

# Conference on Developing Markets for Innovative, Safe & Nutritious Food Products: Technology & Regulation:

Report by Ms. Ummeayman R., **October 10/11, 2014**  
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The Food Safety and Standards Act 2006 has brought in food safety in sharp focus in food business as oppose to PFA which had emphasis on adulteration and purity of products. In order to discuss these regulations and to familiarize the professionals in food industry with the important systems and regulations affecting the industry, PFNDAI had organized this two day conference.

**Mr. Bhupinder Singh**, Chairman – PFNDAI and MD & CEO-Vista Processed Foods, stated in his inaugural address the need to organize such conferences and to integrate various sectors of food industry. Such gatherings give a platform to have a fair consensus on the various rules and regulations as



per different Acts that are affecting the industry and affecting business operations with global companies.

Keynote Address on Present Status of Food Laws in India & Its Implications was presented by **Dr.**

**Shatadru Sengupta**,

Sr. Director, Hardcastle Restaurants. He gave a brief insight into the current Food laws and highlighted good points and some that needed consideration for amendments. He welcomed move in the modern food laws to move from adulteration-focused “doodh mein paani”-type theme towards food safety. He also stated some considerations for amendments too. He pointed to some regulatory restraint that are not backed by science or objective test methods, unlike in other countries, to name a few are re-use of cooking oil, temperature conditions for frozen foods when received, sampling and testing of proprietary food. He also gave an insight into the executive aspect of the regulation as, the difference between two important consequences of an



improvement notice being issued under FSS law: Licence suspension and Licence cancellation, need for constitution of Food Safety Appellate Tribunal (FSAT) in all states, issues with imports of food, contract manufacturing, licensing issues (trading and manufacturing at the same premises).

**The technical session on Value-Addition to Agricultural Produce was chaired by Mr. Asim Parekh, VP Technical, Coca Cola India.** in his presentation on ‘Value addition to Animal Products’, stated that consumers link animal health and welfare to food safety – “Healthier animals provide safe food”. He also stated that globally there is an increased demand in animal protein and India has a potential to meet



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this increasing demand as India is the global leader in buffalo population and in cattle population, 2nd largest milk produces and 3rd in egg production. Today we are processing only 7% of the total poultry, which needs to be changed from backyard business to a consolidated, value added business.

**Mr. Manjunath Patil**, Deputy G.M. (Frozen/Fresh produce), Vista Processed Foods, continuing the presentation stated that capturing the emerging opportunity will require significant traction on efficiency and innovation, like Innovation in packing and in value addition. He presented some new technologies like whole muscle forming that are being utilized by players globally to reduce waste and thus reducing the bird requirement.

‘Value addition to Milk & Dairy Products’ was presented by **Dr. JV Parekh**, Consultant, Dairy & Food Industry. He gave a brief overview of the current market statistics of Milk and Milk products. He stated that there is a growing demand for milk and milk products and GDP is expected to grow at 8 to 10 % and the demand for milk and milk products will increase rapidly which is projected to be between 180 million tonnes to 200 million tonnes, thus production has to continue to increase by about 5 % per annum. High margin dairy products like yogurt, ice cream and cheese constitute only ~8% of the Indian dairy market currently; expected to grow at CAGR ~25% over next 5 years. He also gave an insight into the various emerging processing methods based on the concept of minimal processing.

The technical session on **Health & Life Enhancing Products** was chaired by **Dr. JI Lewis**, Chairman, Regulatory Affairs, PFNDIA. **Ms. Devishree Murthy**, Nutrition &



Health Leader, HUL talked on ‘Nutrient Profiling – an approach for developing nutritious products’. She showed how to reduce salt & sugar consumption as per stated in UN declaration and also considering the increasing prevalence of obesity. In 2004, even WHO clearly recommended the nutrients to limit – Saturated and Trans fat, Sugar and Sodium and to look at how these can be applied to our products. She presented the research on nutrition scoring benchmark and means for communicating healthier choices that are simple, easy and enable consumers to make healthy choices. They help them select the healthiest option in the category of products they are looking at e.g. if we go to an aisle of juices in the super market, clearly the product with the tick mark, logo – would mean that the product is healthier of the lot there.

Giving a market Insights on and ingredients for healthy aging, **Mr. U. Purnachand**, Director, EI Dupont/Solae Presented on ‘Healthy Living -Demystifying the needs of aging consumers’. Globally there is an increase in the aged population and 60+ is growing much faster. It is also seen that there is unequal ageing among men and women, as women population is found to be higher. He stated that as there are more and more families living together, there is a changing

mindset and approach towards aging.

Consumers feel younger as compared to their age and want to also mingle with their grand children. Their choice is more inclined towards products that make real life changes for better health and they are willing to try new foods for health when they become aware. Also they are most willing to pay more for the right functional benefits, they want food with purpose. They seek added functionality and fortification for health.

How innovations can be a key to success was presented by **Mr. Arun Kelkar**, MD, Hexagon Nutrition, in his presentation on ‘Innovation in Health Foods’. Innovation is a systematic approach which starts with asking question about effectiveness of your products, services or systems and working towards finding ways of solving them and verifying their sustainability. He presented examples that are in market and are highly appreciated due to their innovative ideas.

Technical session on **Life Style Products** was chaired by **Mr. Asim Parekh**. Talking on ‘Health Benefits of Oats in Changing Lifestyle’ **Mrs. Renu Kohli**, Head – Nutrition & Health, Pepsico shared some of the scientific reviews which state the health benefits of oats and also shared some emerging evidences that are generally agreed upon and where more studies are needed.



