



FOOD PROCESSING NEWSLETTER

August, 2020

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About Us

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialisation, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

FICCI & Food Processing Committee

FICCI Food Processing division plays a key role in dealing with policy issues to get an audience with the government and make industry's voice heard. It has been working very closely with industry members for the growth and business sustainability of the food industry.

The division work is guided by the Food Processing committee which is chaired by **Mr. Hemant Malik, CEO-Food Division, ITC Ltd. and Co-chaired by Mr. Mohit Anand, Managing Director, Kellogg South Asia**. Majority of the members of the committee are CEOs from the large Food Processing Companies. FICCI Food processing committee meetings are being organized with the objective to provide a platform to the industry captains for the discussion on the key policy issues pertaining to the sector and chalking down the roadmap for the growth of the sector.

Brief About Other Synergies in FICCI for Facilitating Food Processing Sector

CIFTI Food Regulatory Wing of FICCI

Confederation of Indian Food Trade and Industry (CIFTI) is the Apex body representing Indian Food Trade & Industry. It was established by Federation of Indian Chambers of Commerce and Industry in 1985 to cater specifically to the need of Food Industry and Trade and thereby addressing the issues and concerns of the food industry at various forums

FICCI Codex Cell

FICCI CODEX Cell was established in 2004 under the aegis of Ministry of Food Processing Industries, to provide a platform for Indian Food Processing industries to meet, share, discuss and get engaged in Codex activities which will in turn assist the National Codex Contact Point at Codex Alimentarius Committee.

Food Industry Capacity and Skill Initiative (FICSI)

Food Industry Capacity & Skill Initiative (FICSI) is a Not-for-Profit Organization promoted by FICCI with financial support by National Skill Development Corporation (NSDC). It creates Occupational Standards and Qualification Packs, develop competency framework, conduct Train the Trainer Programs, conduct skill gap studies and Assess and Certify trainees on the curriculum aligned to National Occupational Standards developed by us. To know more visit: www.ficsi.in

FICCI Research Analytical Centre (FRAC)

FRAC provides analytical services to all the industries; undertake research and development for quality improvement; help in providing quality to the consumers and raising the general standards of purity particularly in the small-scale sector. It is dedicated exclusively to analysis and research following ISO/ IEC 17025:2005 International Standards. To Know more visit: www.fraclabs.org

FICCI Centre For Nutritional Excellence

FICCI Centre For Nutritional Excellence established to review the agenda of nutrition in India and to work towards creating awareness among the stakeholders on the different key aspects of nutrition, fortification, reformulation, etc. The Excellence Centre aims to Strengthen food nutrition ecosystem, debunking the myths among the stakeholders & informed choices to consumers about safe and nutritious food.

Nutraceutical Committee

FICCI Nutraceutical Committee was established to cater to the issues and concerns of niche sector of nutraceuticals in India. FICCI Maharashtra State Council drives the national agenda on this niche sector.

From Chair's Desk



Mr. Hemant Malik
Chair FICCI Food
Processing
Committee &
CEO-Food Division
ITC Limited

Dear Food Industry Members,

I would like to begin this new edition of FICCI Food Processing Division's Newsletter Series with thanking each one of you for your support and cooperation for driving the Key Agendas of FICCI Food Processing Committee during the COVID-19 pandemic. Being in the essential commodity segment, Food Processing Industry was the first one to kick-start operations, however ensuring business continuity was not so easy as each phase of lockdown came with its own set of challenges. Today as we are in the Unlock-3 phase of COVID-19 pandemic in India, various food manufacturing plants are operational across the country to meet the consumer demand. This recovery phase has necessitated unprecedented levels of coordination across the Food Industry Players and Government bodies where in FICCI Food Processing Division along with FICCI Processing Committee has played a key role with its proactive approach in engagement with all the stakeholders.

To support the objective, we bring you a periodical newsletter updates covering news and details of important Indian Processing Industry Updates, Government & Ministerial Notifications Track record, New Trends in Indian Food Industry with Discussions around them and much more. Other important development reported in this first issue comprises of activities, efforts and initiatives work carried out by FICCI Food processing Division during the month of April, May, June & July 2020.

We wish you a pleasant reading and welcome your suggestions and comments to make this newsletter more productive and constructive.

From Co-Chair's Desk

The ongoing COVID-19 pandemic has pushed the economic engines of world's one of the largest democracy India into a long term economic slowdown. With more than three months of the nation- wide lockdown measures in place the Indian economy is now under the recovery mode with food industry not being an exception.

With the objective to revive the Indian economy, the Government of India came up with a slew of reforms under ***Atma Nirbhar Bharat Abhiyan*** with due emphasis being given promote the Indian Agriculture and Agri-Processing Sectors as self-reliant & self- sustainable. These path breaking reforms in terms of Amendment in the Essential Commodities Act; Support of Rs. 1 Lakh crore fund towards Agri Infrastructure for Farm Gate; Incentives for development of Dairy & Animal Husbandry sector; Special focus on Micro Food Enterprises and enabling demand driven value-added agriculture will not only empower farmers but will also pave way for development and growth of the food processing sector.

I am pleased to share with you all the first edition of FICCI Food Processing Newsletter Series which brings forward all such important updates on Indian Processing Industry.

It would be our endeavour to enrich you with many such interesting news and updates in our newsletter series. Happy Reading!



Mr. Mohit Anand
Co- Chair FICCI
Food Processing
Committee &
Managing Director,
Kellogg, India &
South Asia

About Indian Food Processing Sector

Food Processing Industry is one of the most crucial sectors in India as it links the agriculture sector to the industrial segment of the economy. The sector is connected with the Farmers as it procures their farm/fresh produce and processes it in the value-added products for end consumers in domestic as well as international market. Thus, it is imperative to strengthen this link to improve value of agricultural produce, ensure remunerative prices to the farmers and create favourable demand for Indian Agriculture products in global market. A push to the food processing sector indicates noteworthy development of agriculture sector by means of waste reduction, promotion of value addition, encouraging crop diversification, strengthening of domestic supply chain and providing alternative employment opportunities.

