



Issue No. 153
January-2023

FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



All India Food Processors' Association

Happy New Year

2023

"May the upcoming year be filled with success and wealth, and may your business grow bigger and stronger with each and every day. "

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AIFPA Industry Meeting with Choose New Jersey Delegation at New Delhi

The New Jersey India Centre (NJIC) invited AIFPA to a meeting with a business delegation from the US, which took place on **December 12, 2022**, at **The Claridges, New Delhi, from 4:00 p.m. to 6:00 p.m.** fostering a possible interaction with Indian companies looking to explore and establish business operations in the US. This was an initiative of 'Choose New Jersey Organisation.' The Delegation was constituted of the following members:

1. Mr. Wesley Mathews, President and CEO;
2. Mr. Bill Noonan, Business Development Director;
3. Mr. Mathew Abraham, Director-Tax Credit Programs;
4. Mr. Phil Loureiro, Business Development Officer;
5. Mr. Tarun Gupta, Indian Representative.

Dr. Subodh Jindal, the Immediate Past President of AIFPA led the AIFPA delegation. Addressing the event, he tabled key issues to initiate a detailed discussion while giving a brief introduction of the Association:

- A sample of the financing model for a better understanding of the Indian companies;
- Support provided by CNJO and information on visa status;
- The government's outlook in terms of taxation, incentives, and import duties;
- Guidelines on employee recruitment,
- Introduction for Banking / Registrations / Leasing
- Space availability & cost of setting up warehouse/ industry/ office etc.
- Marketing facilities by CNJO.

At the opening of the discussion, the US Delegates talked about their Non-profit organization, which offers free and confidential advice to new and existing companies interested in setting up their businesses in New Jersey. They emphasized New Jersey as an important economic corridor in the western hemisphere, offering better location, transport, and networking facilities to companies.

They aimed to provide various services, including site selection, talent acquisition, internship, and recruitment support. They highlighted “food innovation” as a significant sector in the US. Interestingly, many Indian companies are catering to ethnic foods, for example, Kohinoor, Dabur, Vadilal, Himalaya Foods, etc.

They further stated that almost 700 companies are established in New Jersey, providing warehouse and distribution facilities. Similarly, there are 1600 wholesalers and 7000 retailers, leading to a deeper network and marketing. This presents an excellent opportunity to kick start the business with a distribution center first and later set up an independent unit.

As far as taxation is concerned, it is a two-tier system. One is Federal income tax and the other State-corporate tax. They assured government support through various incentives to smoothen the effective net tax.

Finally, the floor was opened for a Q/A session, and Indian Companies shared queries & suggestions with the US Delegates, which were summarized by Dr. Jindal as follows:

- To provide literature on tax incentives and tax slabs;
- To ensure credential/ identity support by Choose New Jersey Organization to Indian companies during registration for their bank accounts and leasing;
- To share a list of potential distributors in the US;
- To prepare working models on Production and Trading houses for guidance & implementation of Indian companies;
- To give insights into State government's interests in investment-related subjects.

The participants from AIFPA were: Mr. Animesh Sharma (Director) and Mr. Alkesh Sharma (Director) from Invo Pack Pvt Ltd; Mr. Pankaj Chadha (CEO, Nirmal Foods); Ms. Anu Mehta (MD Office) and Mr. Amit Sharma (Senior Export Manager) from Jadli Foods (India) Pvt. Ltd.; Mr. Kapil Budhraj (Director) and Mr. Ashish Chaudhry (GM Sales) from Holy-Land Marketing Pvt. Ltd; Mr. Joydeep Kalra (Director, G.D. Food Mfg. Pvt. Ltd.), and Mr. Vikas Suri (CEO, Popcorn & Co.), who actively participated in the event.

The meeting was concluded with a token of thanks from Dr. Subodh Jindal to the Choose New Jersey Delegation for their unique drive and the latter's appreciation of the time spared by the Indian Delegates to participate in the event. The meeting ended with Networking Tea.

After three successful editions of SIAL India, 4th edition of SIAL 2022 held from **1st – 3rd December, 2022 at Pragati Maidan, New Delhi**. It offered the opportunity to strengthen and expand the networks and was an excellent source to know about new products, new technologies and new trends in food industry. Various associations and government bodies like MoFPI, APEDA, AIFPA, FIFI, IFCA, PPF, FAIC, FIWA and FIFHI have also participated along with numerous exhibitors and visitors.

SIAL India was powered by Ministry of Food Processing Industries (MoFPI). MoFPI, APEDA and Spices Board have provided complimentary stalls to the Industry Associations and new start-ups for promoting their products. Under MoFPI pavilion, One -District-One-Product (ODOP) have also showcased products from various states.

