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**UPDATE**



## PROCESSING & SAFETY UPDATE

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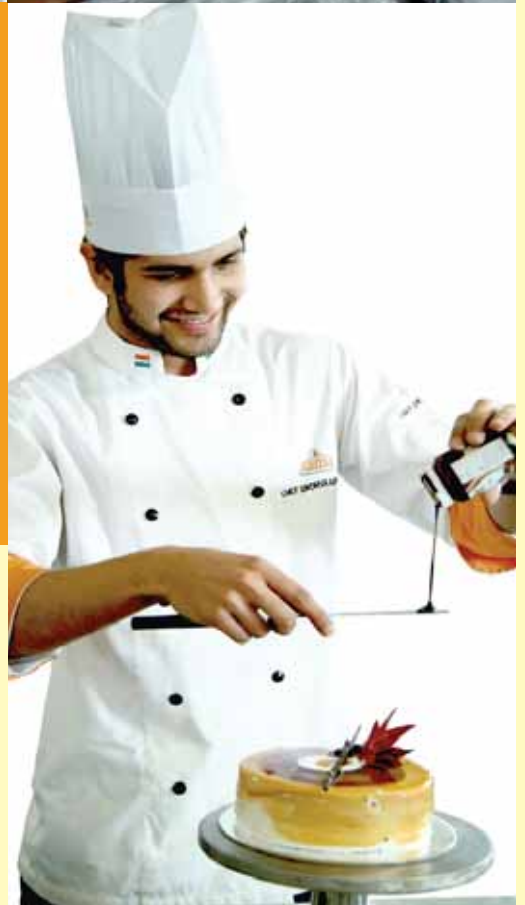
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Views Expressed in the articles are exclusively of the authors only.



**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  
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## WORLD FOOD INDIA 2017



*Shri Narendra Modi, Hon'ble Prime Minister of India addressing  
World Food India 2017*

World Food India 2017 provided a platform to explore Indian market across the value chain in food processing and food retail. The idea was to bring together global & Indian leaders across the food value chain and Showcase the strengths of India in the Food processing & allied sectors; Connect domestic and international businesses for possible partnerships and Facilitate collaboration, investment flow and encourage sourcing from India.

The Event was inaugurated by Hon'ble Prime Minister of India Shri Narendra Modi on 3rd November at Vigyan Bhavan. Mr Maris Kucinskis, Hon'ble Prime Minister of Latvia & Mr Serzh Sargsyan, President of Armenia were also present in the event. Hon'ble President of India, Shri Ram Nath Kovind, was the Chief Guest during the Valedictory Session.

### Business Networking & MoUs:

The participants with business interests has availed the services of Online Meeting Centre to schedule their meetings in





*Smt Harsimrat Kaur Badal, Hon'ble Minister, Ministry of Food Processing Industries welcoming the delegates at World Food India 2017*



advance with Government officials, embassy officials, decision makers of global organizations and other industry delegates. Total 8000 online & offline B2B meeting held during 3 days.

- MoUs worth Rs 14 billion signed/ exchanges/ announced during WFI
- Major countries who have signed MoU: USA / France / Germany / Netherlands / UAE
- Major States who have signed MoU : Telangana / Punjab / Haryana / UP

The Ministry of Food Processing Industries, Govt of India signed / exchanged/ announced MoUs worth US\$ 11.25 billion during World Food India 2017. These are expected to fructify over the next three years. The Ministry

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Additionally, World Food India provided a platform to the States to announce & sign MoUs with industry in the food processing sector. The States signed MoUs worth US \$ 2.28 billion.

This brings the total estimated investment in the food processing sector in the next three years to Rs 1,21,000 crore (US \$ 18 billion).

#### **Investor Portal Nivesh bandhu:**

A user friendly portal 'Nivesh Bandhu' was launched by the

Hon'ble Prime Minister and provides an easy glimpse into investment policies of States, district level resources to encourage informed choice by potential investors as also exchange queries for sourcing.

The mega event hosted 36 Conferences, State and Country Sessions and Plenaries over the three days. 8 sectoral conferences which highlighted the business opportunities, new trends and avenues for investments in these sectors across the food value chain were held.