In India, the food processing industry engages approximately 1.85 Million Indian people in around 39,748 registered units spread across the country. It is pertinent to note that the Food Processing Sector contributes 11.6% share in total employment, 32% in India's food market and 10.7% share in India's total exports. While in terms of Gross Value Addition (GVA) Food Processing contributes a share of 10.6% in Agriculture Forestry and Fishing. The share of Food Processing in GVA of Manufacturing is around 8.83% in 2017-18 as per Annual Survey of Industries Report (as shown in Infographic on the Page No. 5).

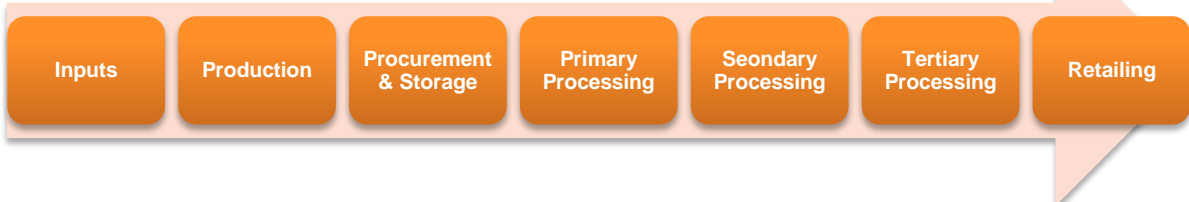
As sunrise sector in India, Food Processing offers plethora of opportunities for boosting the Indian economy. The sector has gained due prominence in the recent years with enhanced availability of raw materials, changing lifestyles and impending fiscal policies and support provided by the Government of India to push the industry's growth. The Ministry of Food Processing Industries, under the aegis of Government of India in the nodal agency responsible for the implementing a number of schemes for Infrastructure development, technology up-gradation and modernization, human resources development and R&D in the Food Processing Sector in India. Adequate focus on this sector is imperative to alleviate the concerns on food security and food inflation in India.

Food processing is defined as transforming agricultural produce into food that are in consumable form or transforming one food item into another by adding value to it. The Ministry of Food Processing Industries, Government of India categorises food processing under two sub-categories based on physical properties of the final product:

- Manufactured processes in which the original physical properties of the product undergo a change through a processes involving employees, power, machines or money and the transformed product is edible and has a commercial value
- Other value added processes where the product does not undergo any manufacturing process, but gains significant value addition like increased shelf life, shelled and ready for consumption, etc.

Before understanding the details of processes in food processing it is important to look at the supply chain of Food Processing Industries in terms of different stages of processing of manufactured food products as given below:

Supply Chain in Food Processing Industries: Different Stages in Manufacturing of Processed Foods



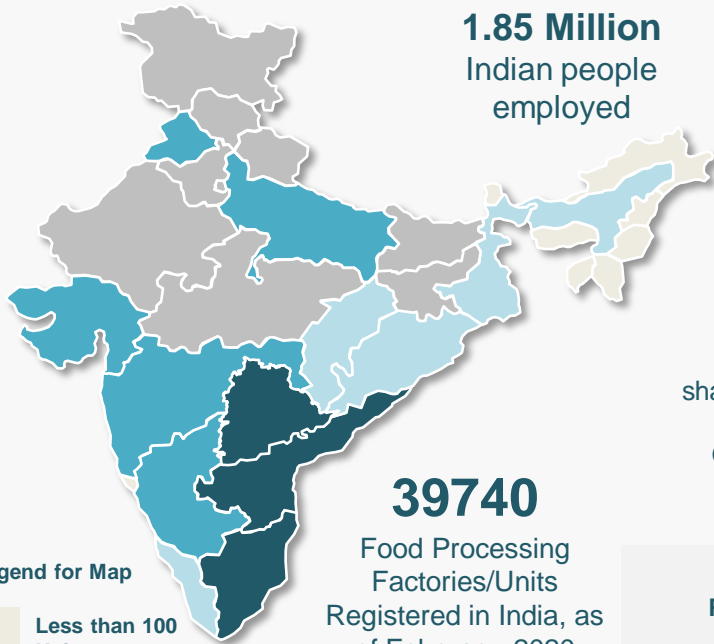
INFOGRAPHIC

Snapshot of Food Processing Sector in India for FY 2018-19

State Wise Number of Registered Food Factories in India



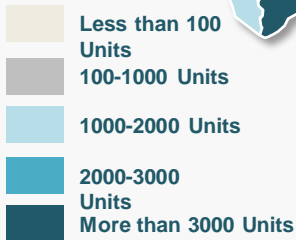
1.85 Million
Indian people
employed



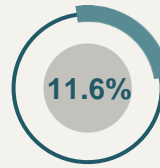
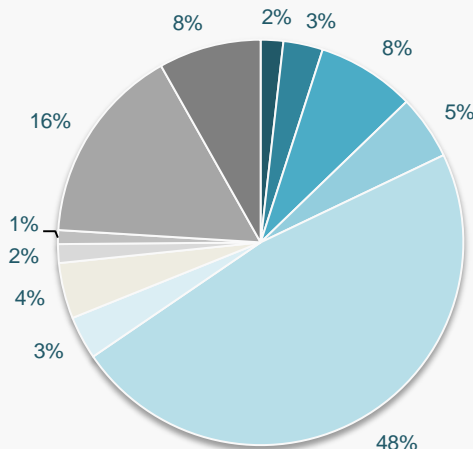
39740

Food Processing
Factories/Units
Registered in India, as
of February, 2020

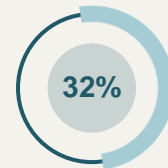
Legend for Map



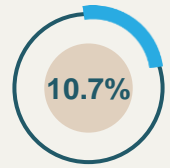
Item Wise Percentage Share of Registered Food Processing Units in overall Registered Food Processing units in India



Share in
Total
Employment



Share in
India's
Food
Market



Share in
India's
Exports



8.83 %

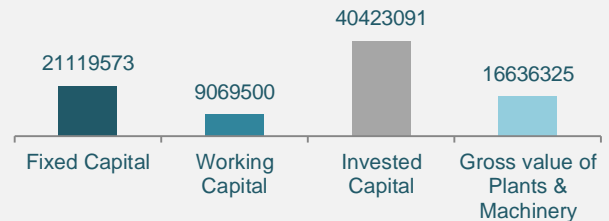
share of Food Processing
in
GVA- Manufacturing



