

Issue No. 164
February-2024

FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association



M O F P I
MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA



National Seminar on

“Mission 2030: India A Global Leader for Value Added Food”

11th March 2024, 9:30 am Onwards
Auditorium, Hall No. 8,
Pragati Maidan, New Delhi

KEY PARTICIPANTS

GOVERNMENT BODIES **SUPPLY CHAIN EXPERTS** **FPOs**
MACHINE SUPPLIERS **EXPORTERS** **NUTRITIONISTS**
POLICY MAKERS **SCIENTISTS** **TECHNOLOGISTS**
ENTREPRENEURS OF FOOD & AGRO INDUSTRY
LOGISTICS & COLD CHAIN SUPPLIERS

Concurrent Event

38th
AAHAR
THE INTERNATIONAL FOOD & HOSPITALITY FAIR
March | 7 - 11 | 2024 | Bharat Mandapam
Pragati Maidan, New Delhi



SCAN QR CODE
TO REGISTER

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AIFPA'S PARTICIPATION IN VARIOUS EVENTS

Workshop on “Joint Capacity Building of MoMSME and DFS” held on 17th January, 2024 at New Delhi



All India Food Processors' Association (AIFPA) participated in the "Joint Capacity Building Workshop of MoMSME and DFS", hosted by Capacity Building Commission" held on 17th January, 2024 at Kaushal Bhawan, New Delhi. Primary objective of this workshop was to foster collaboration and provide valuable insights that contribute to the growth and development of the MSME sector.

Sh. Bhanu Pratap Singh Verma, Hon'ble Minister of State launched the Annual Capacity Building Plan of MoMSME and stated that the launch of Annual Capacity Building Plan is aligned with PM's vision for a USD 5 trillion economy. The threefold increase in the budget for Ministry of MSME in the last decade is a manifestation of the government's commitment to strengthen and develop MSME sector.



Furthermore, he acknowledged that constrained access to formal credit is hampering the growth of MSMEs. The credit gap in MSME sector amounts to INR 25 trillion, with the overall debt demand from MSMEs amounting to nearly INR 70 trillion”, the Minister added.

Recommendations proposed at the workshop for enhancing access to credit, addressing issue of delayed payments and boosting MSME exports included- timeline for registration of Central Public Sector Enterprises (CPSEs) and all companies with turnover of INR 500 crore and above on TReDS portal, tracking of CPSE procurement from MSMEs and transactions through TReDS and bringing in uniformity in assessment criteria followed by various credit bureaus.

Other key suggestions included exemption of Internal Credit Rating done by banks up to INR 1 crore for Stand-Up India scheme, providing additional input credit to large companies to incentivize invoice settlement through TReDS, easing of procedural requirements and compliances for e-commerce exports done by MSMEs and setting up a One Stop Portal for information dissemination on cross border e-commerce.

Sessions were attended by various MSME industry players, Industry Associations and Govt. officials. The Session ended with a Vote of Thanks to the Hon'ble Minister, Dignitaries and participants for sparing their valuable time.

Virtual Meeting on “Strategy to Increase Exports of Processed Food Products, Including their Value Added Product” held on 19th January, 2024



A virtual meeting was organized by Agricultural and Processed Food Products Export Development Authority (APEDA) with exporters to discuss their concerns and making strategies for boosting the export of processed food products including their value added products.

The meeting was chaired by Dr. Tarun Bajaj, Director, APEDA and coordinated by Mr. Harpreet Singh, AGM, (Processed Foods), APEDA. For context setting and to better understand the ground level challenges faced by the exporters, Dr.

Raghav Jadli, President & Dr. Subodh Jindal, Immediate Past President from AIFPA which is an apex Association of food processing industries, were also invited.

During the meeting Mr. Harpreet briefed on the export promotion efforts made by APEDA & also shared a small presentation on the potential collaboration & partnership opportunities.



The meeting was very well attended by more than 200 participants who shared a large number of suggestions & issues related to the export of processed food products.

The meeting ended with thanks to the Chair and participants for sparing their valuable time & active participation in the meeting.