This three-day astounding show was divided in four categories: SIAL Innovation, SIAL Conferences, SIAL La Cuisine and SIAL Tasting Square. Major focus of this exhibition was Millets, Spices, Processed Foods and Wines.



Association of Indian Organic Industry (AIOI) Annual Meet



Association of Indian Organic Industry (AIOI) is a nonprofit organization registered under Section 25 of the Companies act, 1956. It was established in New Delhi in 2013 with an objective to facilitate solutions with all trading partners to allow unrestricted trade of organic products without compromising on standards and compliance. They work actively in organic advocacy with policy makers in market development & research, conduct various workshops, capacity building trainings to the organic stakeholders and other knowledge sharing activities to promote organic practices.

AIOI has organised its Annual Meet with the organic stakeholders on 30th November 2022 at Hotel Holiday Inn International Airport, New Delhi. Followed by the Panel Discussions on Markets and Business Outlooks, Worldwide Organic Regulatory and Food Safety Environment and NPOP- Revision in Standards and Implementation Mechanism.

During the Panel Discussion on Worldwide Organic Regulatory & Food Safety Environment, Dr. Raghav Jadli, President – AIFPA on behalf of farmers & Food Processors' addressed need for Mutual Recognition i.e. Mutual Equivalency of Organic Audit & Certification worldwide which will save time, cost & increase productivity.

All the concerns raised by stakeholders were noted by APEDA and they assured to take up the matter more strongly with International Organic Regulatory bodies for the interest and increase in income of Farmers, Food Processors and Consumer all over the world.

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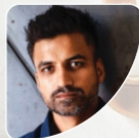
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FSSAI issues direction for re-operationalisation of licensing norms



The food authority has issued a direction for re-operationalisation of Food Safety and Standards (Licensing and Registration of Food Business) Amendment Regulations, 2021.

These regulations contain amendments in respect of the Licensing and Registration of E-Commerce food business operator, documents to be enclosed for new application for licence to State/Central Licensing Authority for restaurant, conditions of licence for restaurant, Part-II of Schedule 4 relating to general requirements on hygienic and sanitary practices to be followed by all food business operators applying for licence, Part IV of

Schedule 4 relating to establishing a small slaughterhouse, and Part V of Schedule 4 relating to good hygienic and manufacturing practices to be followed by licensed food business operators engaged in catering or food service operations.

According to FSSAI, these regulations were operationalised first with effect from Feb 15, 2018, and subsequently re-operationalised with effect from Aug 16, 2018, Feb 28, 2019, Aug 28, 2019, Feb 16, 2020, Aug 16, 2020, March 19, 2021, Nov 12, 2021, and June 24, 2022.

FSSAI in a statement has said that the said draft amendment regulations were notified on Nov 17, 2020, inviting comments from the stakeholders and are now under the process of finalisation.

Since, notification of the final amendment regulations is likely to take some time, it has been decided to re-operationalise the Food Safety and Standards (Licensing and Registration of Food Business) Amendment Regulations, 2021 with effect from Nov 11, 2022, to ensure food safety and fair practices in food business operations", reads the statement by FSSAI.

The FSSAI statement added that the food business operators shall follow these regulations and the enforcement of these regulations shall commence only after the final regulations are notified in the Gazette of India, except for the amendment in sub-regulations 2.1.9 (related to Modifications, Expansion or Changes in premise(s) after grant of licence or registration) which has already come into effect from March 27, 2020.

Also, the statement added that as far as schedule 4 requirements were concerned, if required, improvement Notice under Section 32 of the Food Safety and Standards Act, 2006, may be issued to Food Business Operators and accordingly action may be taken for compliance of these requirements.

FSSAI to set standards for food colours' preparations and mixtures



The food authority has decided to set standards for food colours' preparations and mixtures in the Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011.

The FSSAI has issued a draft for the proposed regulations prescribing the colour preparation and listed diluents or filler material permitted to be used in colour preparations conforming to the prescribed standards.

These include potable water, edible common salt, sugar, dextrose monohydrate, liquid glucose, sodium sulphate, tartaric acid, glycerine, propylene glycol, acetic acid (dilute), sorbitol, citric acid, sodium carbonate and sodium hydrogen carbonate, lactose, ammonium, sodium and potassium alginates, dextrans, ethyl acetate, starches, diethyl ether, ethanol, glycerol mono, di and tri acetate, edible oils and fats, isopropyl alcohol, bees wax, sodium and ammonium hydroxide, lactic acid, carrageenan and gum arabic, gelatin and pectin.

