

PFNDAI Webinar ON 'FORTIFICATION OF FOOD PRODUCTS - PRINCIPLES, OPPORTUNITIES, CHALLENGES'

Held Virtually On Thursday 18th February 2021
At 3:00 Pm On Zoom Meeting Platform



AUTHOR

Ms Anuja Padte,
Food Scientist PFNDAI



and how it is carried out globally through the common foods eaten and accepted by everyone in the daily diet. He also spoke on the steps taken by FSSAI towards food fortification and how it is allowing the industries to make their products more nutritious by food fortification and also gave examples of some Food Ingredients like Oil, Wheat flour, Milk, Salt, and polished rice and what are the benefits of these products if fortified. He took a few questions by the audience.

The 2nd talk of the session was by Mrs Madhavi Trivedi, Senior Associate Director - Nutrition and Scientific Affairs, AMEA on *Role of fortified foods in India: Opportunities and way forward* where she gave statistics on child mortality due to micronutrient deficiencies and what is the prevalence of hidden hunger globally. She also briefed about the Impact of micronutrient inadequacies across the life span and shared data on Micronutrient Malnutrition in India that reports more than 6,000 children below the age of 5 die per day and half of these deaths are caused because of micronutrient deficiency diseases. She further spoke on the factors of determinants of the Micronutrient deficiencies and strategies to combat micronutrient malnutrition and highlighted the 4 primary ways a

Protein Foods & Nutrition Development Association of India with the support of Hexagon Nutrition Pvt Ltd had organized a webinar on 'Fortification of Food Products- Principles, Opportunities, and Challenges on Thursday 18th February The webinar started with an introductory video of Hexagon Nutrition highlighting their products and services.

Dr J S Pai, Executive Director, PFNDAI gave a welcome address where he welcomed all the speakers, chairs, and panelists and also thanked the delegates for attending the session in a large number. He also thanked Hexagon Nutrition for coming forward and providing the needed support for the Webinar.

Mr Arun Lal, Sr. Vice President, Hexagon Nutrition added a few words and thanked PFNDAI for organising an Intellectual and knowledgeable seminar and for providing knowledge to the food industry members and students through these mediums.

Ms Swechha Soni, Manager Food & Nutrition, PFNDAI gave a warm welcome and introduced the speaker's Ms Madhavi Trivedi, Senior Associate Director –

Nutrition and Scientific Affairs,

AMEA, Mr Kannan B, Assistant Manager - Regulatory Affairs, ITC-Foods Division, Mr Arun Lal, Senior Vice President, Hexagon Nutrition and Dr Jagdish Pai, Executive Director, PFNDAI & Panel Members Mr Yogesh Vaidya, Head, Contract Manufacturing, Britannia Industries Ltd, Mr Prashant Bhat, Chief R&D Officer, Mother Dairy Fruits & Vegetables, Dr R Govindarajan, Head R&D, Zydus Wellness Ltd & Ms Geeta Parab, Senior Manager R&D, General Mills.

The session started with the first presentation by Dr J S Pai, Executive Director, PFNDAI on *Introduction to Food Fortification*. He briefed on Micronutrient Deficiency and about the survey conducted by the CNNS on the nutritional status of Indian children and adolescents. He also gave insight into the surveys conducted by various educational institutions on micronutrient deficiency in children. He further explained about food fortification



Protein Foods & Nutrition Development Association of India Presents a Webinar on Fortification of Food Products : Principle, Opportunities, Challenges

Supported by



Speakers



Dr Jagadish Pai
Executive Director
PFNDAI



Mr Kannan B
Asst Manager - Reg Affairs
ITC- Foods Division



Ms Madhavi Trivedi,
Sr Asso. Director
Nutrition & Sci Affairs
Kellogg AMEA



Mr Arun Om Lal
Sr Vice President
Hexagon Nutrition



Mr Yogesh Vaidya
Head- Contract Manufct
Britannia Industries Ltd.



Dr R Govindarajan
Head - R&D
Zydus Wellness Ltd



Ms Geeta Parab
Sr Manager- R&D
General Mills



Mr Prashant Bhat
Chief R&D Officer,
Mother Dairy Fruits &
Vegetables

Panelists

person can get micronutrients in their systems such as Dietary Diversity, Food Fortification, Supplementation, and Bio fortification. She also spoke on the types of fortification & what are the widely used fortified foods. At the end of her talk, she shared data on the fortified foods & their impact measured through a national consumption survey and what are the effective ways of tackling Hidden hunger. She took a few questions by the audience.