INTERIM BUDGET 2024-2025

AGRICULTURE AND FOOD PROCESSING



Pradhan Mantri Kisan Sampada Yojana

Benefited
38 lakh
farmers

Generated
employment
for 10 lakh
individuals

DAIRY DEVELOPMENT:

- Formulation of a comprehensive program to support dairy farmers.
- Ongoing efforts to control foot and mouth disease.
- India, as the world's largest milk producer, aims to improve the productivity of milch-animals



PRADHAN MANTRI FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES YOJANA:

- Assisted 2.4 lakh Self Help Groups (SHGs).
- Provided credit linkages to sixty thousand individuals.

STRATEGY FOR 'ATMANIRBHARTA' IN OIL SEEDS:

- Targeting self-sufficiency in oil seeds like mustard, groundnut, sesame, soybean, and sunflower.
- Involves: Research for high-yielding varieties, Adoption of modern farming techniques, Establishment of market linkages, Promotion of value addition, Implementation of crop insurance.



PROMOTION OF PRIVATE AND PUBLIC INVESTMENT:

- Encouraging investment in post-harvest activities.
- Focus on aggregation, modern storage, and efficient supply chains.
- Emphasis on primary and secondary processing, marketing, and branding.

FISHERIES DEPARTMENT:

- Seafood export doubled since 2013-14.
- Pradhan Mantri Matsya Sampada Yojana [PMMSY]:
 - Increase productivity from existing 3 to 5 tons per hectare.
 - Aim to achieve exports of ₹1 lakh crore.
 - Target to create 55 lakh employment opportunities in the near future.
 - Five integrated aquaparks will be established to support the fisheries sector.





MSME
महान, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES
Development & Facilitation Office



Department of
Industries & Commerce
Government of Kerala

MACHINERY expo KERALA

"Invest in Innovations"

2024 FEBRUARY

10 | 11 | 12 | 13

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Exhibition centre**

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**KERALA STATE SMALL SCALE
INDUSTRIES ASSOCIATION**
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ASSOCIATION (AIFPA)**





38th
AAHARTM
 THE INTERNATIONAL FOOD & HOSPITALITY FAIR

March | 7 - 11 | 2024 | Bharat Mandapam
 Pragati Maidan, New Delhi

Organiser



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AAHAR – The International Food & Hospitality Fair
 is one of **Asia's biggest B2B**
 best known brands in Food & Hospitality shows.

**The show has
 a legacy of 37 years**

The show has grown by leaps & bounds in
 the recent years and has become
 the ultimate destination for
 global vendors and sourcing professionals.



**Food Products
 &
 Beverages**

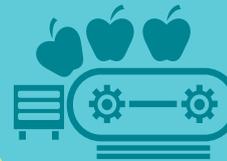
**Hospitality
 and
 Décor Solutions**



**Major
 Show
 Categories**

**F&B
 Equipment**

Preparation, Processing
 Packaging, Technology



Allied Sectors



HIGHLIGHTS 2024

Highest Ever
 1,10,000 sqm. + (Gross Area)

Exclusive Wine Pavilion

More than 1800 Exhibitors

Networking Avenues Online

Match-making
 pre-scheduled meetings

New Allied Sector

New Products Launches



SHOW DETAILS

**B2B
 Event**

DATES
 7-11 March
 2024

ENTRY
 Gate 1 & 4
 (Bhairon Road)
 Gate 6 & 10
 (Mathura Road)

TIMING
 10:00 AM to 6:00 PM
 9.30 AM to 6:00 PM
 Exhibitors
 10.00 AM to 5:30 PM
 Business Visitors

VENUE
 Bharat Mandapam
 Pragati Maidan, New Delhi
 Halls
 1, 2, 3, 4, 5, 6, 7, 8, 9, 10,
 11, 12, 12A & 14





PackVision Expo 2024

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Regulatory & Food Safety Updates

FSSAI Introduces Provisions for Revised Annual Returns in FoSCoS Beyond May 31 Deadline



The Food Safety and Standards Authority of India (FSSAI) has decided to introduce a provision in the Food Safety Compliance System (FoSCoS) allowing for the filing of Updated/Revised Annual Returns beyond the initial deadline of May 31. Currently, Food Business Operators (FBOs), including Manufacturers and Importers, can only revise/update their annual returns until May 31. The new provision in FoSCoS will enable FBOs to rectify inadvertent mistakes in their annual returns after May 31, subject to certain conditions and fees.