10.6%

share of Food
Processing in GVA
Agriculture, Forestry
and Fishing

Key Parameters of Registered Food Processing Industries in India (in INR Lakhs)



- Processing and Preserving of meat, fish, crustaceans and molluscs and products thereof
- Processing and preserving of fruit and vegetables
- Vegetable and animal oils and fats
- Dairy products
- Grain mill products
- Sugar, Starches and starch products
- Bakery products
- Cocoa, chocolate and sugar confectionery
- Macaroni, noodles, couscous and similar farinaceous products, Prepared meals and dishes
- Other food products n.e.c.
- Others

Others include Manufacture of prepared animal feeds Distilling, rectifying and blending of spirits; ethyl alcohol production from fermented materials, Manufacture of wines, Manufacture of malt liquors and Malt, Manufacture of soft drinks; production of mineral waters and other bottled waters

Source: Annual Survey of Industries 2017-18, MoFPI Annual Report 2018-19, Invest India, FICCI Analysis

Depending on the type and extent of value addition Food Processing is categorised as primary and secondary processing in India. Primary processing relates to conversion of raw commodity to one that is fit for consumption and involves steps like drying, threshing, cleaning, grading, sorting, packing, etc. While the secondary processing involves creation of value added products like bread, wine, sausages, etc. With the large scale commercial production of ready to eat food items in India, a new category called tertiary processing also been brought under food processing. So Secondary and Tertiary Processing Industries usually deal with higher levels of processing where new or modified food products are manufactured.

Major Sub Sectors of Food Processing identified as in India are as follows:

Sub Sector	Processed Products Examples
Dairy	Milk, milk powder, ice cream, butter, cheese and ghee
Fruits & Vegetables	Slices, Pulps, Juices, Concentrates, Beverages, Potato wafers/ chips etc.
Grains & Cereals	Flour, Bakery products, Corn flakes, Starch, Glucose, Malted foods, Vermicelli, Beer and malt extracts
Fisheries	Frozen and canned foods mainly in fresh form
Meat & Poultry	Frozen and packed foods mainly in fresh form
Consumer goods	Snack food, biscuits, ready-to-eat foods, alcoholic and non-alcoholic beverages

Article Source: MOFPI & FICCI Research

COVID-19 IMPACT ON FOOD PROCESSING SECTOR IN INDIA

The ongoing COVID-19 pandemic has pushed the economic engines of world's one of the largest democracy India into a long term economic slowdown. With more than three months of the nationwide lockdown measures in place the Indian economy is now in under the subsequent phase for a gradual recovery. The significant contraction of demand and supply chain disruptions across the sectors in these unprecedented times has deepened the economic crisis for the country with food sector not being an exception.

From the perspective of Food Industry, the supply chains have been overburdened to meet the existing demand and the complex web of interaction between farmers, agricultural inputs, processing plants, shipping, retailers has become difficult to sustain at pre-pandemic levels. From the consumer perspective, with the announcement of the lockdown measures and consequent restrictions, panic buying hoarding behaviors were witnessed across different parts of India. The Government of India took cognizance of the fact that the functioning of food sector in India particularly the Processed Food Sector is imperative from the prospective of ensuring healthy and safe food to masses and classified it under essential services. However, ensuring business continuity during the times of pandemic was not an easy task during the initial phases of lockdown as several food companies facing challenges in terms of reopening of plants, logistics and supply chain bottlenecks, inter & intra state movement of food products, Legislation Interpretations issues to name a few.

Further, the cascading effect of impending work force restriction measures caused disruptions in the allied food sectors like Agriculture, E-commerce, Quick Service Restaurants (QSR's), Hotels and Restaurants, Logistics and Supply Chain leading to demand and supply disruptions in the country. The interdependency in operations of these sectors made the overall business environment challenging for Food Businesses Operators in India. In turn, with each phase of lockdown measures the FBO's faced a different set of challenges in the new normal of doing business. The representation highlights Key Challenges Faced by the Food Processing Industry as per different phases of lockdown during COVID-19 Pandemic in India.

FICCI Food Processing Division played an important role in addressing the key concerns of FPI with its active engagement with all stakeholders in the industry.

Key Challenges Faced by the Food Processing Industry as per different phases of lockdown during COVID-19 Pandemic in India

Lockdown Phase 1: (25th March, 2020 - 14th April, 2020)

- Permission for opening of Manufacturing Plants
- Lack of uniformity and consistency in interpretations of various advisories and notifications by various stakeholders
- Work Force Movement Restrictions
- Replenishment of Stocks & Shelves
- Detention of Trucks carrying essential and non-essential goods
- Ambiguity/ disparity amongst States towards extending permissions w.r.t. Essential/ Non-Essentials Food items
- Supply Chain Bottlenecks due to restricted movement

Lockdown Phase 2: (15th April, 2020- 3rd May, 2020)

- Non-availability of a SOP for Food Processing Industry
- Capping on the Working Hours of Labourer/ Work force
- E- Passes/ Authorisation letter for Movement of Labour
- Restrictions in Operations of Cold Storage, warehouses and depots
- Delays in Clearances at Ports for Essential Raw Material Supplies
- Spike in Transportation Costs across the country
- Compensation to Labour
- Depletion of Inventory Levels

Lockdown Phase 3: (04th May, 2020 - 17th May, 2020)

- Non-availability of a SOP for Food processing Industry
- Capping on the Working Hours of Labourer/ Work force
- E- Passes/ Authorisation letter for Movement of Labour
- Operations of Cold Storage and warehousing
- Stigmatisation of COVID-19
- Compensation to Labour & Shortage of Labour due to migration
- Uncertainty in operations in the containment zones and Districts

Unlock 1 & 2 Updates (18th May, 2020-31st July, 2020)

