

# CRACK THE SHELL- THE INCREDIBLE EGGS-CELLENT

SUPPORTED BY NATIONAL EGG  
COORDINATION COMMITTEE (NECC)

## AUTHOR

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Protein Foods & Nutrition Development Association of India (PFNDAI) recently organized a webinar on “Crack the shell- The Incredible Eggs-cellent, supported by National Egg Coordination Committee NECC”, where the main objective was to help our audience clarify facts and myths related to egg consumption, understand the poultry market and egg processing in India. The webinar was held on 18th March 2021 from 3:00 pm -6:00 pm.

The speakers for the webinar were- Dr. Ezhil Kumar (Chief Op Officer, NECC), Dr. B Sesikeran (Former Director NIN, Hyderabad), Dr. Javeed Mulani (Manager, Supply Chain, Vista Processed Foods), Dr. Jagadish Pai (Executive Director, PFNDAI) and Ms. SwechhaSoni (Manager, Food & Nutrition, PFNDAI). The webinar was attended by approximately 250 audiences. The attendees included professionals working in food industries and regulatory bodies, professors, research scholars, students, dietitians, and scientists.

Dr. Jagadish Pai (Executive Director at PFNDAI) welcomed everyone and gave a brief introduction to

PFNDAI. Ms. Girija Damle (Dietitian at PFNDAI) introduced the experts of the session.

Dr. Ezhil Kumar in his presentation on ‘Indian Egg Industry: Present Scenario and Future Prospects’ explained, the progression of the poultry industry over the years and the functioning of the ‘National Egg Co-ordination Commission’. He also threw some light upon the hierarchy of the present poultry market and the challenges faced in the marketing of eggs like seasonal variations, unawareness, etc. He shared his views on the prospects for the poultry industry and what steps can be taken for the same.

The second speaker, Dr. B Sesikeran gave a talk on- ‘Understanding Egg Overall: Nutritional Aspects Covering Health Benefits & Adverse Effects’. As a part of his presentation, he talked about the affordability and detailed protein composition of eggs along with other nutrients like lipids and

carotenoids. He explained in detail the properties of the bioactive compounds present in eggs. Dr. Sesikeran spoke about the studies that assessed the adverse effects of egg consumption on cardiovascular health and shared eye-opening results stating no significant increase in CVD risk on egg consumption. He concluded his talk with some latest scientific data and recommendations on egg consumption.

Dr. Javeed Mulani talked on ‘Egg Quality Management System from Farm to Fork.’ He gave detailed insights on the issues with egg safety like infections, contamination, cracks, blood spots, etc. He spoke about the research, quality parameters, and biosecurity undertaken for improving egg quality. He also explained the processing, lab testing, transportation, and storage, and branding of eggs.

Dr. Jagadish Pai, in his talk on ‘Processed Egg and Products’, spoke on the processing and grading of eggs and manufacturing of products from eggs, like egg liquid, powder, frozen egg, etc. He also highlighted the endless applications of egg and its components in the food industry, for example – thickening, leavening, binding, emulsifying, etc.

Ms. Swechha Soni gave a talk on 'Newer Concepts in Eggs.' She shared updates of various egg-related advancements like organic eggs, vegetarian eggs, cage-free eggs, nutrient-enhanced eggs, etc. Ms. Swechha gave details about the characteristics and health effects of designer eggs. She also clarified some myths about eggshell colour, the fertility of eggs, etc.

The audience had some questions that were addressed in brief details by all the speakers after their

respective talks.

The presentations by the speakers were followed by a panel discussion conducted by Dr. Jagadish Pai and Ms. Swechha Soni, myths and facts about the health effects of egg consumption. The panellists were Ms. Naaznin Husein (Founder Director, Freedom Wellness management), Mr. Rakesh Gehlot (Manager, Sourcing Category Licious), and Dr. Pradip Naik (Senior Manager, Nutrition & Health Sol). The enlightening panel

answered various questions on eggs from the audience. Some of them were related to the safety of consumption of eggs during the bird flu outbreak, effects of the popularity of plant-based diet on the egg market, health benefits of various egg nutrients like choline, protein, minerals, the efficacy of protein supplements vs eggs, etc.