There was significant international participation with almost 10,000 participants in conferences.

There were two plenary sessions. The first Plenary Session 'India the Preferred Investment Destination' featured Hon'ble Finance Minister of India and global & Indian CEOs who spoke about the changed scenario for investments. Secretary DIPP and Secretary Food Processing also made detailed presentations to the participants.

The second Plenary Session on Food Regulatory was led by the Food Safety & Standards Authority of India (FSSAI) and shared the positive changes in the Indian Regulatory system which is of prime interest to both foreign and Indian food processing players.

Two Special Roundtables of global and Indian CEOs were held with Hon'ble Prime Minister and the Hon'ble Finance Minister. The



*Hon'ble Prime Minister, Shri Narendra Modi with the Global & Domestic Industry Leaders in Food Processing during the WFI CEOs Roundtable*

Roundtables provided an opportunity for the CEOs to understand the vision of the highest level of policy makers in the Govt.

Spread over 40,000 sq mtrs of area in C- hexagon lawns of India Gate, the WFI Exhibition had close to 800 global & domestic exhibitors. These included industry across the food processing value chain eg machinery, technology & equipment, food processing sub sectors; State Govts, related Ministries viz Ministry of

agriculture, Food Safety Regulatory Authority of India, Institutes like NIFTEM & IIPT etc. DONER had a special showcase, so did Farmer Producer Organizations, Women Entrepreneurs, Start ups and GIs. Though the entry was restricted to business visitors, there was a footfall of approximately 75,000 visitors including a significant number of progressive farmers who were invited, at the Exhibition over the 3 days. The Feedback has been very positive. Total 345 number of people registered their feedback out of

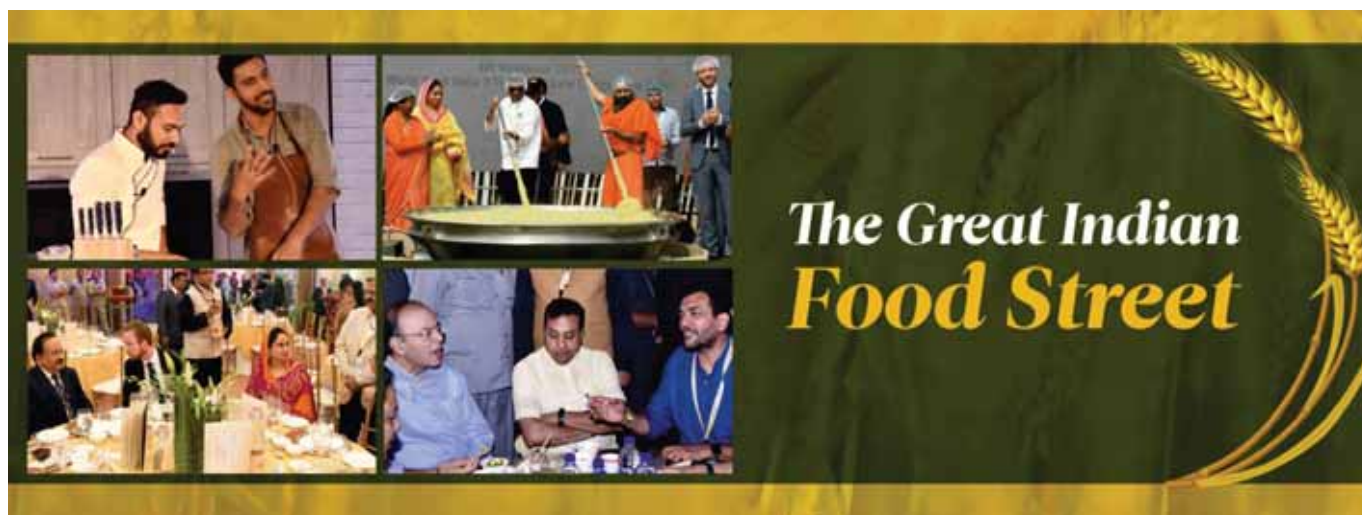
**MoUs signed/ exchanges/ announced during WFI**

**₹ 14 billion**

**Major countries: USA , France, Germany, Netherlands , UAE**

**Major States: Telangana, Punjab, Haryana, UP**





which it was marked as Excellent by 253 people, very good by 69 and good by 23 people.