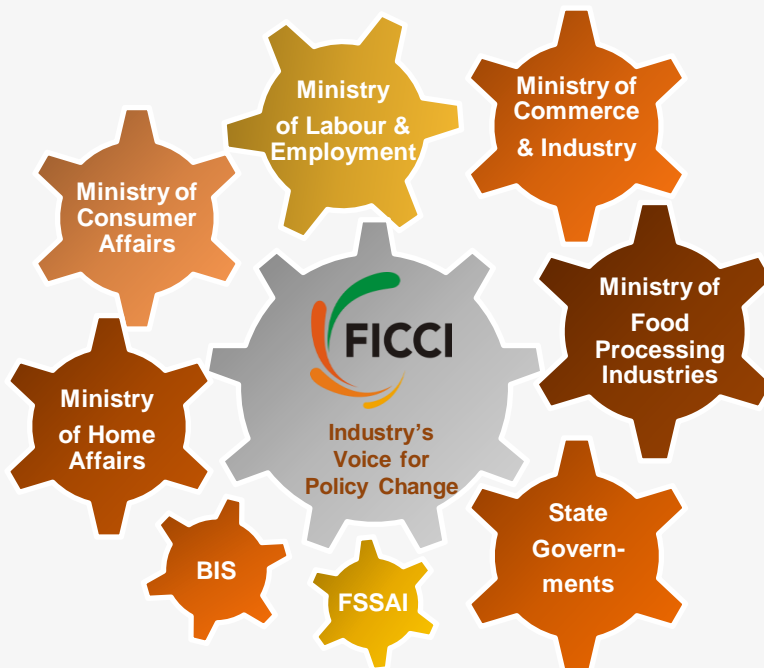
The lockdown in India continued in Containment Zones in Unlock 1 & 2 and activities reopened in phased manner in areas outside of Containment Zones as per the directives of State Governments

MEASURES: The lockdown in Containment Zones continued in place until 31st July 2020, and activities resumed in phased manner in areas outside of Containment Zones. Night curfew continued to be imposed throughout the country from 0900pm to 0500am daily, except for the essential activities. For Containment Zones, the lockdown continues in place till 30 June 2020 and only essential activities were allowed.

IMPACT ON FOOD SUPPLY CHAIN : Starting from 8 June 2020, restaurants resumed operations as usual in areas outside of Containment Zones. In Unlock-1 & Unlock 2 of COVID-19 pandemic in India, various Food manufacturing plants were operational across the country operating at full capacities to meet the consumer demand. However, with the spurt in number of COVID-19 cases various state governments in states like Bihar, Sikkim, Nagaland had imposed complete lockdown measures in place. While in states like Chhattisgarh, West Bengal, Uttarakhand, Punjab, Tamil Nadu Partial lockdowns was imposed with certain number of worst districts under lockdown to contain the spread of the COVID-19. The imposition of these different levels of lockdown measures that too in abrupt manner led to significant challenges in the operating environment particularly at Distribution and Logistics Operations end for the Food Processing Companies.

UNLOCK 3: Following the end of "Unlock 2" phase, on 29 July, the Ministry of Home Affairs (MHA) announced the Guidelines for Phased Re-opening (Unlock 3). Lockdown remains in force in the Containment Zones until 31 August, 2020 and only essential activities will be allowed, where no movement of people in or out of these zones, except for medical emergencies and for maintaining supply of essential goods and services. A significant change occurred with the removal of Night curfew in the Unlock 3 Guidelines.

Snapshot of FICCI's Recommendations to Government of India during COVID-19 Period & Its Impact



Key Concern Area for FPI	Recommendations by FICCI Food Processing Division & Its Impact
Workforce Restrictions leading to low capacity utilisation	<ul style="list-style-type: none"> Grievance cell setup by Ministry of Food Processing Industries, DPIIT for food-related industry to ensure uninterrupted supply of essentials for citizens Formation of a special task force including all senior officials of the food processing ministry to resolve the problem of the industry.
SOP for Food Business	Proposal for incorporating the section on 'Reopening and Sanitation of the premises if Corona positive patient is detected' under BIS draft standard being done in Fast Track Mode
Legislation Interpretation Issues leading to Operational Challenges at State Level	Appointment of Nodal Officers/ Representative Committees at State Level who are responsible to address all state specific concerns of the Industries.
Availability of e-passes for Inter State and Intra State Movement	Removal of e-passes system provided for free movement of all food items outside the containment zones
Supply Chain bottlenecks due to restriction on working hours for manufacturing, warehouse, CFA's operations	Relaxation in working hours and overtime limits by the State Governments for all operations involving essential services of Food Supply Chain.
Compensation to Labour during Lockdown Period	State Government of Goa and Gujarat adopted the proactive approach and issued clarity on part of compensation to workers not reporting for work despite being employed in essential category services of food industry.
Stigmatisation of COVID-19	Strong communication and Guidelines released by Ministry of Health and Family Welfare to address the Stigma associated with COVID-19.
Ambiguity in Operations in Classified Zones	The approach towards demarcation of a district as a Containment Zone or Hotspot Area with different color codes relooked since a District is a large operation area and closing everything within led to ground level disruption in food supply chain.
Pending Procurement Approvals for Fresh Farm Products Across States	Ministry of Food Processing Industries (MoFPI) extended the Operation Greens Scheme from Tomato, Onion and Potato (TOP) to all fruits & vegetables (TOTAL) for a period of six months as part of Atmanirbhar Bharat Abhiyan.

REFORMS & INCENTIVES FOR FOOD PROCESSING SECTOR IN INDIA

With the objective to revive the Indian economy amid the COVID-19 pandemic, the Government of India came up with a slew of reforms under **Atma Nirbhar Bharat Abhiyan** with due emphasis being given to promote the Indian Agriculture and Food Processing Sectors as self-reliant & self-sustainable. These path-breaking reforms in terms of Amendment in the Essential Commodities Act; Support of Rs. 1 Lakh crore fund towards Agri Infrastructure for Farm Gate; Incentives for development of Dairy & Animal Husbandry sector; Special focus on Micro Food Enterprises and enabling demand-driven value-added agriculture will not only empower farmers but will also pave the way for development and growth of the food processing sector in India. Likely implications of some of the key reforms are highlighted as below:

Impact Analysis of Major Reforms Under “Atma Nirbhar Bharat Abhiyan”

Amendments to the Essential Commodities Act

- Attract private sector investments in warehousing and storage infrastructure and capacity expansion of food processing industries, retail food-chains
- Improve effectiveness of flow of commodities from surplus areas to markets with higher demand
Minimizing price volatility- smoothen consumption of agri-horticulture produce throughout the year
- Potentially will encourage commodity derivatives market
- Reduction in the subsidy cost -will reduce the excessive stocks currently held by the government

Agriculture Marketing Reforms

The Farmers Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020 provides a new central law that removes all barriers to inter-state trade and introduces a framework for e-trading of agriculture produce

- Help farmers earn a larger portion of the ultimate sale price of their produce
- Enable better markets and price discovery with no geographical limitations on the available markets
- Help match demand and supply better in the long run
- Another step towards attaining free market operations in the sector

INR 1 Lakh Crore fund for Strengthening of Farm Gate Infrastructure

Financing facility of INR 1,00,000 crores (USD 13.24 Bn) to be provided for funding agriculture infrastructure projects at farm-gate and aggregation point to develop affordable and financially viable post-harvest management infrastructure

- With relaxation of the APMC laws, aggregators will play a major role in securing alternate buyers for farmers
- Currently, India has only 249 pack-house (near-farm aggregation points where fresh harvest is brought for processing) against a requirement of over 70,000 (National Centre for Cold Chain Development)
- Such infrastructure development will also have a positive impact on creation of village level employment.