According to the FSSAI's order, FBOs can revise their annual returns a maximum of two times, and the last submitted annual return will be considered final. This provision is applicable only to FBOs who filed their returns by the May 31 deadline. The revised filing fee will be determined based on the timeline, with a fee for revisions made within three months (by August 31 of the following year) and a higher fee for revisions made beyond that period (from September 1 to March 31 of the following year).

There are specific conditions for FBOs who filed annual returns beyond May 31 with a late fee. They are allowed one-time revised/updated filing of annual returns until March 31 of the following year, with the revised filing fee equal to Two-year licence fee + GST. However, the provision does not permit the revised filing of Annual Returns for the original returns filed beyond March 31 of the following year. This new provision will be effective from January 6, 2024, for Annual Returns of the fiscal year 2022-23. The original deadline for the submission of these returns was May 31, 2023, and it was extended to June 30, 2023, as per the order dated June 9, 2023.

Proposed Amendments to Strengthen FSSAI Authority & Safeguard Public Health in India



The Food Safety and Standards Act, 2006, is a significant legislation in India aimed at consolidating food-related laws, establishing the Food Safety and Standards Authority of India (FSSAI), and ensuring science-based standards for food articles.

Enacted on August 23, 2006, and effective from August 5, 2007, the comprehensive FSS Act covers all facets of food safety, implementing a science-based regulatory approach aligned with international standards. The FSSAI, as the autonomous body administering the Act, holds extensive powers, including issuing licenses, conducting inspections, ordering food recalls, and prosecuting offenders.

Since the enactment of the FSS Act, there has been a notable reduction in foodborne diseases, underscoring its pivotal role in safeguarding public health in India. Recognizing the need for ongoing review and updates to keep pace with evolving food safety developments, the Indian government is proposing amendments to the Act. These amendments aim to enhance the FSSAI's authority, improve enforcement of food safety and quality standards, and bring transparency and accountability to the regulatory process.

The amendments are expected to positively impact various aspects, including reducing food waste, promoting the consumption of safe and nutritious food, protecting the environment by limiting harmful chemicals in food production, and advancing sustainable food systems. The proposed changes align with the goal of ensuring access to safe, nutritious, and affordable food for all Indians.

Crucially, the amendments address the challenges posed by the unorganized food sector, empowering the FSSAI to enforce adherence to food quality standards more effectively. This increased authority is anticipated to enhance overall food safety, particularly in roadside eateries. By enabling the FSSAI to inspect such establishments more frequently and take decisive action against non-compliance, the amendments aim to mitigate the occurrence of foodborne illnesses associated with these establishments.

The proposed amendments grant the FSSAI expanded powers to enforce food safety standards, including the authority to order recalls, impose penalties, and prosecute offenders. The jurisdiction of the FSSAI would extend to cover novel foods, e-commerce food sales, and food delivery services, ensuring comprehensive regulation of all food businesses. The amendments also establish a robust risk assessment and management framework to proactively address emerging food safety risks through enhanced data collection, surveillance, and scientific research.

In conclusion, the proposed amendments to the FSS Act seek to elevate the FSSAI's role as the apex body for food safety regulation in India. With increased powers, expanded jurisdiction, and strengthened risk assessment capabilities, the FSSAI aims to effectively protect public health, ensure safe and wholesome food, and bolster consumer protection measures. These amendments, aligned with international standards, reflect a commitment to enhancing India's food regulatory framework for the benefit of its consumers.

CCPA Takes Action Against Amazon Seller for Misleading Sale of Sweets as 'Shri Ram Mandir Ayodhya Prasad'

The Central Consumer Protection Authority (CCPA), led by Chief Commissioner, Mr. Rohit Kumar Singh, has taken action against Amazon Seller Services Pvt. Ltd. in connection with the sale of sweets on www.amazon.in under the name 'Shri Ram Mandir Ayodhya Prasad.' This action follows a complaint by the Confederation of All India Traders (CAIT) alleging deceptive trade practices, where the company is accused of selling sweets under the deceptive guise of 'Shri Ram Mandir Ayodhya Prasad.'



