree of processing is low and ranges between 2 to 35 percent for different products," said the Associated Chambers of Commerce and Industry of India.

"India is one of the top rankers in the production of bananas, guavas, ginger, papaya etc., although processing levels in the country remain limited. This indicates an extensive opportunity in the food processing sector," it added.

According to the study, the share of food processing exports in India's total shipments was around 12 per cent in the last few years, while during the fiscals 2011-15, Indian exports of processed food related products have been growing at a compound annual growth rate (CAGR) of 23.3 per cent.

With globalisation and increasing trade resulting in about 460 million tonnes of food worth \$3 billion being traded annually, the Indian food and retail market is projected to touch \$482 billion by 2020, from the level of \$258 billion in 2015, Assocham said.

In contrast to consumers in other countries who spend a much lower proportion of their income on food and grocery, these constitute a substantial part of India's consumption basket accounting for around 31 per cent share in the total, it added.

"Food and grocery is the largest segment in India's retail sector, with a share of more than 60 per cent in India's total retail market in 2014," the statement said.

"India is the world's second largest producer of food after China. The arable land area of 159.7 million hectares (394.6 mn acres) is the second largest in the world after the US. India has a strong raw material base for the food processing industry," it added.

Assocham also noted that with the demand for processed food in the country rising due to factors like growing disposable income, urbanisation, young population, nuclear families and changing lifestyle, household consumption set to double by 2020.



Parle plans more snacks offerings in efforts to cut reliance on biscuits

Biscuits and confectionery firm Parle Products Pvt. Ltd plans to launch three new variants under its traditional Indian snacks category in the next financial year even as it throws its might behind consolidating market share in the premium biscuits segment.

Parle plans to increase contribution from the snacks and confectionery segments to 20% from 15% at present by the end of the next fiscal, said Parle's category heads Krishna Rao and Mayank Shah.

The consumer goods firm currently sells four different types of snacks: potato chips under its Parle's Wafers brand, a twisty snack called Full Toss, nacho chips under the Mexitos name, and traditional Indian namkeens called Parle Namkeen. It will rebrand to Namkeen as Chatkeens over the next three or four months and is launching three new variants in the category: cornflakes mixture, dalmoth and Punjabi Tadka between March and April.

Snacks make up just 3% of Parle's overall business, which is dominated by biscuits—including Parle G and Krackjack brands—that account for about 85% of total revenue. The remaining 12% of the business comes from confectionery brands like Eclairs, Melody, Mango Bite, Kismi and Poppins. Still, snacks and confectionery are the fastest growing categories, according to Krishna Rao who looks after both portfolios. He is aiming at increasing contribution from both to a total of 20% in the next financial year and is targeting revenue of Rs1,000 crore from snacks by 2020.

"The rebranding exercise is on the packaging front. Apart from that, we haven't really done as much of an investment," Rao said.

"Snacking is definitely growing. If you look at the US, Europe, Japan or even China, the amount of snacking options available to people in those markets is huge. Indian firms have been very timid. So anybody who is bringing in more variety, more categories into it, I think they are doing the right thing," said Harinder Sahni, founder and managing director at consulting firm Wazir Advisors. Last year, Parle launched five new confectionery brands priced at Re1—Spicy Kaccha Mango Bite, Juicy Mango Bite, Cafechino, Cremax Eclairs and Melody Chocomel Eclairs. Going forward too, the focus is on launching new confectionery priced at Re1

rather than the older 50 paise as earlier. In biscuits, Parle has strong presence in the mass and popular price segments, including biscuits that cost less than Rs100 per kg and between Rs100 and Rs200 respectively, according to Shah, category head for biscuits and chocolate. The focus now is to increase market share in the premium segment, or biscuits priced above Rs200 per kg.

Rivals in the premium end of the market include Britannia Industries Ltd (NutriChoice), ITC Ltd (Dark Fantasy) and Mondelez India Foods Pvt. Ltd (Oreo).

“You launch, you build, you consolidate and then you look at a new launch; that’s how the cycle works. You consolidate a new launch over a period of two years or so—we missed on that opportunity because of demonetization last year. So, we are not looking at any launches for the next six months at least,” said Shah.

Parle launched its Hide & Seek Black Bourbon, Hide & Seek Choco Rolls and Milano Centre Filled premium ranges only a couple of years ago. In biscuits, Parle earns about 40-45% from its mass offerings, 35-40% from popular brands and about 10-15% from premium biscuits. It expects growth to be driven by popular and premium going ahead. “Premium biscuits are a very competitive market. I think (Parle) may be right in holding the horses there. They may want to focus on creating large volumes and I would say that’s the way to look at it because the premium end is very competitive and it’s still fairly small today,” said Sahni.