### ***The Great India Food Street***

An exciting feature of the event was “Food Street” - a lively vibrant zone, that has showcased Indian and foreign cuisines using Indian ingredients, flavours and fragrances, specially curated by Chef Sanjeev Kapoor.

With a footfall of over 5,000 guests over 3 days, the Great

India Food Street was a unique concept that acted as a platform for guests to learn about the globalization of Indian food through interactive chef talks and demonstrations, experience the traditional flavours as well as modern fusion food and give the attendees a wholesome experience about the diverse uniqueness that Indian food offers. The objective of Food Street was to popularize Indian cuisine to international markets and build interest and demand for indigenous ingredients in the global markets.

On 4 November, a very large quantity of Khichdi was prepared at The Great India Food Street.

Projected as the traditional healthy and nutritious super food from India, a Guinness world record was also created by preparing 918 kg Khichdi in a single vessel.

The Khichdi was cooked using Indian ingredients such as ancient grains, desi ghee, different types of grains from across the States of India. It was distributed to 10,000 under privileged children through the





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### **Key Outcomes**

World Food India 2017 has imparted a huge boost to the Indian food processing industry by showcasing the immense investment potential of the sector and helping a variety of stakeholders in the process, thereby boosting the Make in India initiative. It has enhanced India's image.

- MoUs worth INR 14 billion signed/ exchanges/ announced during WFI
- Brand World Food India 2017: WFI has established itself as a brand India show. Akin to established International shows, World Food India is now expected to be the preferred platform for investment, sourcing and doing business. To be scaled up further, WFI is envisioned as a biennial show and the 2019 show could have two distinct sections – Sourcing and Investment.
- Investor Portal Nivesh Bandhu: A user friendly portal 'Nivesh Bandhu' was launched by the Hon'ble Prime Minister and provides an easy glimpse into investment policies of States, district level resources to encourage informed choice by potential investors as also exchange queries for

sourcing.

- Food Processing Policy: Ministry of Food Processing Industries had announced a draft Model Food Processing Policy in March, 2017. Three States announced their Food Processing Policies viz Maharashtra, Telangana and Uttar Pradesh. Haryana unveiled highlights of the food processing policy it is shortly going to announce. Food Processing policies provide a conducive environment to the sector. We expect more States to announce their Food processing policies.
- The Great India Food Street has brought the Indian cuisine again on the world mind-map. The Guinness World record of the largest amount of Khichdi cooked in a single vessel, that too made of entirely nutritious grains of India and desi ghee has evoked much interest. It presents an opportunity for Indian Cuisine to go beyond the current popularity. As a soft part of WFI, the Food Street has business potential going forward by popularizing Indian ingredients.
- More than 100000 (1 lakh) visitors to the exhibition, conferences and Food Street in the 3 days of the WFI.
- WFI 2017 provided a platform for B2B, B2G, Exhibitions, Conferences and

Food Street in the same event which model is not provided by any event in Food Processing across the world. This has been greatly appreciated both by International as well as Domestic participants. Moreover space for B2B and B2G meetings as well as conferences was provided free of cost to participants in WFI.

- Promoting Youth & Entrepreneurship @World Food India 2017: A two- day Hackathon with a focus on "Developing innovative technology enabled solutions for challenges faced by Food Processing Sector" was organized on 27 & 28 October 2017 in New Delhi and judged by an eminent jury. Students, 66 teams comprising 300 students participated in the live Hackathon. The winners included Information on Backward & Forward Linkages for Farmers, Measuring Freshness and Quality of Fruits & Vegetables and milk procurement service through QR code.
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- Seven sectoral publications were released during the Inaugural Session by the Hon'ble Prime Minister. The

publications detail opportunities in various high growth sectors as well as list financing options and updates on FDI.