After examining the complaint, it was found that various sweets and food products are being sold on the e-commerce platform, claiming to be "Shri Ram Mandir Ayodhya Prasad." The sale of food products online with false representations can mislead consumers about the genuine characteristics of the product. This misleading practice can influence consumers to make purchasing decisions they may not have made if the accurate attributes of the product were disclosed.

It's important to note that according to Rule 4(3) of the Consumer Protection (e-commerce) Rules, 2020, no e-commerce entity should engage in any unfair trade practice, whether on its platform or otherwise. Additionally, the term 'Misleading advertisement' under Section 2(28) of the Consumer Protection Act, 2019, refers to an advertisement that falsely describes a product or service, provides a false guarantee, or is likely to mislead consumers regarding the nature, substance, quantity, or quality of the product or service.

The CCPA has issued a notice to the company, asking for a response within 7 days. Failure to respond may result in necessary action being taken against them under the provisions of the Consumer Protection Act, 2019.

FSSAI Seizes 45 Metric Tons of Expired Beer in Joint Operation, Launches Investigation

The Food Safety and Standards Authority of India (FSSAI), in collaboration with Customs officials, carried out a joint inspection at the Public Bonded Warehouse in Dwarka, New Delhi, where they discovered and seized 45 metric tons of expired beer in the second week of January.

The examination exposed a clear violation of the regulations outlined in the Food Safety and Standards (FSS) Act of 2006, as a Food Business Operator (FBO) was found to be hoarding 45 metric tons of expired beer from a popular brand, valued at approximately Rs. 1 crore, within the warehouse.



In response to these violations, a team led by S Vijayarani, Director, Northern Region, seized all the expired products, which will undergo further investigation. FSSAI is currently conducting a thorough inquiry into the matter to determine the full extent of the violation and to take appropriate actions in accordance with the regulatory framework.

The FSSAI's action underscores its commitment to ensuring consumer safety by enforcing stringent regulations and promptly addressing violations by FBOs. Additionally, FSSAI encourages consumers to report any concerns related to food safety through the dedicated "Food Safety Connect" portal.

CEO, FSSAI, in discussion with tea growers and planters to ensure quality



In a significant move towards ensuring the safety and quality of tea production, Mr. G. Kamala Vardhana Rao, CEO, Food Safety and Standards Authority of India (FSSAI), addressed a gathering of tea growers and tea planters during an interactive session held recently in Kellyden, Assam.

The focal point of the discussion was enhancing traceability and testing measures for raw materials, emphasising the need for screening of every batch for pesticide residues and adherence to Maximum Residue Limits (MRL) of pesticides usage as prescribed in the Food Safety and Standards Regulations of 2011 (FSSR). He emphasised the importance of adopting bio-pesticides and encouraged collaboration with the Tea Board for joint inspection, sampling and testing processes. During the session, the Tea Board stressed on the significance of awareness campaigns among planters to educate them about the maintenance of a harvesting gap to ensure safe agricultural practices.

Planters raised concerns about the use of unauthorised pesticides in tea cultivation and urged the State Government to impose a ban on such substances. Scientific Panel members engaged in detailed deliberations on specific pesticides, monitoring procedures and the prevention of off-label use.

Notably, FSSAI is extending financial assistance to Assam for the upgrading of laboratories dedicated to pesticide testing. The need for regular interaction with all stakeholders and the formulation of a time-bound action plan to guarantee the availability of safe tea to consumers was also stressed upon during the meeting.

FSSAI takes firm action, directs airlines and caterers to prioritize Food Safety Compliance

To enhance food safety in the airline catering sector, the Food Safety and Standards Authority of India (FSSAI) convened a crucial meeting with leading flight caterers and airlines.

The objective of the meeting was to evaluate and elevate existing food safety protocols, with a strong emphasis on the commitment to delivering safe and high-quality inflight meals to passengers. Concerns about the lack of accessible information for passengers regarding inflight food prompted the FSSAI CEO to direct all flight caterers and airlines to strictly adhere to sub-regulations 5(10)(f) and 8(4) of the Food Safety and Standards (Labelling and Display) Regulations, 2020.



This directive mandates increased transparency by providing passengers with comprehensive information about the nature, origin, and manufacturing details of the food served during flights. The focus is on empowering passengers with detailed insights to make informed choices.