According to the draft, Colour Preparation means a Preparation containing one or more of the permitted food colours conforming to the prescribed standard along with diluents and/or filler materials and meant to be used for imparting colour to food. It may contain permitted preservatives and stabilisers. The colour preparation would be either in the form of a liquid or powder. Powder preparations shall be reasonably free from lumps and any visible extraneous/foreign matter and liquid preparations shall be free from sediments.

Further the General Requirements under the draft lay down that the total dye content, percent by mass (m/v) in the colour preparation or in the mixture shall be declared on the label of the container.

In powder preparations the declared value shall be on moisture-free basis and in case of liquid preparations on as in basis. The total dye content, shall be within the tolerance limits given on the declared value, shall be: (a) Liquid preparation ± 15 per cent (b) Solid preparations ± 7.5 per cent and it may contain permitted preservatives and stabilisers.

FSSAI to re-operationalise provisions of nutraceuticals, special foods norms



The FSSAI has decided to re-operationalise the provisions of FSS (Health Supplements, Nutraceuticals, Food for Special Dietary Use, Food for Special Medical Purpose and Prebiotic & Probiotic Food) Regulations, 2022, with effect from October 1, 2022. According to the FSSAI, it was done as the process to notify these regulations would take some more time.

As the finalisation of these draft regulations is likely to take some more time before being notified, it has been decided to re-operationalise the provisions of these regulations as specified in the direction dated March 29, 2022, together with the provisions specified in the direction dated May 10, 2022, with effect from October 1, 2022, reads the order. The May 2022 order was related to permission to additional food additives and enzymes/proteins for health supplements. As reported earlier, the 2022 regulation shall supersede the previous regulations of 2016.

According to the FSSAI, it was done to overhaul the entire segment and make it more 'stakeholder' friendly and as articles of food falling under these regulations are specially processed or formulated for specific nutritional or dietary purpose and should be clearly distinguishable from foods intended for normal consumption, these regulations will benefit the nutraceutical sector to have clear guidelines and will also enable field functionaries to ensure better compliance at the ground level.

The proposed regulation lays down that the products shall contain approved ingredients as applicable to different categories of foods to be specified separately by the Food Authority in the form of Schedules including Schedule I: Nutrients (vitamins, minerals, amino acids and other nutrients), Schedule II: Plant or botanicals, Schedule III: Molecules/isolates/extracts other than Schedule II, and Schedule IV: Prebiotics and Probiotics. In addition, categories covered under these regulations may also contain such additional ingredients, other than additives, which are either standardised or permitted for use in preparation of other standardised foods.

FSSAI re-operationalises norms limiting formaldehyde in fish



The Indian food authority - FSSAI has once again re-operationalised the regulations under the FSS (Food Product Standards and Food Additives) Amendment Regulations, 2021, governing the limit of naturally occurring formaldehyde in freshwater and marine fish.

These draft regulations were notified and final regulations are likely to take some more time before being notified and enforced," reads the FSSAI order adding that keeping in mind the public health interest and to ensure food safety and fair practices in the food businesses operations, it has been decided to re-operationalise the provisions of these regulations with effect from Sept 13, 2022, asking the food businesses to comply with these provisions. According to the regulations, the fishes were divided in four groups and the limit of formaldehyde was set.

Group 1 consists of marine species including all finfishes (including Barracuda, Billfishes, Bombay Duck, Bullseyes, Catfishes, Croakers, Eels, Filefishes and Puffers, Flat fishes, Goatfishes, Groupers (Rock Cods), Half Beaks and Full Beaks, Horse Mackerel, Leather Jacket (Queen Fish), Mackerel, Mulletts, Other Carangids, Other Clupeoids, Anchovies, Other Perches, Pigface Breems, Pomfrets, Ribbon Fish, Sardines, Seer Fishes/Spanish Mackerel, Silver Bellies/Biddies, Snappers, Tarpons, Threadfin Breems, Threadfins, Tuna and Bonitos, White Fish and any other commercial varieties), elasmobranchs, crustaceans and molluscs except those under Group III & IV.

The Group II includes fishes of freshwater origin including Finfishes (including Indian Major Carps, Minor Carps, Exotic Carps, Freshwater Catfishes, Snakeheads/Murrels, Tilapia, Trout and all other freshwater fin fishes), crustaceans and molluscans. The limit of formaldehyde is fixed at 4.0 mg/kg max. for both Group I & II.