Speakers **Mr. Purnachand, Dr. Lewis, Ms. Devishree and Mr. Kelkar**

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Speakers Mr. Shanbhag, Mr. Asim Parekh, Ms. Mazumder and Ms. Kohli

**Mr. GD Shanbhag**, Director Innovation, General Mills, shared his experience in the Developments of Energy Bars. With changing habits and lifestyle, key needs of concern to the consumers like weight management, feeling fit (high on energy) and wellness. However, there is one important factor that seems to be a barrier in managing health, it is TIME. With more and more people working, they are struggling to manage health and diet due to lack of time. These factors have given way to innovation and paved the path for some of the products that are solution for multipurpose needs and ENERGY BARS is one of such products. Mr. Shanbhag also gave an insight in some of the energy bars in the market and the technologies for developing such products.

One of the important products in today's lifestyle products list is 'Bakery Products'. **Mr. Amitabh Tewari**, GM R&D & QA, Parle Products stated that 'Bakery' is the third largest sector of Food Industry in Revenue generation. Bakery products still remain the cheapest of the processed ready-to-eat products in the country. Nearly 55% of the biscuits are consumed by the rural sector and so is a suitable vehicle for enrichment. Also as it is cost effective this should be encouraged by government. There needs to be creation of awareness about source to be used for enrichment and

development of technology to minimize losses at processing itself without causing harm to acceptability of product. 'Functional Beverages for New Lifestyle' was presented by **Ms. Lopa Mazumder**, Sr. R&D Manager, Coca Cola India. She stated that Functional Beverage market is growing at a faster pace than all other categories, she talked about the need for hydration and the types of hydration drinks available.

**Special Talk on 'Developing Functional & Nutraceutical Foods' was presented by Mr. Sridhar Kameswaran**, Exec. VP Nutrition, GSK. Functional Foods Market is estimated to grow at a very rapid pace in India as globally this market is seen as an emerging market. He emphasized that the basic requirement for developing this sector is full characterization of the functional activity of the ingredient, understand the science & physiological benefit and leverage technology to improve consumer delivery – without diluting functionality and proactively address scale-up.

The session on **Functional & Nutraceuticals Foods** was chaired by **Dr. B. Sesikeran**, Ex-Director, National Institute of Nutrition, Hyderabad. He presented his ideas on 'Developmental & Regulatory Challenges for Innovative Foods'. Explaining about the concept of Novel ingredients, he stated the scientific

evidences needed to prove its efficacy and its safety. There has to be a good understanding of the physiological effects of the ingredient and its interaction with other ingredients. Also its bioavailability needs to be known with the regional food habits of the population. New products that claim to be innovative should target the health issues affecting a majority of the population. He also discussed some of the example of a science based regulatory approval process for a new ingredient.

The following panelists presented their views on Functional and Nutraceutical

foods. **Dr. TSR Murali**,

Director Research, Pepsico, gave an insight into the health benefits of some of the nutraceuticals and the

importance of traditional foods for wellbeing. **Mr. Sanjay Singh**, Head R & D (Vitamins & Fine Chemicals Division) Piramal Enterprises, expressed his views on some of the ingredients that are available and can be utilized for innovative products developments. He also gave an insight into the functionalities of a few of such ingredients. **Dr. Vilas Shirhatti**, Chief Advisor Nutraceutical Business at Tata Chemicals stated about the importance of traditional crops and grains and how they can be commercially utilized. Also we have rich customs and traditions which ensure that the food is

enriched with the required minerals and that have been followed in many regions since ages and the beneficial results are observed, we need to consider such customs and utilize them effectively for the well-being of the masses at large. **Mr. Kiran Desai**, Senior Manager, Mead







**Regulatory Panel**

Johnson, presented what hurdles are faced by the industry when it tries to step forward and make an innovation a reality and try to bring them to the masses. Some of the regulatory aspects that are globally accepted but are stringent in India were also discussed.

standards based on science, evolving technologies and best practices followed elsewhere. The objective of the session was to understand what the interventions are that the FSSAI has brought about to achieve the above, how the industry has responded and where are we today.

### Technical Session V-

**Mr. V Mohan:** Exec. Director, Heinz, chaired the proceedings of the session on Regulatory Environment in Indian Food Industry. Many aspects of FSS Act 2006 and the regulations were discussed along with the prescribed



**Dr. JI Lewis** commenced the session with FSSAI's organization structure and decision making and the idea of Risk

Assessment and management. **Dr. KD Yadav**, VP Technical, Kamani Oils, gave an overview of the standards for oils and fats and the regulations concerning trans fatty acids.



**Mr. Mohan & Dr. Yadav**

**Mr. Prabodh Halde**, Head Regulatory, Marico, presented the licensing and registrations of FBOs. He discussed the requirements of product approvals.



**Ms. Meenu Yadav** - Head SRA & Nutrition, Mondelez, presented some of the case studies in confectionery sector which have import issues. **Mr. Rohit Kulkarni**, Sports Dietician & Scientist, Venky's Nutrition, stated that sports nutrition is a sector growing with fast pace and there is competition largely from foreign players. The regulators need to be more vigilant about products more in demand and so spurious products get into the country. **Mr. Suresh Annapure**, Joint Commissioner FDA Maharashtra presented the various aspects of regulations and its implementations. The deliberations were followed by discussions and trouble shooting of the queries of delegates.

The event was supported by Hindustan Unilever, Coca Cola, Parle products, Kamani Oils, Kelloggs, Pepsico, Marico, Vista Processed Foods, SA PharmaChem, general Mills, Fine Organics, Hexagon Nutrition and RoquetteRiddhi Siddhi.



**Audience**