Extending operation greens scheme to all fruits and vegetables

- Efforts under the scheme will reduce price volatility for horticulture products
- Subsidy on transportation between markets will help avoid hoarding situations and match demand supply better within the country
- Promote fruit processing industries in India. The subsidy on transportation and storage will enhance the availability of fruits and vegetables to the processing industry and reduce the dependence on imports and promote the development of Food and Beverages Industry in India

Source: MoFPI, Invest India

EMERGING TRENDS

COVID-19 Effects on Food Preferences in India

Driver and Motivations Affecting Consumer Behaviour

- Consumer decisions for choice of food are primarily driven by **Health and Taste**, followed by the consumer needs of **Packaging and Distribution**
- Consumers **seeking convenience and gratification with Frozen F&B items like snacks and frozen fruits** to make dessert. Popularity of frozen meals, however, remained low due to consumer perception of these being unhealthy
- An **accelerated shift to purchases through online and contactless channels** was observed during the pandemic, however, delivery delays and unavailability of items plagued e-commerce
- As the coronavirus and lockdown impacted incomes of many, consumers looked for **essential foods at discounted and affordable prices**

Growing and Declining Product Categories

- Like other Asian markets, in India too, consumer demand increased for **fresh produce, immunity boosting herbs and ingredients, certain frozen and instant foods, and raw materials** such as rice and flour
- While demand for plant-based protein, like **mushroom** surged significantly, **animal-based proteins - except chicken, eggs and fish - witnessed a decline** due to consumer concerns of **health, distribution and safety**

Notable Patterns in Consumption and Demand of Food

Preference for At-Home Consumption

- Consumers **preferred homemade food** and also eating within the premises of their homes
- This was **driven by closing down of dining out places, consumer feeling safer at home and more trust in quality of homemade food**

Demand for Vegetarian Diet and Eggs

- **Increased interest in vegetarian recipes as meat producers in India dealt with aftermath of misinformation and supply chain disruptions during the lockdown**
- **Vegetarian recipes and Eggs** benefitted from surge of **at home cooking and baking**

Simpler Recipes

- Consumers looked for **easy to make, quick and healthy meals in the absence of domestic help**
- **An increased interest in recipes requiring minimal ingredients**, such as “three-ingredient” recipes to make homemade meals with items available in home

Wary of Wastage

- **Supply chain disruptions** gave rise to fears of local produce and dairy getting wasted
- **Economic crisis** making consumers more conscious about food and water wastage

Source: Study on COVID-19 Effects on Food Preferences in India, Commissioned by FIA & Ai Palette in June, 2020

From Industry Leaders

Anchoring Brand India to a Foundation of Trust:

Mr. Mohit Anand
Managing Director, Kellogg,
India & South Asia and
Co-Chair FICCI Food Processing Committee



As a popular phrase goes, 'we are what we eat'. As we unlock after multiple phases of lockdown that have helped to control the COVID pandemic, it would be prudent to expand it to 'we are what we eat and we eat what we trust!'

As businesses adapt to the new normal, the need for the trusted brands to win the consumer's heart and mind has only heightened in. Businesses that span the length of the food value chain from farm to fork have built consumer trust over time. Now, during times of uncertainty, trust reposed by consumers becomes a competitive advantage. This is a trust that comes from a relationship based on credibility, reliability, and a feeling of knowing, of being intimate with the brand.

Brands that recognize the importance of trust and will continue to invest in strengthening this bond. In [The Edelman Trust special](#) report, 65% respondents said that a brand's response in a crisis would have a significant impact on their likelihood of purchasing it in the future. Over 1/3rd consumers said that they have started using a new brand because of the innovative or compassionate way in which it has responded. We have seen this in the past few months with a change in the shopper footprint as consumers avoid store crowds, putting a premium on safety.

Building trust requires staying true to the brand promise & its purpose. Trust in a food brand while based on many factors, is primarily based on the three pillars of Quality, Nutrition & Authenticity. It is necessary to address these factors throughout the farm-to-fork chain until the food reaches the consumer. While the elements of the chain may not be visible to a consumer, as far as the consumer is concerned, the brand has the onus of ensuring quality and nutrition. And this is where trust comes into play. Kellogg's purpose of Nourishing India's potential is embedded in the brand's promise. For over 25 years, Kellogg's has nourished millions of mornings so people can have a great start to their days and lives. It has been a part of the Indian social fabric. It is an example of how vital it is to win the trust of the consumer especially with regard to the three pillars. Quality will continue to play a heightened role and this has to be addressed throughout the consumer delivery chain.

“Quality will continue to play a heightened role and this has to be addressed throughout the consumer delivery chain.”

Safety for the consumer will be reflected in the way food brands highlight safe and hygienic automated manufacturing processes that are untouched by human hands, initiate remodeling for self-select stores with safe logistics, contactless deliveries that prioritize safety while maintaining efficiency, and improving the consumer experience.

The extended period that a majority have been homebound due to the lockdown has resulted in a decrease in physical activity and an increase in snacking. At times like these, the role of nutrition becomes important. Because, what we eat and how much we eat is the key to good health, and food brands that deliver on their nutritional promises in an authentic way continue to build the trust of the consumer. Food brands promising good nutrition should enable healthy eating and active lifestyle that contributes to good health. Detailed nutrition profile displayed on the packs is a simple yet responsible action.