- Digital Theme Pavilion showcased the vast opportunities in Indian Food Processing Sector through the use of digital technologies like projection technology, gesture based technology, sensor based technology and digital interactive technology.

- A special Coffee Table book portraying through lively pictures, the essence of the evolution of the food processing sector in India and insights into traditional wisdom on food processing, and the developments in Processing, Retail, storage, marketing, food safety, farm gate interventions, R&D, product development, packaging and infrastructure across key sub sectors over the years was released by the Hon'ble Prime Minister.

## HERSHEY INDIA PLANS TO INVEST \$50 MILLION IN NEXT FIVE YEARS



India of one of the US-based firm's key international markets, says Hershey India chief Praveen Jakate.

Hershey sells 11 brands in India, including Hershey's chocolate syrup, milkshake and chocolate almond spreads.

Hershey India Pvt. Ltd, the Indian arm of US confectionary giant The Hershey Co., will invest \$50 million in the country in the next five years, a

top company executive said.

"We anticipate an investment of about \$50 million during the next five years as we focus on growing and expanding our presence in India," Praveen Jakate, chairman and managing director, Hershey India, said in a statement. "India is one of our key International focus markets and we are investing to build this important business." The company declined to disclose how the funds would be utilized.

Hershey India sells 11 brands, including Hershey's chocolate syrup, milkshake and chocolate almond spreads, along with Sofit soya milk and Jumpin juice, which it acquired from an erstwhile joint venture with

Godrej Industries Ltd.

It plans to focus most of its investments now in brands owned by The Hershey Co. rather than in those brought from the joint venture, Jakate said in a previous media briefing.

In an earnings briefing on 30 October, The Hershey Co. said net sales in India grew 16% year-on-year during the September quarter, making it the fastest growing among Hershey's core markets outside the US, which include Brazil and Mexico.

"Constant currency net sales in India increased 16% and slightly exceeded our plan. Growth in the brands we're investing behind continues to be solid," Patricia A. Little, chief financial officer of The Hershey Co., said in a press statement on 30 October. "Our transition of the India portfolio is enabling a

higher margin business, and we are on track to expand gross margins here by 1,000 basis points in 2017.”

Hershey’s competitors in the chocolate confectionary market

in India include market leader Mondelez India Foods Ltd—the maker of Cadbury’s chocolates had a 49% value share of the market in calendar year 2016, as per a December 2016 report by market research firm

Euromonitor.

Euromonitor expects the market to grow at an 8% compound annual growth rate to be worth Rs16,000 crore by 2021.

## **DEPARTMENT OF CONSUMER AFFAIRS WORKING ON BRINGING HALLMARKING REGULATIONS UNDER THE NEW BIS ACT 2016: SHRI RAM VILAS PASWAN**



***Shri Ram Vilas Paswan  
inaugurates the seminar on  
“Standards Make Cities  
Smarter” organized by BIS***

***Bureau of Indian Standard  
celebrates 48th World  
Standards Day***

Shri Ram Vilas Paswan, Union Minister for Consumer Affairs, Food & Public Distribution, said that Department of Consumer Affairs is working on bringing Hallmarking regulations under the new BIS Act 2016.

Shri Paswan commended the revision of the standards on

gold jewellery with only three categories i.e, 14, 18 and 22 Karats/Carats under Hallmarking. Shri Ram Vilas Paswan stated it while inaugurating the seminar on “Standards Make Cities Smarter” organized by Bureau of Indian Standard on the occasion of 48th World Standards Day in New Delhi.

Shri Paswan laid special emphasis on the consumer protection that would get enhanced through new Consumer Protection and the BIS Act.

Shri Ram Vilas Paswan released a pre standardization report regarding Unified, Secure & Resilient ICT Backbone for Smart Cities.

Shri Paswan stated that building a smart city is a highly complex task having its own challenges and standards are the only common denominator that can simplify this task.

National Standards make the smart cities work safely and smoothly. Besides, it provides important guidance for all aspects of city life, including energy-efficient buildings, intelligent transportation, and improved waste management, thereby builds sustainable communities.