During the meeting, the importance of menu labelling was highlighted as a powerful tool for communicating the contents of the food served, ensuring passengers are well-informed about nutritional aspects and ingredients, thereby facilitating a conscious decision-making process.

Addressing the need for prompt and effective handling of consumer grievances, airlines and caterers were urged to establish robust mechanisms for swift resolution, including corrective and preventive actions to minimize food safety-related incidents. The session emphasized the industry's role in guaranteeing the safety and satisfaction of passengers.

Recognizing the crucial role of well-trained staff in ensuring food safety and hygiene practices, the meeting also underscored the necessity for specialized training programs for catering personnel. This move aims to foster a comprehensive understanding of food safety standards and promote best practices within the industry.

The directives from FSSAI showcase the authority's unwavering commitment to upholding the highest standards of food safety and hygiene within the airline catering sector. This meeting marks a pivotal step towards aligning industry practices with global standards, ensuring passengers can enjoy their inflight meals with confidence in their safety and quality.

CEO, FSSAI, visits Amdapoor Gram Panchayat of Nizamabad District, Telangana



As part of the Viksit Bharat Sankalp Yatra launched by Prime Minister Narendra Modi to saturate the benefits of Central government schemes across the nation with a resolve of reaching the unreached, programmes were scheduled at Amdapoor Gram Panchayat in Bodhan Mandal and Mailaram Gram Panchayat in Dharpally Mandal, Nizamabad District, Telangana, recently. MP of Nizamabad Dharmapuri Arvind and CEO FSSAI G Kamala Vardhana Rao presided over the programmes. Rao thanked the MP for his active participation and involvement in resolving issues faced by beneficiaries. The CEO also expressed gratitude to organisers and stakeholders for their commitment to implementing government schemes and addressing public health concerns.

The CEO, FSSAI, has been actively engaging with all 33 district collectors and DMHOs of Telangana, addressing immediately any challenges that arise, such as non-generation of Ayushman Bharat Health Cards. Approximately 7.5 lakh people have participated in the Viksit Bharat Sankalp Yatra in Telangana till date. Rao applauded the remarkably low number of diabetes and hypertension cases in the panchayat. However, addressing concerns about unsafe and unhealthy food, particularly for children and women, he emphasised reducing salt, sugar and fat consumption. Modi's assurance to include fortified rice in the food security scheme by April was also highlighted during the meeting.

Further, the District Medical Officers were instructed to engage with pregnant women, understand daily nutrient requirements and create awareness about the benefits of including millets in their daily diet. The CEO encouraged organic farming practices and urged the use of organic fertilisers over chemical alternatives. Arvind addressed the public, releasing the calendar and handbook of Viksit Bharat Sankalp Yatra, providing comprehensive details of all schemes and guidelines. He informed that maximum number of beneficiaries have enrolled for Ayushman Bharat Health Cards and said that every scheme and its beneficiaries were assured guaranteed implementation.

The MP instructed gas agencies to register for free gas connections under PM Ujjwala Yojana. Mentioning that out of 400 eligible villagers in Mailaram, only 241 have registered for PM-Kisan Samman Nidhi, he instructed Agricultural Officer to issue registrations for those not yet registered. He assured that local issues such as renovation of school with basic facilities would be provided by him under MPLADS. There are 513 ration card holders in the area who have been benefitted from PM Garib Kalyan Yojana for the last three years and it was informed that it will be extended for another 5 years and it would also be ensured that fortified rice is provided under the scheme from April 2024.

New Launches

Associated Alcohol & Breweries Introduces 'Nicobar': A Handcrafted Premium Gin Redefining the Spirits Landscape



Associated Alcohols & Breweries Limited, a prominent player in the alcoholic beverage industry and a flagship entity of the esteemed Associated Kedia Group, has unveiled its latest addition to the product lineup – the handcrafted premium gin named 'Nicobar.'

Nicobar is a meticulously crafted spirit featuring a robust yet delightfully floral flavor. Infused with elderflower and hibiscus, it offers a nuanced taste experience complemented by the peppery notes of grains of paradise. What sets it apart is that it is the only gin in the country utilizing three distinct juniper kinds, adding a unique touch.