Building brand trust and credibility makes for a good business sense. Anchoring Brand India to a foundation of trust will ensure a strong base on which the Indian Agri and Food Processing industry can expand its wings to forge global bonds and make trust the cornerstone of its relationship with its customers and consumers even after this crisis.

Covid Boom: Ready-to-cook food sales rise as India gives stay-at-home advise

The ready-to-cook foods segment is seeing accelerated growth as the stay-at-home advisory gives people a chance to broaden their culinary engagement and bring home the joy of dining out. Read more: <https://tinyurl.com/y67ha3en>

Higher demand of non-vegetarian food leading to increase in animal feed imports by 70%

Demand of oilmeal is rising year as the feed industry is growing at 8% to 10% per annum, while oilseed production in the country is more or less stagnant. Import of oilmeals, used as animal feed, rose 70% in 2019-20 because of higher demand, stagnant local production and lower duty of shipments from some African countries as per Solvent Extractors Association (SEA). Read more : <https://tinyurl.com/y4zh2adg>

FSSAI extends Deadline to display 'best before', mfg date for loose sweets extended till Oct 1

Food safety regulator FSSAI extended by two months till October 1 the deadline for traditional sweet makers to display the 'best before' and manufacturing date of non-packaged sweets. Read more: <https://tinyurl.com/y4w8z2b5>

India's food exports up 27% since March despite slowdown due to Covid-19

Despite economic turbulence due to Covid-19, India's overall food exports since March have increased 27 per cent. According to the Trade Promotion Council of India (TPCI), the average growth of 27 per cent during the lockdown and the unlock period came on the back of high demand for food-based items. Read More: <https://tinyurl.com/y4vdqkwz>

Indian online grocery market can exceed INR 22,500 Crores sales in 2020

The Indian online grocery market could exceed sales of about INR 22,500 crore in 2020, a substantial 76 percent jump over the previous year as per Spencer's Retail Chairman Sanjiv Goenka. Read More: <https://tinyurl.com/y43jvm6>

Larger packs, affordable prices to drive sales for packaged food companies

Packaged food companies are ramping up their larger packs strategy by increasing production capacity, launching new variants of 'Family Packs' or even reducing prices of bigger packs to make them more accessible to consumers. Read More: <https://tinyurl.com/y32clxzo>

Covid-19: Consumers avoid purchase of non vegetarian food items

Consumers avoided purchase of non vegetarian food items like meat and fish during the Covid-19 outbreak as a precaution leading to a decline in sales, according to market research firm Nielsen. The sale of fresh vegetables, fruits and sea food also took a hit while that of eggs remained least affected. Read more : <https://tinyurl.com/ybartzrf>

Consumers' focus shifts to packaged, high-value food items

The second phase of the coronavirus lockdown saw a considerable shift in buying patterns of consumers from basic necessities to high-value items like snacks, processed food, packaged meat and frozen desserts, retailers said. Retailers such as Future Group, Metro and Lots Wholesale witnessed a spike in demand for packaged food products like biscuits and noodles, resulting in an increase in the average purchase value per customer. Read more: <https://tinyurl.com/y8dkd7t6>

As lockdown starts opening up, sales of immunity boosting foods double; FSSAI issues guidelines

Sales of immunity-boosting foods have shot up by an estimated 20-40%. Online searches for such products have gone up six-fold, with ayurvedic home remedies, giloy and vitamin C dominating, according to a report by Google. With the graded easing of the lockdown, India's food regulator said all claims pertaining to immunity-boosting products such as biscuits, snacks, salt, water and even khakra must conform to regulations. Read more: <https://tinyurl.com/yaxrd8kz>

Chocolate maker Hershey India partners with Swiggy and Dunzo to widen reach post lockdown

With Indians increasingly cooking snacks at home amid the lockdown, the company launched the online store as an additional avenue for consumers to access its products besides existing physical stores and e-commerce platforms. Read more: <https://tinyurl.com/yb7p2lvv>

Food Processing Minister requests states to charge power tariff on actual consumption basis for cold chains

The cold stores need to run 24X7 to preserve the stored goods. The compressors cannot be shut down even when the capacity is not fully utilized. The movement of perishables to and from cold stores has considerably reduced during the lockdown period and has led to severe liquidity crunch for the promoters. Read more: <https://tinyurl.com/yaozfqr8>

Gujarat, Tamil Nadu, Maharashtra top in FSSAI food safety index for 2019-20

Among the smaller states, Goa came first followed by Manipur and Meghalaya. Among Union Territories, Chandigarh, Delhi and Andaman Islands secured top ranks as per FSSAI. Read more : <https://tinyurl.com/ybdf2m8p>

Lockdown to flatten revenue, hit profit of dairies says Crisil

Revenue growth of India's dairy industry will see a flat revenue growth this year after a decade of strong growth because of weak sales of value-added products like ice cream, cheese, flavoured milk and yoghurt, particularly during the lockdown, according to a Crisil report. Read more : <https://tinyurl.com/ybdf2m8p>

India bets on frozen food buyers moving away from China

India is pushing for increasing shipments of frozen foods as it seeks to capitalize on a surge in demand and a trust deficit China is facing due to the coronavirus outbreak. Read more: <https://tinyurl.com/y8fl6ttk>

ITC's foods business collaborates with Frozen Bottle to enter online dessert space

ITC's cookie brand Sunfeast Dark Fantasy has collaborated with milkshake maker Frozen Bottle to penetrate the online dessert space as consumers pivot their spending online and stay at home in the new normal. The online-only range of chocolate desserts and beverages made with the flagship cookies will be sold through food aggregators such as Swiggy and Zomato in the formats of cake jars, milkshakes and sundaes. Read more : <https://tinyurl.com/ybtwxkt7>

Indian coffee loses market share in Europe

India is the second top seller of coffee in Italy after Brazil. Germany, Belgium, Russia are also big buyers of Indian coffee. With COVID-19 problems in Europe, the buyers were looking for lower prices and Indian exporters, especially those in the small and medium category, were unable to meet their demand. Read more: <https://tinyurl.com/ydbfvqlj>

ITC sets sights on contract farming

ITC is planning to create export-oriented fruit and vegetables clusters, grabbing the opportunities created by recently announced agricultural reforms, such as allowing contract farming and the expected change in global purchasing patterns. Read more: <https://tinyurl.com/ybgyn6zl>

