

WELLNESS FOODS
CONFERENCE

By Ms. Ummeayman,
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Wellness Foods Conference was organised in Bangalore, Hotel Royal Orchid on November 25, 2013 by PFNDAI along with IBM (Integrated Business Media).

Wellness has always been a human quest. Although wellness was considered to be physical health depending on medicines, however with changing times, mental, spiritual, social, environmental aspects are being accepted and food has been recognised as an important factor. With a brief introduction to the conference by Dr. V. M. Adhikari, Conference Convener, followed by welcome address by Mr. Bhupinder Singh, Vice Chairman-PFNDAI & CEO-Vista Processed Foods, the conference was set on note.

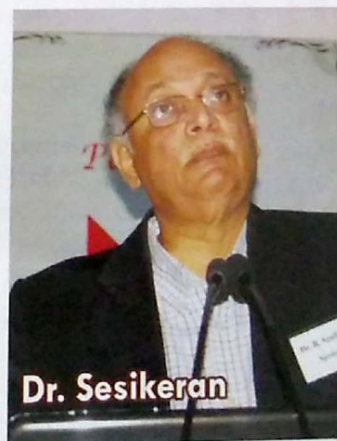
Inaugural Address by Dr. Ram Rajasekharan, Director, CFTRI gave an insight into innovative projects like the Green Milk

Dr. Rajasekharan



concept. Such innovative projects can help to overcome malnutrition and osteoporosis and additional fortification with omega3-fatty acids further increases the nutritional properties of such nutritional products. As many Indians were lactose-intolerant, there were efforts to prepare the green milk from leaves and other vegetarian ingredients. This would be an excellent replacement of buffalo or cow milk and could also be used in tea or coffee.

Dr. B. Sesikeran, Ex-Director, NIN, Hyderabad, in his Keynote Address on "Efficacy and Safety of Bio Active Substances", presented some of the health benefits of the bioactive molecules and their sources, what are their role and their functionality in reducing the risk of some of the diseases. Although many of these food products that are source of the bioactive molecules have been consumed for years, however there are studies done and more



Dr. Sesikeran

research is to be done to know the safety limits of their consumption. In conclusion he emphasised the need to translate new knowledge into products and ensure safety and quality.

Special Address was delivered by Ms. Geetu Verma, Executive Director, Hindustan Unilever on industry efforts on developing

Ms. Geetu Verma



healthy food products. She gave several examples of new healthy products which kept in mind the changing lifestyle and the requirements of consumers who not only were facing problems of weight as well as less time for food. Industry gave foods which were not only easy to prepare, consume and also had healthy ingredients including vitamins, minerals and many herbal products designed to be healthful.

Technical Session on Health &

Wellness Foods and Food Ingredients

November 25, 2013 | Hotel Royal Orchid, Bangalore

Inaugural Session

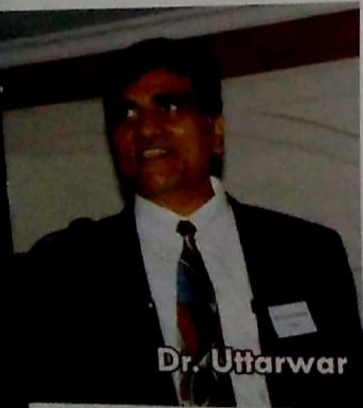
Maintenance was chaired by Dr. B. Sesikeran. The session opened with presentation on 'Sports & Fitness Nutrition: Products & Benefits' by Dr. Vijay Tijare, Gen. Manager, Venky's India is becoming a potential



Dr. Tijare

market for some of the sports nutrition products as there has been an increasing demand from weekend sports enthusiasts. Also with growing urbanisation it has impacted the lifestyle and people are more concerned for their growing needs. Dr. Tijare gave insight into the different diet needs of the athletes of different age groups and into various different sports.

