



The Role of processed foods in Modern Diet: Bridging Convenience and Health

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Overview

- Evolution of Food Processing
- Barriers in the Indian Food Processing Sector
- Convenience: The Modern Demand
- India's Nutrition Gaps
- How Food Industry is Addressing..
- Summary

Evolution of Food Processing



- Dairy
- Beverage Innovations
- Cereal & Bakery
- Meat & Poultry

Barriers in the Indian Food Processing Sector

Challenges from Farm to Consumer



Farm Level Challenges: Low yield, lack of logistics, storage, and unaffordable modernization



Distribution Bottlenecks: High transportation and packaging costs, poor tech infrastructure, and weak farmer coordination



Consumer Constraints: Lack of awareness, food quality concerns, and preference for conventional diets



Need for Integration: Bridging gaps through cold chain expansion, digital tech, and farmer-processor linkages

Convenience: The Modern Demand



**Extended
Shelf Life**



**Ready-to-
Eat
Innovation**



**Nutritional
Portability**



**Economic
Impact**



India's Nutrition Gaps: A Public Health Challenge

Triple Burden of Malnutrition

Child Malnutrition

- 36% kids <5Y stunted growth



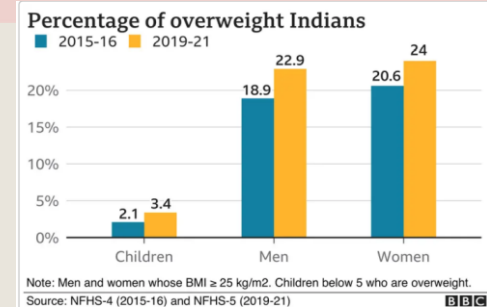
Anemia Prevalence

- 57% Women & 67% kids have iron deficiency



Overnutrition

- 24% Obese/Overweight
- NCD's



Ref: NFHS 5

How Food Industry is Addressing..

Food Fortification

- Widespread addition of micronutrients like iron, iodine, and vitamins

Reformulation

- Growing shift toward reducing added sugars, trans fats, and sodium in packaged foods.

Consumer Awareness

- Clear Claims & communications on front of pack labelling



Conclusion: Balanced Innovation for Future Nutrition

Uniting Convenience, Technology, and Public Health



Integration is Key

Effective food systems unite health, convenience, and sustainability from farm to table.



Leverage Technology

AI, biotech, and smart packaging redefine safe, nutritious, and accessible food solutions.



Policy and Education

Government initiatives and consumer literacy crucial for scaling nutritious convenience foods.



Future-Forward Vision

Balanced innovation must address malnutrition, urbanization, and environmental constraints.

Kellanova Purpose

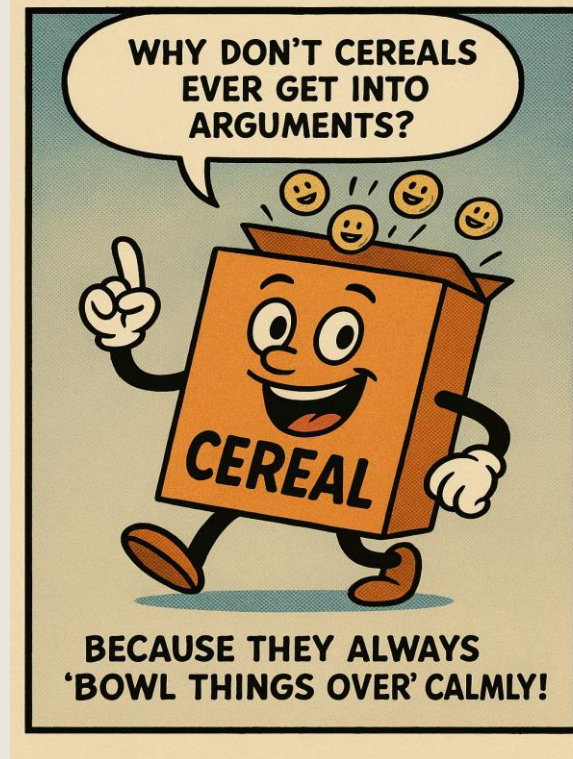
Creating better days and a place at the table for everyone through our trusted food brands

We offer a **PORTFOLIO OF CHOICE**

- **Address evolving consumer preferences** by offering products that balance indulgence with perceived health benefits
- **Gradually reduce sugar and salt content** in products where reformulation is appropriate, ensuring minimal impact on taste and consumer acceptance
- **Drive innovation across adjacent categories** to expand and enhance the product portfolio



THANK YOU



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