Shri C.R. Chaudhary, Minister of State for Consumer Affairs, Food & Public Distribution emphasised on the importance of standards for international cooperation. He stated, that standards provide practical tools for tackling many of today’s global challenges, ranging from managing resources to improving the safety and quality of the life.

Shri Chaudhary appreciated the active involvement of BIS in regional standardization work for developing common standards to facilitate trade.

Earlier, Shri Avinash K Shrivastava, Secretary, Department of Consumer Affairs, in his keynote address stressed on the changing scenario and the role Bureau of Indian Standards is playing in the national and international arena.

The theme for this year's World Standards Day "Standards Make Cities Smarter" was chosen

collectively by International Organization for Standardization (ISO), International

Electrotechnical Commission (IEC) and International Telecommunication.

## **SHRI RADHA MOHAN SINGH ADDRESSES A CONFERENCE ON FRUITS & VEGETABLES, DAIRY, POULTRY & FISHERIES - LEVERAGING THE DIVERSE INDIA OPPORTUNITY AT WORLD FOOD INDIA 2017**



***World Food India is a unique platform where delegates from 60 countries will not only understand but also assess our growth: Shri Radha Mohan Singh***

Union Agriculture and Farmers Welfare Minister Shri Radha Mohan Singh said that the unprecedented and multi-faceted development of Indian agriculture post-independence is unparalleled. Shri Singh said the world is eager to study and adapt our growth strategy. The Agriculture Minister said it today while addressing a conference on Fruits & Vegetables, Dairy, Poultry & Fisheries - Leveraging the

Diverse India Opportunity at World Food India 2017 in New Delhi.

The Agriculture Minister said that at the time of independence, we were unable to feed 34 crore population, but today, thanks to the hard work and wisdom of our policymakers, farmers, scientists, and food production officers, we have moved ahead among the countries suffering from food shortages and not only providing food to 134 million population but have also become a food exporter.

Shri Singh said that with just two percent of the world's land we are not just feeding 17 percent of the global population, 11.3 percent livestock and vast genetic inheritance, but also exporting food. He said that today we are the world's largest milk producer, second largest fruits and vegetable producer, third in the production of fish and holds fifth place in egg production.

Shri Singh said that at the time

of Independence, per capita of milk supply was 130 gram per day to the 34 million population and today per capita of milk supply has increased to 337-gram milk per day to 134 million people. This is an incomparable achievement in milk production. The Minister further said that we export a lot of agricultural commodities which is about 10 percent of the country's total exports.

The World Food India, which is being organized in the national capital, is a unique platform where delegates from 60 countries of the world will not only understand but also assess our progress.

The Agriculture Minister said that special emphasis has been given to the overall agricultural growth. The Government has taken various steps to increase the agricultural sector's growth rate. Pradhan Mantri Fasal Bima Yojana, Paramparagat Krishi Vikas Yojana, e-NAM, Pradhan Mantri Krishi Sinchai Yojana, Soil Health Card are some of our key schemes. The Government has allowed 100% FDI in food processing.

Shri Singh said that the Government is implementing Horticulture Development for Integrated Development of Horticulture (MIDH) scheme for the Integrated Horticulture



Development Mission & Integrated Horticulture Development Mission, which includes various cold chain such as Pack Houses/ Central Sorting, Pr-Cooling, Reefer Vehicle, Primary processing units and Ripening chambers. It also includes processing units in the North-Eastern and Himalayan states.

Under MIDH, 4392 cold storages/ CA Stores of 19.47

million MT capacity, 20710 Farm Pack Houses, 411 Referral Transport, 408 Ripening Chambers, 4414 Primary Processing Units, and 101 Precooling Units have been set up as on March 31, 2017.

The Agriculture Minister said that under the MIDH, the State is promoting the Horticulture Mission, Horticulture crops / Farm level programs to develop the collective area of fruits and

vegetables including processing varieties in the field of Mega Food Parks and Export Promotion Areas. In 2016-17, export of horticultural product was 5.03 million MT (Fresh fruits and vegetables - 4.16 million MT, processed fruit, and vegetable - 0.88 million MT, flower farming - 33725 MT) and there has been a 12 percent growth in terms of value.