Group III consists of marine species including Lizard fishes and any other marine fishes not covered under Group I and the formaldehyde limit is fixed at 8mg/kg, while the Group IV consists of all frozen stored marine fish products and the limit of formaldehyde is 100mg/kg max.

The regulations lay that the limits were subjected to revision on the basis of data collected over different seasons and geographical locations and upon analysis and recommendation by the scientific panel, as and when required while for fish and fish products of marine origin other than those mentioned in Group I and II, the limit of naturally occurring formaldehyde shall not be more than 100 ppm. FSSAI had framed these regulations specifying the limit of naturally occurring formaldehyde in freshwater as well as marine fish and operationalised on Feb 10, 2020, and subsequently re-operationalised in August 2020, and November 2020, September 2021 and May 2022.

Mr Milkman by EverAg reports increment of 12% in milk throughput this year



Mr. Milkman by EverAg, India's leading SaaS platform empowering 125+ dairy players and milk brands with customer subscriptions and deliveries, has reported an increment of 12% in its milk throughput in 2022 compared to 2021.

Last year, from January to December, the company facilitated the sale of milk worth Rs 117 crore through its platform while, this year till December, they will be touching Rs 130 crore.

Apart from milk, the top-selling value-added products for their clients have been bread and buttermilk, followed by ghee, dahi (yogurt), paneer, butter and cheese.

Compared to 2021, the company has reported an incremental jump in the sale of bread and buttermilk on their platform, which grew by 125% & 135%, respectively.

Furthermore, the sale of ghee increased by 22.44%, dahi by 40%, paneer by 9.27%, butter by 29.10%, and cheese by 15.55%. With this, it records its highest sales recorded on its platform, post-pandemic.

Not only dairy products but the demand for coconut water, also increased on the platform phenomenally this year. In 2021, the platform recorded a sale of Rs 46.50 lakh worth of coconut water across India, and this year they have already accounted for Rs 1.86 crore registering a jump of almost 300%.

In the last two years, there was a significant drop in the consumption from higher-value dairy products to lower-value products across India. But this year has been good. Our revenues have gone up significantly.

That is also because we invested heavily in upgrading our application to offer our customers a more dynamic user experience. In 2023, we will introduce new solutions to our software products, says the company's co-founder & CEO, Mr. Samarth Setia.

The company is one of the largest dairy tech players in India, having more than 100,000+ subscribers on their app today. From the farm to the end-consumer, the real-time analytics platform easily tracks all sales data, provides a complete performance overview, and enables informed business decisions.

Proffee – the healthy trending beverage



Making a choice between a glass of protein shake and a warm cup of coffee is tough, now there is a new and unique food item in the market called Proffee that will bring the goodness of both coffee and protein shake at the same time.

Proffee, also known as protein coffee, is actually prepared by replacing the milk in your favorite cup of coffee with some protein powder.

The recipe is supposedly healthy enough to be consumed in the morning and lets you reap the benefits of both beverages at the same time.

Reportedly, the hot new beverage has also been approved by dietitians and fitness enthusiasts.

Proffee offers a solid dose of energy and fuel before you start your workout. Caffeine stimulates the central nervous system and helps to restore a person's energy while protein keeps you fuller for a longer time.

Proffee provides both protein and nutrients, which you don't get from coffee. The power drink also boosts metabolism and nourishes your body.

Adding some protein powder to your coffee can also help you to shed those extra kilos. Protein powder keeps you full for a longer time and promotes a feeling of fullness which will eventually prevent you from unnecessary snacking.

Caffeine, on the other hand, also promotes weight loss. Research shows that caffeine lowers the level of hunger hormones and also boosts your metabolism.

Nestlé's Nespresso coffee to bring home compostable paper-based capsules



Food and beverage giants are gradually changing their packaging materials or using less of them to reduce their environmental footprint and appease consumers who take sustainable packaging into account when they shop.

Nestlé's Nespresso coffee brand, which was created by Nestlé in 1986, is debuting home compostable paper-based capsules after three years of research and development. The new capsules will be piloted in France and Switzerland starting in spring 2023, complementing Nespresso's aluminium capsules. There is no date scheduled for introduction in other countries, but the company plans for paper-based capsules to be available beyond Europe in the future.

Nespresso is one of Nestlé's biggest brands globally, posting 6.4 billion Swiss francs (\$6.7 billion) in sales in 2021. The brand claims to differentiate itself through its premium beverages and customer service. With consumers paying greater attention to sustainability

and the environmental footprint of their favourite brands, Nespresso can further deepen its credentials in this area with the new compostable capsules.