Enhancing its richness, citrus notes from sweet orange peel and coriander seeds contribute to a well-rounded flavor profile. This sophisticated spirit is complex and can be savored on its own.

In pursuit of superior craftsmanship and purposeful distillation, Associated Alcohols & Breweries Limited intentionally acquired specialized copper stills for the production of 'Nicobar.'

Mr. Tushar Bhandari, the Whole Time Director at Associated Alcohols & Breweries Limited, commented on the launch of 'Nicobar: The Spirit of Exploration,' emphasizing that it goes beyond just introducing a new product. He sees it as a bold step in their journey towards premiumization, responding directly to the growing market demand for gin. This strategic move reflects their commitment to aligning with evolving consumer preferences and seizing opportunities in the expanding market, offering diverse and innovative spirits tailored to the discerning tastes of consumers.

Maverick & Farmer Coffee Introduces Innovative Vegan Coffee Selections

Maverick & Farmer Coffee, the artisanal farm-to-cup coffee brand, is unveiling a collection of vegan coffee innovations designed to delight taste buds. In celebration of Veganuary, the brand is showcasing a diverse range of creative brews crafted for both vegans and non-vegans. Customers can visit the cafes to experience these unique beverages.



Among the vegan options, the Toasted Almond Oat Milk Latte blends rich espresso with velvety oat milk infused with the nutty essence of toasted almonds, providing a perfect morning indulgence. Another offering is the renowned Maverick Mazagran, a cold-brewed coffee infused with lemon zest and mint, delivering a refreshing citrusy kick.

For those seeking a fizzy twist, the Coffee Kombucha combines tangy Kombucha with bold espresso, creating a gut-friendly, energy-boosting elixir. The Espresso Cinnamontini, a decadent latte, blends creamy espresso, cinnamon-infused milk, and a touch of honey for a warm and comforting pick-me-up in a mug, perfect for a cozy afternoon.

Lastly, the 'Spresso Citron offers a zesty explosion of citrus coffee and chocolate. With tart grapefruit and lemon notes, the robust bitterness of espresso, and the sweetness of chocolate, this drink provides a surprisingly delightful and invigorating twist on the classic espresso.

Mother Dairy Launches Buffalo Milk in Delhi-NCR at Rs. 70 per Litre



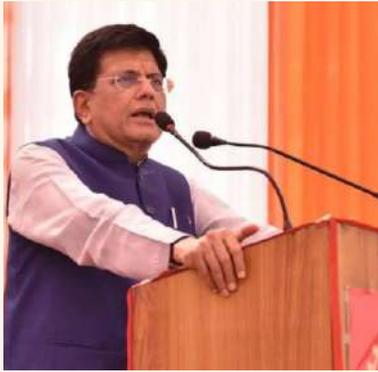
Mother Dairy is introducing buffalo milk in the Delhi-NCR market with a competitive pricing strategy set at Rs. 70 per litre. The Managing Director, Manish Bandish, revealed the company's plans to tap into this new market segment, aiming to establish it as a Rs. 500 crore brands by March of the upcoming year.

Currently supplying 35–36 lakh litres of milk daily in the Delhi-NCR region and 45–47 lakh litres across India, Mother Dairy's buffalo milk variant is anticipated to start with a supply ranging from 50,000 to 75,000 litres per day. Bandish has ambitious growth targets, aiming to reach 2 lakh litres per day by March 2025.

Highlighting the increasing demand for high-fat milk, the buffalo milk variant boasts a 6.5% fat content and 9% Solid Not Fat (SNF), offering a creamier texture and a rich taste profile. Additionally, the new variant will feature the A2 protein. Mother Dairy plans to expand the availability of the buffalo milk variant to Uttar Pradesh, Haryana, and Maharashtra in the coming months.

News Briefs

Union Minister Piyush Goyal Urges FCI to Transform into a Trusted Partner for Farmers and Citizens Through Transparency and Technology



The Union Minister for Consumer Affairs, Food and Public Distribution, Textiles, and Commerce and Industry, Sh. Piyush Goyal, emphasized the need for the Food Corporation of India (FCI) to establish itself as a reliable partner for both farmers and the people of the country. Sh. Goyal highlighted the critical role played by FCI in implementing key initiatives such as the Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY), ensuring the distribution of rations across the nation. However, he stressed that FCI's responsibility extends beyond the delivery of rations to instilling confidence in farmers and beneficiaries through transparency, efficiency, and accountability.