Rising food prices won't affect India

Food inflation, which is an important component of the consumer price index, has been under control and is not likely to be impacted by the current high prices globally.

India had a record production of food grain and pulses this season both in kharif and rabi.

It used to import 30 lakh tonne of pulses equivalent to 40-50 per cent of the country’s requirement. Prime Minister had himself signed a contract when he visited Mozambique last year, for the import of 1lakh tonne of tur dal. However, the situation has changed as there has since been an increase in the acreage and yield under pulses.

The glut in the prices of fall in prices that the 4,000 per quintal which is support price of Rs 5,050 government had already zero progressively from a last two months.

Besides, the new wheat this month from MP and wheat will flow in from UP,

According to the FAO the measures monthly cereals, oilseeds, dairy products, meat and sugar, averaged 175.5 points in February, up 0.5 per cent from January.

The movement in domestic food prices is important as the RBI is watching food prices before it takes its next move on its policy rates.

It had held rates in its last policy as the monetary policy committee headed by RBI governor Urjit Patel had said there was need to watch food prices.



pulses is reflected in the farmer gets – Rs 3,000-Rs even below the minimum per quintal. The reduced import duties to peak of 40 per cent, in the

crop will start coming in from the middle of April Punjab and Haryana.

food price index, which changes for a basket of

Food Processing Policy and World Food India 2017

Government plans phased development of coastal economic zones. Indian food processing industry to attract \$33 bn investment by 2024: Study

Addressing a meeting with the State Food processing Ministers on World Food India, being organized by MoFPI during 3-5 November 2017, in New Delhi, Smt. Harsimrat Kaur Badal, Minister of Food Processing Industries unveiled the Draft Food Processing Policy of India and shared the same with state government representatives. The Minister said the National Policy apart from documenting footprints of the food processing sector has drafted considering best practices across states and the world. She said our government is poised to bring about comprehensive National Policy on food processing. We would like all states to follow and be part of the comprehensive National Food Processing Policy. We have brought an Approach Paper on the National Food Processing Policy which is uploaded on the website of Ministry and have invited suggestions from all stakeholders and general public.



Speaking at the session Smt. Badal, said India provides most conducive environment to food processing given parameters and conditions like abundance of food production, abundance of manpower engaged in agriculture and low cost of processing. At the same time Governments initiative to make India Global Food Factory and Global Food Market brings immense opportunities for food processing sector. The Minister said India is ushering in an era of Zero Tolerance towards Post Harvest Wastage, Zero Tolerance on Delays in Commissioning of Food Processing Projects, Zero Tolerance in Delays in obtaining Licenses/Statutory Clearances for Food Processing/ Food Retail Markets by Central/State/Local authority. She said We are bringing in National Food Processing Policy which shall focus on building Indias NATIONAL FOOD GRID and NATIONAL COLD CHAIN GRID and create Retail Markets every nook and corner of the country.

Smt. Badal said the government has introduced reforms like allowing 100% FDI in Multi Brand Retail. Additionally Government has taken several initiatives and announced attractive incentives including capital subsidies, tax rebates, and reduced custom and excise duties. Increasing focus is also being given to supply-chain related infrastructure, such as cold chains, abattoirs and food parks. The whole idea is to spur greater growth in the food processing sector as well as connect farmers with the value chain to increase their returns. It is with this objective that the event World Food India has been conceptualized to provide a platform to showcase Indias strengths in the sector and to attract major investments in the sector.

She said Government is organizing BIGGEST EVER GLOBAL FOOD FAIR - WORLD FOOD INDIA 2017 where all small, big and multinational companies from world over would represent and meet Indian potential companies to partner with. At the same time we expect all state governments and their departments to allow single window clearances and other statutory clearances. Apart from this, all our raw produce and processed food shall be showcased. The Minister added that World Food India 2017 is the step aimed at creating India a Global Food Factory and Global Food Retail Market. Smt. Badal, further shared that the Ministry of Food Processing Industries (MoFPI) was in the process of collating and addressing issues related to the sector, with an aim to facilitate investors and help build investors confidence to boost engagement of foreign investors, at the World Food India, later this year. On this occasion, the Minister launched the website and the Logo of World Food India 2017. The meeting witnessed participation of the Ministers from Odisha, West Bengal and Jharkhand, as well as senior bureaucrats and officers from more than 25 States and



Packaging Better Ideas.®

“Consumer preferences are changing. As the demand for shelf stable products rise, Printpack’s convenient rigid packaging is emerging as the preferred format” .