Mr. Vijay Uttarwar, CEO, Naturell India presented 'Nutrition on the run: Energy Bars'. India's rapid economic expansion has boosted corporate profits and



Dr. Uttarwar

employee incomes, but has also sparked a surge in workplace stress and lifestyle diseases. Thus one needs to be concerned of what he eats. One should always go for a diet with high fibre, appropriate amount of amino acids, omega-3, prebiotics

and no cholesterol. Mr. Uttarwar gave an insight into some of the products available in market that could help manage the concerns of our rapid lifestyle.

'Spices as Functional Foods for deriving Health and Wellness' was presented by Dr. K. Srinivasan, Chief Scientist, Biochemistry & Nutrition, CFTRI. Spices have been



Technical Session

consumed in India since years and it could be well regarded as the first 'Functional Foods' and medicinal properties of spices have been recognised for a long time. Dr. Srinivasan gave an insight into the multiple health benefits of spices such as anti-inflammatory, anti-lithogenic, anti-diabetic, digestive stimulant, anti-cancer and hypocholesterolemic and antioxidant properties of spices.

Mr. Deepak Guvante, VP, Nutritionals R&D, GSK presented 'Functional Food Products for Health'. Functional foods are the



Dr. Guvante

answer to fight the double burden of malnutrition. There is a global prevalence of problems such as obesity, CVD, diabetes

and all these needs to be addressed on priority. He presented the global scenario of cases of anaemia and malnutrition.

Technical Session 2 on Health at Different Stages of Life was chaired by Dr. Vilas Adhikari. Very apt to the session, Dr. Vongsvat Kosulwat, Director-Nutrition Science R&D, Mead Johnson Nutrition (Asia Pacific) started with the presentation on 'Development of Infants & Requirements'. Every stage of foetal development and later stages requires special dietary attention. Calcium is most important during the early

developmental stages but there is equal importance of various minerals during the developmental stages. Dr. Kosulwat explained what the globally recognised recommendations are during pregnancy and for infants.

Role of Nutrients in Growth & Development of Children by Dr. Sheela Krishnaswamy, Nutritionist & Dietician. There is a continuous development of critical bone mass, muscle mass, fat and body water during the early growth period of a child. India being a developing country not only faces the burden of malnutrition but in some of the urban regions there is a major health concern towards weight, body composition, hypertension, and type 2 diabetes in children. A study from northern India reported a childhood obesity prevalence of 5.5% in higher socio-economic strata. She stated that we need to address these concerns by education

Protein Foods & Nutrition Development Association of India



Panel Discussion

the young and parents towards healthy eating habits and exercise.

Dr. Jayant Deshpande, Chief Technical Officer, Omniactive Health Technologies presented some of the 'Age-related Problems'. As adults age, they become more forgetful. Forgetfulness is the first sign of Alzheimer's Disease (AD). Memory loss and confusion are accepted as just part of growing older. Also there are problems of bone and joints. The weight-bearing bones and the movable joints take much wear and tear as the body ages. The most common age-related

conditions are arthritis and osteoporosis. Ageing also affects eyes and vision. After the age of 40, vision blurs, cataracts develop. He stated that some of these problems could be addressed by consumption of antioxidant rich vegetables and fruits, but poor bioavailability is a concern and isolated purified natural antioxidants are poorly soluble in water and less bioavailable even at higher doses. Lutein from marigold flowers and curcumin from turmeric, among others, hold promise in scavenging the free radicals and delay age related damage to the eyes.

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The conference concluded with panel discussion on Commercial & Regulatory Aspects chaired by Dr. G.M. Tewari. The panellists present were Dr. J. I. Lewis, Chairman, Regulatory Affairs, PFNDAI, Ms. Anuradha Narasimhan, Britannia, Mr. Vijay Bhaskar Reddy, Dabur and Mr. Pichet Itkor. Views on the food regulations of Indian and globally were discussed. Members also presented their views on Indian markets and the scope of development and innovations.