Cargill to partner with Indian firm for chocolate plant

US food major Cargill is partnering with a manufacturer in India to launch its first chocolate manufacturing operation in Asia. It is expected to begin operating by mid 2021 and will manufacture chocolate compounds, chocolate chips and chocolate paste, catering to customers in the bakery, ice cream and confectionery industries. Read more: <https://tinyurl.com/ya7zdums>



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For more information, connect with Mr. Abhinav Singh at abhinav.singh@ficci.com / 9810160351

UK unveiled New obesity strategy to lose weight to beat COVID-19 and protect the NHS

A raft of measures have been revealed as part of the government's new obesity strategy to get the nation fit and healthy, protect themselves against COVID-19 and protect the NHS. New package of measures and 'Better Health' campaign has been announced by the government to help people lose weight. <https://tinyurl.com/y3hoafxk>

EFSA sets up a stakeholder consultative group to support allergenicity assessment of GM plants

EFSA is setting up a stakeholder consultative group to support its upcoming work on the allergenicity assessment of genetically modified (GM) plants. The group will be consulted at various stages during the process and will provide input to the EFSA scientific working group in charge of the activity. Read more: <https://tinyurl.com/y6f4wffl>

Food industry 'shares blame' for severity of COVID-19 pandemic

As evidence mounts that overweight and obese people are at much greater risk of developing life threatening COVID-19 consequences, public health experts have called on manufacturers to stop promoting the consumption of calorie laden food and drinks. Read more: <https://tinyurl.com/y9ft2gvk>

COVID-19 'path to recovery' published by UK food industry

Over 30 UK food and beverage organisations have endorsed the publication of Building a Path to Recovery – a set of proposals for government and industry to consider when planning for the future of the food and beverage sector post-COVID-19.. Read more: <https://tinyurl.com/y8f6wa4l>

Luxury food industry turns sour amid global coronavirus lockdowns

Global demand for premium foods like wagyu beef, bluefin tuna and caviar has plunged with thousands of restaurants shuttered and many economies sliding into recession amid the coronavirus pandemic. Read more: <https://tinyurl.com/y9zbx9k>

FDA Adds QR Code to Certain Export Certificates for Food

The U.S. Food and Drug Administration (FDA) announced improvements to the functionality and appearance of two types of export certificates issued for human food products exported from the U.S. Beginning June 29, 2020, the "Certificate to a Foreign Government" and "Certificate of Exportability" for human food products will include a unique QR code to allow easier verification of the authenticity of these certificates. Read more: <https://tinyurl.com/y85cna7v>

Pandemic Challenges Highlight the Importance of the New Era of Smarter Food Safety

The FDA released the blueprint outlining plans over the next decade to create a more digital, traceable, and safer food system. The challenges that have arisen during the pandemic have made it clear that the actions called for in the blueprint will strengthen how we approach the safety and security of the food supply, not just in the normal course of events but especially in times of crisis. Read more: <https://tinyurl.com/yxjld59>

EFSA published results of assessments on risks posed to humans by residues of multiple pesticides in food

The assessments – one considering chronic effects on the thyroid system and the other acute effects on the nervous system – are the culmination of a multi-year collaboration between EFSA and the Dutch National Institute for Public Health and the Environment (RIVM). Read more: <https://tinyurl.com/ybbk985w>

EFSA published scientific opinion on public health risks related to presence of OTA in food

EFSA has published a scientific opinion on public health risks related to the presence of ochratoxin A (OTA) in food – a mycotoxin naturally produced by moulds that can be found in a variety of foodstuffs including cereals, preserved meats, fresh and dried fruit, and cheese. Read more: <https://tinyurl.com/y83g9u3r>

EFSA initiates public consultation on harmonised approach for nutrients in regulated products

Some nutrients are regulated under different legal frameworks for use in products such as food additives and pesticides. A draft approach out for public consultation published by EFSA, aims to integrate and harmonise how EFSA's scientists assess the intake of these substances. Read more: <https://tinyurl.com/y3mjehod>

Imports of organic tropical fruit increased in the EU, while imports of organic cereals declined in 2019

Overall, imports of organic agri-food products remained stable between 2018 and 2019. In terms of products, imports of organic cereals decreased in 2019, while imports of tropical fruit, oilcakes, soyabeans and sugar increased. Those are among the key findings of the report on 'EU imports of organic agri-food products: key developments in 2019' published today by the European Commission. Read more: <https://tinyurl.com/y95dtfwp>

The Covid-19 Pandemic Draws Attention to Vulnerabilities in the Global Food System

Several months into the Covid-19 pandemic, the global food system has performed better than first anticipated. While some large food producing countries threatened to curtail exports in the early stages of the pandemic, they have largely refrained from doing so. Rising food insecurity is mainly due to the rapid and severe economic shock that has affected every region of the world. Read more: <https://tinyurl.com/yd8g65qx>

Mergers & Acquisitions



Packaged Foods maker MTR Foods eyes controlling stake in Kerala Based spices and mixes maker Eastern Condiments to get a larger footprint in the market for non-vegetarian spices, ready-to-cook. Read More: <https://tinyurl.com/yb6w9q48>



Private equity firm Everstone Group-owned FMCG business **Modern Food Enterprises Pvt. Ltd, eyeing consolidation opportunities in the bread and bakery industry** as the covid-19 pandemic has disrupted smaller regional brands with weak balance sheets. Read More: <https://tinyurl.com/yaymzvex>



ITC Ltd inks an agreement to acquire Kolkata-based packaged spices maker Sunrise Foods Pvt. Ltd which is the market leader in spices in eastern India. Read More: <https://tinyurl.com/y9vc9dsq>

New Appointments



Mr. Arun Singhal, IAS appointed as the Chief Executive Officer, (CEO) of the apex food regulator, Food Safety & Standards Authority of India. Mr. Singhal belongs to the 1987 Batch of Indian Administrative Service. Previously he was posted as Additional Secretary in the Ministry of Health & Family Welfare, Government of India. His responsibilities included Drugs & Food Regulation, medical education, and implementation of Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) under which new AIIMS are being set up in the country.

