

# 'CULTIVATING CHANGE: EXPLORING THE FUTURE OF PLANT-BASED FOODS'

REPORT BY

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Protein Foods & Nutrition Development Association of India (PFNDAI) organized a Nutrition Awareness Activity in collaboration with Karunya Institute of Technology and Sciences, Coimbatore on 19th of January 2024, at 3 pm virtually through Zoom.

An online contest was held for all the undergraduate students from the Department of Food & Nutrition of Coimbatore Colleges. They had to create innovative plant-based product ideas and present them. The theme of the contest was "Sustainable Cuisine: Embracing the Plant-Based Revolution" with a focus on innovative, healthy, and nutritious products. The students showed great enthusiasm and came out with very innovative ideas. The entries were in pairs and we received a total of about 21 pairs.

As a part of Nutrition Awareness Activity, Protein Foods & Nutrition Development Association of India (PFNDAI) also organized a webinar on "Cultivating Change: Exploring the future of plant - based foods".

The webinar began by Ms. Simran Vichare, Nutritionist, PFNDAI welcoming all the attendees and briefly introducing the speakers and sponsors for the webinar which included Prolicious, Marico, Kellogg & IFF.



It was then followed by a welcome address by our Executive director, Dr. Shashank Bhalkar. He extended a warm welcome to all



present and thanked the sponsors for their financial support. He raised concerns about how food security is becoming a rising global issue and factors such as global warming, climate change, ever-increasing population, and their needs make it a sustainable option to switch to plant-based foods.

He also highlighted the importance of nutrition security which one must consider while switching to plant-based foods. He briefly discussed the benefits of the consumption of plant-based foods; also focused on the challenges and set the stage for the webinar.

**'Cultivating Change: Exploring the Future of Plant-Based Foods'**



Ms. Simran Vichare, Nutritionist, PFNDAI welcomed and introduced the first speaker for the webinar Ms. Nadiya Merchant, Head - Nutrition, Kellogg India.

Ms. Nadiya delivered an excellent presentation on the topic of *"Plant Protein Insights and Trends"*. She highlighted the importance of protein and the sources through which one can increase the uptake of protein in their diet. She emphasized on the major factors acting as motivators amongst individuals to eat more protein such as it supports well-being and sports performance, it builds and preserves lean muscle mass, and reduces the consumption of carbohydrates. She presented statistical data discussing the most important factor while choosing protein. Taste, type of protein, healthfulness, and price ranked amongst the highest when choosing a protein. She very well explained the Indian Plant Protein Market which is estimated at USD 0.91 Billion currently in 2024 and is expected to rise multi-fold in the future to come. The second half of the presentation focused on the rising trends in the plant-based protein market. She spoke



about the emerging plant protein ingredients such as moringa and duckweed both of which are highly nutritious. She concluded by giving an insight into how individuals are looking for healthier food options fortified with plant-based protein and how the food industries must develop a New Product Development Strategy revolving around the same.

The second speaker for the webinar was Ms. Chandan Manroa, Head - Nutrition, Prolificious. She presented on the topic *"Navigating the plant-based lifestyle with high protein products"*. She spotlighted how an increase in urbanization and population has put a tremendous amount of pressure on the production of food. She showcased the statistics highlighting the surge in demand and reasons for the consumption of plant-based foods. She also focussed on the challenges faced by the food industry such as the taste, texture, lack of sweetness, and umami flavour in raw plant ingredients and low solubility of certain ingredients such as pea protein which needs to be addressed to develop plant-based products which will be well appreciated by the masses. She concluded her presentation by quoting "variety" as the



key to successful plant-based lifestyle by briefly discussing the various sources and lifestyle changes to achieve the same.

It was followed by our third speaker of the day Mr. Indranil Chatterjee,

Regional Product Line Manager, Business Unit Protein, IFF.

He delivered an insightful presentation on the topic *"Role of Soy Ingredients in growing acceptance of plant-based foods"*. He gave an overview of the market size and estimated growth of the plant-based market across the globe and in India. He highlighted the increasing social media interest in plant-based foods. He very well explained soy protein, which is a high-quality protein, meeting all the essential amino acids, and also explained its various health benefits. He concluded his presentation by speaking about the variety of soy protein formats such as soy isolates, soy concentrates, soy nuggets, and structured vegetable protein available in the market and showcased numerous soy products and innovative menus featuring them.





The last speaker of the day was, **Ms. Fatema Noorani**, Senior Officer Nutrition, Foods R & D, Marico Ltd. She spoke on the topic *"The impact of plant-based diets on health and environment"*. She began her presentation by showing us statistics about the global epidemic of non-communicable diseases focusing on how the majority of us are either undernourished, lacking some micronutrients, or are over nourished. She highlighted the importance of diet in reversing non-communicable diseases such as CVD, diabetes, cancer, chronic respiratory issues, etc.



She also very well correlated each condition alongside the diet and its benefits through various recent research. She emphasized that plant-based foods are the way forward and discussed in detail about oat protein, soy protein, and peanuts. She made a remarkable comparison

between the lipid profile for animal and plant-based protein which results in increased fibre intake and improvement in dietary fat composition if one switches over to plant-based foods. Towards the end, she shared a few tips on how one could in a very simple yet effective way begin their journey towards plant-based foods.

Following each presentation, the speakers answered all the attendee's queries with great enthusiasm.

As a part of the Nutrition Awareness Activity, an online contest on "Sustainable Cuisine: Embracing the Plant-Based Revolution" was held for the undergraduate students of Food Science and Nutrition of Coimbatore.



The judges for the online contest were **Mr. Ramasare Pal**, Food Consultant- X, & **Ms. Kavita Jadhav**, Head - R&D- India and Global Emerging Markets - General Mills. The evaluation criteria included: Innovation, technical execution, nutritional balance, and presentation of the product. The judges were highly appreciative of the efforts put in by the students.



**Dr T V Ranganathan**, HOD, Professor of the Division of Food Processing Technology at Karunya Institute of Technology announced and congratulated the following winners of the contest.



1st Prize - Ms Akhila R & Ms Srimita S from Sri Shakthi Institute of Engineering and Technology for Omega Broc Sprout Twist.

1



2nd Prize - Ms Maria Sabu & Ms Seanna Kuriakose from Karunya Institute of Technology & Sciences for Vegan Mexican Jackfruit Burger Patties (Gluten-free).

2



3rd Prize - Ms. Priyanka P. & Ms. Gayathri S.S. from PSGR Krishnammal College for Women for Drumstick leaves with orange & papaya jam.

3



Three consolation prizes were given to the following students:  
Mr. Harish Theriraja T. S & Mr. Rohan Biju of Karunya Institute of Technology and Sciences for Terra Meat,



Mr. Jason Samuel J. & Mr Manoj A. of Karunya Institute of Technology and Sciences for Moringa - Oleifera Gulkand and



Ms. Abhirami VG & Ms Maryamul Asiya M. of Avinashilingam University for Nutri boost gummy.



Lastly, Ms. Samreen Shaikh, Jr. Food Technologist, PFNDAI offered a vote of thanks. She thanked all the sponsors for supporting and sponsoring the webinar, the



audience, and all the speakers for making the day's event successful.

The webinar recording is available on the link: <https://fb.watch/pNK6YQs-0F/>