Sh. Goyal underscored the government's commitment to eradicating corruption in India and urged the youth and FCI staff to contribute to this vision by promoting transparency and acting as whistleblowers. Addressing the second area of focus, Sh. Goyal emphasized the importance of digitization and technology adoption by FCI to enhance quality in various aspects such as inspection, procurement, transportation, distribution, and storage. He suggested measures like route optimization, mechanized loading/unloading, innovative storage solutions, and cost reduction for efficient operations.

Highlighting the effectiveness of FCI's Open Market Sale Scheme (Domestic) Operations in regulating prices of essential commodities like wheat and rice, Sh. Goyal mentioned successful interventions related to Bharat Atta, Bharat Dal, onion, and tomato, contributing to price stabilization.

Sh. Goyal commended FCI for providing fair value for farmers' produce, preventing distress sales. He urged FCI to continue strengthening dialogue with farmers and acknowledged the corporation's modernization efforts, including digitization, streamlined procurement processes, state-of-the-art laboratories and equipment, improved food grain procurement, construction of steel silos for better storage, and installation of CCTV cameras for enhanced monitoring, thereby upgrading infrastructure.

ITC Plans Cloud Kitchen Expansion into Mumbai, Delhi, and Kolkata Markets

ITC is set to expand its cloud kitchen venture into key markets such as Mumbai, Delhi, and Kolkata. Currently offering North Indian lunch and dinner options and bakery products through various food delivery applications, the conglomerate is considering the addition of breakfast and oriental cuisines to diversify its portfolio.



Operating on a business model with a central kitchen supported by multiple satellite kitchens, ITC aligns seamlessly with the preferences of popular delivery platforms like Swiggy and Zomato, favoring a network of kitchens every 2.5–3 kilometres. Referred to as "food-tech" within the company, this venture is identified as a significant growth driver for ITC. Managing three brands—ITC Aashirvaad Soul Creations, ITC Master Chef Creations, and ITC Sunfeast Baked Creations—the company currently operates 19 cloud kitchens in Bengaluru and four in Chennai, all achieving profitability.

Distinct from ITC Hotels' kitchens, the cloud kitchen business holds considerable potential for expansion, with an average order value of Rs. 900, double the industry average. Mr. Hemant Malik, Executive Director, emphasized the winning formula, incorporating established brands, cuisine supported by ITC Hotels' chefs, and the capabilities of the packaged foods business. This strategic move positions ITC to capitalize on the growing demand for cloud kitchen services and further strengthens its foothold in the food-tech sector.

Haldiram's Explores Acquisition of Controlling Stake in Prataap Snacks Valued at \$350 Million



Haldiram's, a prominent Indian snack manufacturer, is currently in early-stage discussions to acquire a majority stake in the listed competitor Prataap Snacks, valued at \$350 million. While the talks are ongoing, sources indicate that Haldiram's aims to secure at least a 51% majority stake, with the final percentage yet to be determined.

Prataap Snacks, known for its Yellow Diamond brand of chips, competes with global brands like Pepsi's Lays and other local snack producers. The discussions have sparked significant market interest, leading to a surge of approximately 13% in Prataap Snacks shares in Mumbai, reaching their highest levels since 2018 and closing 9.7% higher. While specific financial details and valuation discussions are pending, sources suggest that the potential acquisition could be at a premium to Prataap's current stock price. This move aligns with Haldiram's strategic goal to enter the lucrative potato chip segment and reinforce its position in the snack market.

Venture capital firm Peak XV Partners, holding approximately 47% of Prataap Snacks, is reportedly seeking a complete exit from its stake in the company. Prataap made its stock market debut in 2017 and reported annual revenues of around \$200 million last year.

The potential acquisition of Prataap Snacks is seen as an opportunity for Haldiram's to tap into the growing potato chip segment, offering a broader range of flavored snacks to cater to evolving consumer preferences. Operating 14 manufacturing plants across nine Indian states, Prataap Snacks has experienced growth in branded products despite competition from smaller, unorganized companies, as consumer preferences shift towards healthier options.