The next talk of the session was by Mr Arun Om Lal, Senior Vice President, Hexagon Nutrition on *Challenges and Opportunities in the Nutraceutical industry, during and post-pandemic* where he first introduced the audience on Nutraceutical industry & briefed about the 2 divisions that come

under Nutraceutical industry i.e. Functional food & beverages (80%) and Dietary supplement (20%). He also gave an overview of the Global Nutraceutical Industry and also about the Indian industry separately. He further spoke on what are the Factors Driving the Growth of the Nutraceutical Markets in India. He also highlighted a few Gazette Notifications issued by FSSAI. He further spoke about the Industry trends where he mentioned various fortified foods such as Bread, Juices, Flavoured Milk, Cereals, and Oils and also the Health and dietary supplements products which are fortified. He took a few questions by the audience.

The last speaker but not the least for the session was Mr Kannan B, Assistant Manager - Regulatory Affairs; ITC- Foods Division spoke

on *FSSAI Regulations on Fortification of Foods with special emphasis on Oil & Milk* starting his talk with the Global Micronutrient Deficiency. He also shared data on the Global Status of Milk and Oil Fortification and also gave a Brief Overview of the India Fortification Regulation. He also spoke on the standards of fortification where he mentioned the General principles and also highlighted the FSSAI regulations for fortification. He also briefed on the Packaging & Labelling Requirements and mentioned the draft which came out in Nov 2020 regarding the Fortification Logo. He shared informative data on Fortification which included Fortification of foods Regulations & Micronutrient levels for Vegetable Oil, Milk, and Milk Powder.

At the end of his talk, he briefed about the Factors Contributing to the Success and Sustenance of Fortification Programs in India. He took a few questions by the audience.

The presentations by the speakers were followed by a panel discussion which was moderated by Dr J S Pai. The panelists for the session were Mr Yogesh Vaidya, Mr Prashant Bhat, Dr R Govindarajan, and Ms Geeta Parab. There were a few questions taken by the panel which included Claims on the addition of Vitamins to Milk and Oils, Nutrients for fortification, Rice fortification, and standards given by FSSAI for using the Fortification logo, Measuring of Bioavailability of Nutrients added as fortificants and Iron fortification in any product.

A short Q & A followed after the panel discussion addressing some of

Welcome Address to all the Speaker's ,Panelist and participants by Dr J S Pai , Exe Dir. PFNDAI and Mr Arun Om Lal , Sr. Vice President , Hexagon Nutrition



the queries raised by the audience. There were also some very interesting and informative videos played after each talk by the speakers on food fortification, flour fortification, rice fortification, milk fortification created by Hexagon

Nutrition. The videos made the session much valuable.

The webinar ended with a vote of thanks to all the Honourable Speakers, Sponsor, and the delegates by Ms Swechha Soni.



Speaker's : Dr J S Pai , PFNDAI & Mrs Madhavi Trivedi , Kellogg's



Factors Driving Growth of Nutraceutical Markets in India

Demand Drives

- Malnutrition status in India and micronutrient deficiencies**
- Awareness** Increasing concern about nutrition, awareness and access to information have led to an increase in use of health supplements and nutraceuticals
- Affluence of working population** with changing lifestyles and dietary patterns and increase in disposable income
- Affordability** Increasing cost of hospitalization and driving consumers towards health supplements and nutraceuticals
- FSSAI Food fortification Regulations**

Supply Drives

With India transforming into a global manufacturing hub, there is strong impetus for nutraceutical product manufacturers to set up production facilities in India

- Strong economic growth with encouraging macroeconomic indicators
- Strategic location with access to all major shipping routes
- Low cost of labor
- Large pool of technical and skilled labor
- Ease availability of ingredients
- Strong distribution networks coupled with accessibility of products through e-commerce

Source: SAMRIS - ASSOCHAM 2020 NUTRACEUTICAL INDUSTRY REPORT



Speaker's : Mr Arun Om Lal , Hexagon Nutrition & Mr Kannan B , ITC Food Division



Members of the Panel Discussion : Dr J S Pai , Mr Prashant Bhat , Dr R Govindarajan , Ms Geeta Parab , Mr Yogesh Vaidya



Dr J S Pai



Mr Prashant Bhat



Dr R Govindarajan



Ms Geeta Parab



Mr Yogesh Vaidya



Mr Yogesh Vaidya