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## **FOR US FOOD SAFETY IS NOT NEGOTIABLE: PAUL BULCKE, CHAIRMAN, NESTLE**

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Stressing on the importance of food safety and food security during the inaugural session of World Food India 2017, Paul Bulcke, chairman of the board of directors, Nestle SA said for the global company, food safety is not negotiable.

"For us, food safety is not negotiable. We take pride in providing safe quality food to our consumers whichever

country we operate in. We are not the only one. It is what the responsible food companies do," Bulcke said.

Bulcke said that although the global food system has come a long way, they are still not able to deliver as they should. It is being challenged, he said.

"Agricultural productivity needs to be improved, more so, when we have to feed millions more in the future. About one-third of all food is wasted worldwide and more in certain areas. Water scarcity is a major challenge.

With 70 percent of the global poverty in rural areas, investment in building agricultural capacities is crucial," Bulcke said.

According to Bulcke, food security needs to be given top priority by the food companies. In partnerships, we can find solutions and the private sector can play an important role. Together we can overcome these challenges," he said further.

The 63-year old former CEO of Nestle was also impressed with the pace of development in the country and thanked the Indian government for their support.

"We set up our first factory in the country in Moga, Punjab in 1961. Today we have six manufacturing facilities in India, providing employment opportunities directly and indirectly to over 1 million people. And behind our success is the solid support that we have always received from the central and the state governments. We are thankful for the support."

## GOI AMENDS STANDARDS FOR MILK AND DAIRY PRODUCTS



Government of India's (GOI) Food Safety and Standards Authority of India (FSSAI) notified the Food Safety and Standards (Prohibition and Restrictions on sales) First Amendment Regulations 2017 and Food Safety and Standards (Food Products Standards and Food Additives) Thirteenth Amendment Regulations 2017 through official gazette notification. The first regulation amends the Food Safety and Standards (Prohibition and Restrictions on sales)

Regulations 2011 to omit the sub-regulation 2.1.1 in regulation 2.1 which prohibits the sale of cream not prepared exclusively from milk or contains less than 25 percent milk fat. The Food Safety and Standards (Food Products Standards and Food Additives) Thirteenth Amendment Regulations 2017 amends the Food Safety and Standards (Food Products Standards and Food Additives) Regulations 2011 to modify the standards for dairy products including milk, flavored milk, evaporated or concentrated milk, sweetened condensed milk, khoya, cream and malai, milk fats including anhydrous milk fat, anhydrous butter oil, butter oil and ghee, butter, milk

powder and cream powder, dairy whitener, whey powder, fermented milk products, ice-cream, kulfi, chocolate ice cream, soft ice cream, milk ice or milk lolly, dried ice cream mix, frozen dessert or confections, chhana and paneer, cheese and cheese products, edible casein products, lactose, and infant foods. GOI previously notified the Draft Food Safety and Standards (Prohibition & Restriction on Sale) Amendment Regulation, 2015 and Draft Food Safety and Standards (Food Products Standards and Food Additives) Amendment Regulations 2015 in December 2015 for comments from various stakeholders.

The new regulation can be accessed at Operationalization of Standards for Milk and Milk Products on the FSSAI website.

## DRAFT PACKAGING REGULATIONS INVITE COMMENTS

Food Safety and Standards Authority of India (FSSAI) published draft packaging Regulations and invited comments from WTO member countries on October 13, 2017. The comment period for trading partners expires 60 days beyond the notification date as listed on the WTO's website ([www.wto.org](http://www.wto.org)). The packaging Regulation, earlier

combined with the labeling Regulation, is now a separate Regulation and broadly covers the following topics.

- General and specific requirements of packaging and the materials
- Schedule I: List of Standards for Paper and Board Materials
- Schedule II: List of Standards

for Metal and Metal Alloys

- Schedule III: List of Standards for Plastic Materials
- Schedule IV: List of Suggestive Packaging Materials

The full text of the notification is pasted below at the end of the report and is also available on FSSAI's website

<http://www.fssai.gov.in/>.

Comments within the prescribed 60-day comment period from the date of notification in WTO website should be sent to FSSAI.

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