Japanese Food Giants, Ajinomoto & Meiji, Spearhead Inventory Management Initiatives to Combat Food Waste

Japanese food industry leaders Ajinomoto and Meiji are actively engaging in enhanced inventory management strategies to address food waste, aligning with the national Food Loss Reduction Declaration spearheaded by the Consumer Affairs Association (CAA). Over 100 businesses, including major players in the food and beverage sector, have pledged to minimize food loss and waste in their operations.

Meiji's objective is to achieve a more than 50% reduction in domestic food business wastage by FY2025. This goal will be pursued through improved accuracy in product supply and demand, thereby reducing excess or defective products in inventory. Meiji has introduced new expiration date labels and an enhanced expiration date system as part of its efforts.

Ajinomoto is committed to a 50% reduction in food loss by enhancing production efficiency, strengthening demand forecasting, and updating best-before dates. The company plans to collaborate with consumers by providing recipes and information to optimize food product usage. Additionally, Ajinomoto aims to work closely with supply chain partners to maximize overall efficiency.

Mitsubishi Foods has set a target to reduce food waste generation by 50% by 2030. The company plans to leverage AI technology to enhance prediction and ingredient ordering functions, ensuring balanced inventory management. Collaboration with business partners is emphasized to minimize product returns, and surplus products are actively donated to food banks.

The CAA is actively recruiting more Japanese food and beverage firms to participate in the Food Loss Reduction Declaration. Retail outlets, including the prominent convenience store chain FamilyMart, are also part of the initiative. FamilyMart has set ambitious goals to reduce food waste by 50% in 2030 and 80% by 2050.

The implementation of a Food Recycling Loop is a key strategy to reuse and recycle food waste, contributing to a sustainable approach throughout its value chain.



Arunachal Pradesh to have a mini food park in West Siang District



Arunachal Pradesh Chief Minister, Mr. Pema Khandu revealed plans for the establishment of a mini-food park in the West Siang District. The park will feature food processing units catering to all produce from the Siang Belt. CM, Khandu made this declaration during the closing ceremony of the Arunachal Pineapple Festival, held for the first time at Bagra as a community initiative in collaboration with the Arunachal Pradesh Marketing Board.

CM Khandu commended the All Bagra Welfare Society for conceptualizing the festival without relying on government funding. He expressed appreciation for the local residents' efforts to highlight and revive pineapple cultivation in the region. The festival will now be an annual event organized by the state's Department of Horticulture.

Emphasizing on West Siang's horticultural potential, CM Khandu assured the establishment of a mini food park in the district, equipped with food processing units to handle the entire Siang belt's produce.

Bagra village, particularly Pushi Bango, has been cultivating pineapples on a large scale since 1950, supported by the first pineapple grower of the area, the late Tojo Bagra.

The Pineapple Grower Association, formed in 1980, aimed to explore better marketing avenues, regulate prices, and establish a large-scale processing unit. Despite the establishment of a canning factory, sustainability proved challenging.

The Arunachal Pineapple Festival seeks to promote the cultivation of pineapple, orange, lemon, banana, and more in the area, with a target of at least 2000 to 5000 hectares. CM Khandu's announcement reflects the government's commitment to boosting agriculture and processing facilities in the region.

Cornitos reveals scrumptious snacking options to kickstart the New Year



Cornitos goes into bringing tasty flavours and wholesome snacking choices. Raise your snacking experience with the introduction of Cornitos' latest offering, Salted Roasted Pistachios. This guilt-free and nourishing indulgence captures the authentic essence of pistachios while delivering essential nutrients such as fibre, protein, and antioxidants.

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Let's not overlook Cornitos' signature nachos—a true celebration of taste and texture, available in exciting variants like “Cheese and Herbs” and “Sizzlin' Jalapeno”. Crafted to cater to your snacking pleasure, Cornitos Nachos prove to be an ideal companion for any occasion, adding a burst of flavour to the winter season.

Cornitos, known for its commitment to quality and innovation, invites snack enthusiasts to indulge in these delicious and healthful options, setting the stage for a year filled with delightful snacking experiences. As we embark on the journey of 2024, Cornitos continues to redefine snacking with a perfect blend of taste, nutrition, and affordability.



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