Shelf Stable Food & Beverages

Printpack’s rigid barrier packaging offers

- "Products suitable for retort, hot fill, aseptic and MAP applications" .
- Modern, portable packs for easy on the go and at home use.
- Microwaveable for quick heat and eat foods.
- High clarity to showcase your products. Shapes and custom colors to differentiate your brand.

Vivek Chougule

vchougule@printpack.com

+91-998664-6900

www.printpack.com



The most widely recognized brands in the world rely on Printpack’s technical know-how for their products. Expand your possibilities by utilizing our innovative rigid barrier packaging.

Opportunities for Indian Products



Union Territories, from all across the country. The representatives appreciated the Ministries initiative in organizing World Food India 2017, timely announcement of the mega event and expressed keen interest in partnering with the mega event.

It may be noted that World Food India 2017 - a three day flagship event is being organized by Ministry of Food Processing Industries in which CII will be event partner from 3-5 Nov 2017 at New Delhi. The event will focus on showcasing achievements and opportunities of the Indian Food Processing Sector and fostering maximum investment commitments. The event will also provide a platform for exhibiting innovative products and manufacturing processes showcasing the entire value chain of food processing industry with a vision to leverage innovation, technology, development & sustainability in the backdrop of achieving food security.

Global slowdown to impact exports of processed food in Fy17'

Even as the food processing sector has outpaced agriculture in the last two years, export is likely to remain subdued this financial year due to slowdown in global demand, a Dun and Bradstreet report has said.

“The food processing sector is poised for exponential growth with the government setting a target of doubling processing levels to 20 per cent by 2019, from the current 10 per cent,” according to D&B report ‘Food Processing Sectoral Outlook 2017’.



It said, the share of FPI in manufacturing value added is expected to increase, which aligns with the objective of ‘Make in India, which provides an opportunity for companies to capitalise on the potential that the industry has to offer.

However, exports of FPI related commodities declined by 18 per cent (year-on-year) to USD 29.7 billion during FY16, which was in line with the declining trend in the country’s overall shipments, it said.

While total cereal exports in FY17 would be close to last year’s level due to tighter availabilities and moderation in demand, going forward we can

expect a partial recovery as few countries have now opened their markets to Indian rice.

The report said that meat exports are also likely to increase only marginally with demand stemming from the Middle East, South Asia and Africa.

Food quality and safety standards stand as barriers to food exports in key markets such as the US and the European Union, it added.

Food exports, it said, are likely to be subdued in 2017 due to slowdown in global demand and the share of FPI related commodities to total exports could moderate marginally below the FY16 level of 11.3 per cent.

Lack of adequate infrastructure poses a major bottleneck to the growth of the food processing sector as India suffers from significantly high harvest and post-harvest losses, it said.

“The present cold storage capacity falls significantly short of the required capacity. Logistics cost also remains elevated due to multi-tier transportation in the absence of end-to-end logistics service providers. These constraints translate into low level of food processing in the country.” the report added.

Rising awareness among consumers would largely define product offerings and food items will increasingly reflect healthy lifestyle trends where food transparency will no longer be optional but the norm, the report said. Hence, there will be increased scope for players to tap new segments such as nutraceuticals and organic products. Growing demand for clean labels food free from artificial colours, flavours and preservatives will prompt manufacturers to hunt for the next healthy ingredient, it said.

Bihar to witness record wheat production: Rai

Bihar Agriculture Minister Ram Vihar Rai today announced in the Assembly that the state is expected to witness a record production of paddy and wheat, despite slashing of funds by the Centre. The department has made significant achievements due to successful implementation of agriculture roadmaps - first, from 2008 to 2012, and then again from 2012 to 2017, he said.



Due to this, the state is expected to witness a record 84.87 lakh ton of paddy production in 2016-17, he said adding that a record wheat production is also expected this year because of favourable weather. The government is preparing to roll out the "third agriculture roadmap for 2017-2022, the minister said after in reply to the debate in the Assembly on his departments Rs 2644.74 crore budget demand which was passed later amid boycott by opposition NDA members.

Rai said that the Centre slashed funds for schemes relating to agriculture and the state got only Rs 80 crore in two years out of Rs 3094 crore announced by Prime Minister Narendra Modi in the agriculture package.