Mr. Guillaume Le Cunff, Nespresso's CEO, said in a statement that the brand is more committed than ever to widening the sustainable choices we offer our consumers without compromising on quality. Nespresso said its coffee masters also created four new blends, including an organic coffee, specifically for the paper-based capsules. Nespresso plans to develop more coffees for the paper pods in the future.

Paper is one option that large CPGs have considered as a potential option for improving the sustainability of their packaging, but in most cases, it has been a test or rolled out as a limited option.

Wipro Consumer to obtain Kerala based food firm Nirapara



Wipro Consumer Care and Lighting is into definitive agreement to acquire Nirapara, one of the largest-selling traditional food brand in Kerala and this acquisition comes after Wipro's announcement of its entry into the food business in India and its ambition to become a significant player in the snack food, spices, and ready-to-cook market.

Nirapara was launched in 1976 and is known for its blended spices ready to cook Puttu Podi. A majority of Nirapara's portfolio consists of products that are staple in Kerala houses. The brand leads in producing a large variety of spice mixes, and rice powder used to make appam, idiyappam, dosa, idli, among others.

Mr. Vineet Agrawal, CEO of Wipro Consumer Care and Lighting and Executive Director, Wipro Enterprises said. Nirapara is our thirteenth acquisition and gives us a clear foothold in the spices and ready to cook segment. We are excited to enter a large segment which is

expected to grow rapidly. 63% of business comes from Kerala, 8% from rest of India and 29 % from international markets- largely GCC countries.

Mr. Anil Chugh, President, Food Business, Wipro Consumer Care and Lighting said, we recognize that spices are core to Indian cooking and the mix changes from region to region with strong regional preferences. There is a huge opportunity in this space for shifting consumers from unorganized to organized market by offering authentic, pure and trusted spice mixes. We thus want to cater to the dynamic needs and provide an authentic selection that suits the varied Indian taste, packed under extremely hygienic conditions.

Potato joins list of plants that can be processed into non-dairy milks



Several non-dairy, plant-based alternatives like Oats, almond, soy, coconut, rice and hemp are already popular as milk substitutes and now joining the team is potato milk.

A report by British retail giant Waitrose states potato milk is set to become one of the biggest food trends in 2022. A Swedish brand Dug has already entered the space of plant-based milk made from potato to trap consumers allergic to milk proteins. Currently, potato milk is available in Sweden, China and the UK.

Categorically it is a good choice as potatoes are easy to grow and nutritious if consumed well and also considered as comfort food. Nutritionists too find it calorie-friendly, and healthy. Besides egg yolk, rice and banana, potatoes and sweet potatoes form an important

part of a balanced diet. Also potatoes are high in carbs but thrice as filling as a slice of white bread, and rich in resistant starch, which help burn fat.

Potatoes are healthy unless loaded with fats like butter, sour cream, melted cheese and bacon bits. Much of the bad reputation they get is actually due to the companions that they are served with or the way they are cooked, which make it high in calories. Potatoes are a good source of fibre. But make sure you have it with the skin intact, as without the jacket the fibre content is reduced.

Non-dairy milk like oats has already captured the world as a popular alternative. This year, Nestle introduced a plant-based milk brand to compete with Danone's Alpro and Oatly in the growing market for dairy substitutes. Nestle rolled out a pea-based milk alternative called Wunda, available in France, the Netherlands and Portugal besides other European countries with other dairy-free products like yogurt.

There is US-based La Colombe's ready-to-drink chilled oat milk latte, Starbucks' iced brown sugar oat milk shaken espresso and oats products from Swedish food company Oatly, whose founder Rickard Öste originally developed a dairy alternative in 1994 as a researcher at Sweden's Lund University.

India is the world's largest consumer of animal-derived milk in the world. But the plant-based milk industry is still in its infancy. And the reason why it is rapidly gaining popularity is because it addresses three pressing challenges—climate change, personal health and animal welfare.

“Both dairy and non-dairy industries are expected to grow and co-exist as they are addressing different needs of a consumer. However, studies show that switching to plant-based products is the most impactful way to reduce carbon footprint. These products are fortified with essential nutrients, low in calories and help in improvement of gut health. As the majority of our population is lactose intolerant, non-dairy alternatives are increasingly becoming a necessity for many as they are prescribed by their doctors, dietitians and health professionals.

According to a 2020 report by Good Food Institute India and & Ipsos, India continues to be the largest producer and consumer of animal-derived dairy. But plant-based dairy is gaining acceptance and estimated at \$21 million versus the animal derived dairy industry at \$140 billion. Plant-based dairy in India is projected to grow at a CAGR of 20.7% to reach \$63.9 million by 2024.



All India Food Processors' Association

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