The webinar ended with a vote of thanks by Ms. Anuja Padte.

**Protein Foods & Nutrition Development Association of India**  
In Collaboration With  
**National Egg Coordination Committee**  
Organises Webinar on

**"Crack The Shell : The Incredible Egg-cellent"**

**SPEAKERS**

- Dr Jagadish Pai, Executive Director, PFNDAI
- Dr B Sesikeran, Former Director, NIN, Hyderabad
- Dr Erhil Kumar, Chief Op Officer, NECC
- Dr Javeed Mulani, Mgr. Supply Chain, Vista Processed Foods
- Ms Swechha Soni, Mgr. Food & Nutrition, PFNDAI

**PANELISTS**

- Mr Yogesh Vaidya, Head-Contract Mfct, Britannia Inds Ltd
- Ms Naaznein Husein, Founder Director, Freedom Wellness mgmt
- Dr Pradip Naik, Senior Mgr., Nutrition & Health Sol
- Mr Rakesh Gehlot, Mgr. - Sourcing Category, Licious

The slide also features a grid of video thumbnails for the speakers and panelists, each with a name tag: Dr Jagadish Pai (PFNDAI), Dr Javeed Mulani (Vista), Dr B Sesikeran (Ex NIN), Dr Erhil Kumar (NECC), Ms Girija Darnle (PFNDAI), Ms Swechha Soni (PFNDAI), and Mr Rakesh Gehlot (Licious).

A grid of video thumbnails showing the participants in the webinar. The top row includes Dr Jagadish Pai (PFNDAI), Dr Javeed Mulani (Vista), and Dr B Sesikeran (Ex NIN). The bottom row includes Dr Pradip Naik (DSM), Dr Erhil Kumar (NECC), and Mr Rakesh Gehlot (Licious). The thumbnails show the participants in their respective video feeds, some with name tags and some with background graphics.



### National Egg Co-ordination Committee

- Representation to Central and State Governments for poultry development, input availability
- Egg consumption promotional activities
- Results
  - a. Marketing of egg streamlined
  - b. Better realisation for eggs to farmers
  - c. Reasonable price to consumers
  - d. Industry growth started




### Key Gaps & Practices in Egg Production



1. **Farm practices**
  - Inadequate Biosecurity and Animal Health and welfare practices
  - Gaps in veterinary care program
  - Improper cleaning and hygiene condition in the farm
2. **Feed**
  - Inadequate quality of layer feed
3. **Egg handling and storage**
  - Eggs are not collected and handled properly
  - Long time of egg storage at ambient temp in the farm
4. **Egg grading, processing & traceability**
  - Eggs are sold without grading, processing & traceability
5. **Quality and safety Checks**
  - Egg are not checking for minimum quality and safety parameters
6. **Transportation and storage at store**
  - Development of hairline cracks and breakage of eggs during transportation
  - Eggs are store at ambient temp in store room (bulk quantity)
7. **There is no guideline and regulation on Eggs – Shelf life/Micro**

A World of Food Solutions



### PROCESSED EGG PRODUCTS

- ✦ In the US in 2009, out of over 76 billion eggs consumed only 30% were fresh
- ✦ Remaining were liquid, frozen and dried egg products used for various other products including scrambled & omelette prepared at home of service industry but many other products like mayonnaise, ice cream, salad dressing, frozen desserts, cream puffs, cakes, & confections etc.



Dr Jagadish Pai (PFNDIA)

### Newer Concepts in Eggs

Ms Swechha Soni, Manager- Food & Nutrition



Ms Swechha Soni (PFNDIA)



Dr Jagadish Pai (PFNDIA)



Ms Swechha Soni (PFNDIA)



Dr Javeed Mulani (Vista)



Dr Pradip Naik (DSM)



Ms Nazmin Husein-Freedom Wellness Mgmt



Mr Rakesh Gehlot (Licious)



Dr. Jagadish Pai (PFNDIA)



Dr. B Sesikeran (Ex NIN)



Dr. Javeed Mulani (Vista)



Mr. Rakesh Gehlot (Licious)