The Centre has reduced its share up to 60% from 100% in Rashtriya Krishi Vikas Yojana and Rashtriya Khadya Suraksha Mission Yojana in 2015-16, he said. The Centre also reduced to 60% from its earlier share of 85% in the Rashtriya Bagwani Mission Yojana, Rai said.

A cut motion moved by BJP member Arun Kumar Sinha and others was rejected.

Sinha demanded that the Chief Minister include agriculture schemes as part of his Seven resolves.

Later, BJP members led by Prem Kumar boycotted the governments reply.

Cost of food processing lower than handling waste food

Despite sufficient food, lack of food processing leads to a lot of wastage in India, said additional director at the Indian Institute of Packaging (IIP), Jyoti Baliga. He pointed out that the cost of food processing is lower than the cost of handling waste food.

"India is the world's second largest producer of food after China and yet, our per capita packaging consumption is less than \$15 against the worldwide average of nearly \$100. This is why a lot of food goes to waste," Baliga said while announcing a one-day workshop on packaging of fresh and processed foods for micro, small and medium entrepreneurs (MSMEs) that will be held on Friday.

Goa's domestic food market has grown by nearly 40% to touch \$258 billion in 2015. MSMEs could tap the demand by providing eco-friendly and cost effective packaging material, Baliga said.

a world leader (since 1927) in
packaging machines is now in India.....

VERIPACK® **FNC**
PACKAGING DIVISION
ITALY

Complete proven packaging machinery solutions
for READY – TO – EAT FOODS

- Flexible & Rigid packaging formats
- Vacuum packaging
- Modified atmosphere packaging(MAP)

◀ THERMOFORMING MACHINES



◀ TRAY SEALERS




VERIPACK®
SOLUTIONS INDIA
PRIVATE LTD
(a F.N.C S.p.A, Italy group company)
www.veripackindia.com

India Office

: 501, Wellington Business Park-1,
Andheri Kurla Road, Andheri (East), Mumbai – 400 059.

Veripack Demo Centre

: 3, Prathaam Industrial Estate, Off Mumbai-Ahmedabad
Highway, Vasai East, Thane – 401 208.

Mobile

: +91 99677 52336

Telephone

: +91 22 6697 1133

Email

: makdum.j@veripackindia.com



BLUE BERRIES



U.S. Highbush Blueberry Council



NOW BLUEBERRIES IN INDIA

- Fresh blueberries are now allowed into India since July 31 2008.
- Fresh Blueberries from North America available April-October.
- Besides fresh blueberries, frozen, dried and juice concentrate and powders are available.
- Frozen blueberry prices are the lowest in years and a great value.



Blueberries for Bakery & Food Products

- Baking
- Dairy
- Beverages
- Snacks
- Cereal
- Other Unique Real Seal Products
- Confectionery



Blueberries : Powerful Antioxidant

Compared to nearly 40 others fruits and vegetables, blueberries rank highest in disease-fighting antioxidants. An assay called ORAC (Oxygen Radical Absorbance Capacity) quantifies the antioxidant capacity of food. 100 grams (3.5 oz.) of fresh blueberries could deliver the equivalent antioxidant capacity of five servings of some fruits and vegetables.

US | Highbush
Blueberry Council



U.S. Highbush Blueberry Council

2390 East Bidwell, Suite 300, Folsom, CA 95630 USA

Website: <http://www.blueberry.org>

Tel. : +91-120-2428800 (50 Lines) Fax : +91-120-2428811

India Contact: **Assocom-India** -

E-mail : blueberry@assocom-india.com

Website : www.blueberry.assocom-india.com



DIVERSITY: THE ART OF THINKING INDEPENDENTLY TOGETHER.

—Malcolm Forbes



There is strength in numbers.

Perhaps the only thing more reassuring than having the extrusion leader work on your behalf is having their dedicated subsidiaries work for you, as well.



CORPORATE
PROJECT SERVICES

SOURCE TECHNOLOGY



Anchored by Wenger and their nearly 80 years of process experience, the Wenger Group includes Corporate Project Services – specialists in complete project planning and food safety requirements; and Source Technology – innovators of inline sampling and analysis equipment, fully integrated with Wenger's automation for total system communication.

Rally the power of three to address the entire scope of your extrusion-based project. You'll experience the dedication, ingenuity and responsiveness of the one and only Wenger Group.

Imagine the possibilities



wenger.com

BELGIUM TAIWAN BRASIL CHINA TURKEY INDIA