Ms. Deepika Warriar appointed as Chief Marketing Officer for India market by Diageo India. Ms. Warriar joins Diageo India from PepsiCo where she spent about two decades. In her last role, she was CEO and MD of NourishCo Beverages Limited (a PepsiCo-Tata Global Beverages JV). After joining PepsiCo India in July 2000, Warriar held various senior brand management and new business development positions in the company. She moved to PepsiCo's scale food business in Mexico (Sabritas) in 2005 as Marketing Director and worked on strategic innovation projects & scale brands like Doritos and Cheetos.



New Product & Portfolio Launches in India



Mother Dairy forayed into bread segment as part of its strategy to diversify business, and announced its target to more than double its revenue to INR 25,000 crore in the next five years. Read more: <https://tinyurl.com/y3xgghdf>



Amul forays into edible oil business with launch of Janmay Brand in Gujarat and hopes to provide remunerative prices to oilseed farmers. Read more: <https://tinyurl.com/y69ft6wf>



ITC Ltd partners with direct selling company Amway India for distributing its new immunity beverage. Amway's micro-entrepreneurs will sell the FMCG conglomerate's packaged fruit beverage with immunity boosters that it has launched under its juice brand B Natural. Read more: <https://tinyurl.com/ybczglzw>



Mother Dairy launches butterscotch-flavoured haldi milk (turmeric latte) to help boost immunity of consumers. Made with concentrated turmeric extract, each bottle delivers same benefit as taking one teaspoon of haldi powder in milk. Read more: <https://tinyurl.com/y8n9ktlz>



Amul launches 'Tulsi' and 'Ginger' milk to boost immunity amid coronavirus. In order to boost immunity among its consumer at the time of coronavirus COVID-19 pandemic, Amul has come out with two new flavours — 'Ginger' and 'Tulsi' milk. Read More: <https://tinyurl.com/y8dq2d6s>



Hamdard Laboratories India enters ready-to-drink segment. The company launches RoohAfza Fusion with real fruit juices in five flavours of litchi, lemon, orange, pineapple and mango in a convenient ready to drink, Tetrapak format for the Indian market. Read more: <https://tinyurl.com/y8q8zcl5>



Tata group's IHCL to foray into home delivery of food and beverages. With the COVID-19 pandemic hitting the hospitality industry hard, Tata group's Indian Hotels Company Ltd (IHCL) is planning to venture into other areas of revenue generation, including home delivery of food and beverages. Read more: <https://tinyurl.com/y7bxo796>

Start-up News

Agritech start-up WayCool Foods raised \$5.5 million through debt financing from IndusInd Bank Ltd, guaranteed by the US International Development Finance Corporation (DFC)

This follows the Series C round of \$32 million led by Lightbox earlier this year. Read more: <https://tinyurl.com/yc6863aj>

Funders back farmers as there is a growing interest in upstream agriculture tech market, or those close to the farmers in the value chain.

The growing concerns for health and environment is expected to result in a global shift in food habits from animal to plant-based. Read more: <https://tinyurl.com/y6vjmn4>

US International Development Finance Corporation (DFC) has committed a \$10 million loan to Milk Mantra, an Odisha-based new-age dairy food startup in India. DFC has also approved technical assistance amounting to \$371,000 (Rs 2.8 crore) to support the company's agriculture extension services and ethical milk sourcing programme. Read more: <https://tinyurl.com/ya8c2yqf>

Invitation of EOI/proposals from interested investors / promoters for setting up of APC under the Scheme for Creation of Infrastructure for APC of PMKSY

Ministry of Food Processing Industries | 09th July, 2020

Ministry of Food Processing Industries (MoFPI) invited proposals for potential promoters/ investors from General category promoters and investors for setting up of Agro Processing Clusters under the Scheme for Creation of Infrastructure for APC under Pradhan Mantri Kisan Sampada Yojana. To know more visit: <https://tinyurl.com/y2v4ujpy>

Guidelines for Evaluation of Nano-Based Agri-Input and Food Products in India

Ministry of Science & Technology | 09th July, 2020

In India, there are different Government Agencies and different provisions that regulate different agri input and food products; however, no specific provisions are available to deal with nano based agri-input and food products. The present guidelines are developed to support the existing national regulatory provisions of CIB&RC, FCO, FSSAI and BIS, with specific requirements and adaptations for NAIPs and NAPs, wherever considered necessary. The Guidelines have been prepared jointly by Department of Biotechnology, Ministry of Science and Technology, Ministry of Agriculture and Farmers' Welfare (M/o A&FW) and Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare through concerted Inter-Ministerial efforts coordinated by DBT through concerted Inter-Ministerial efforts coordinated by DBT. To know more visit: <https://tinyurl.com/y4ujdnwn>

Guidelines for short term intervention for all fruits and vegetables under Operation Greens under Atmanirbhar Bharat Abhiyan

Ministry of Food Processing Industries | 11th June, 2020

Ministry of Food Processing Industries (MoFPI) has recently extended the Operation Greens Scheme from Tomato, Onion and Potato (TOP) to all fruits & vegetables (TOTAL) for a period of six months on pilot basis as part of Atmanirbhar Bharat Abhiyan. To know more visit: <https://tinyurl.com/y7pgkq3v>

Scheme for Formalisation of Micro food processing Enterprises

Ministry of Food Processing Industries | 21st May, 2020

The unorganized food processing sector in the country comprising nearly 25 lakh food processing enterprises which are unorganized and unregistered. It faces a number of challenges including the inability of the entrepreneurs to access credit, high cost of institutional credit, lack of access to modern technology and inability to integrate with the food supply chain and compliance with the health and safety standards. To address these problems, Government of India has approved an all India Centrally Sponsored Scheme "Scheme for Formalisation of Micro food processing Enterprises (FME)". To Read more visit: <https://tinyurl.com/yaztonpv>

The Farmers Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020

Department of Agriculture, Cooperation & Farmers Welfare | 05th June, 2020

The Government of India has announced some major changes in the statutory frameworks governing agricultural marketing in India. The Ordinance that reforms the supposed grip of APMCs over agricultural marketing is called "The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Ordinance 2020". To view details of Ordinance visit: <https://tinyurl.com/ybelrot2>
To know the FAQ's on this ordinance visit: <https://tinyurl.com/ybto6fnk>

Guideline Document Uniform Framework for Extended Producers Responsibility (Under Plastic Waste Management Rules, 2016)

Ministry of Environment Forest and Climate Change | 23rd June, 2020

To view detailed guidelines, visit: <https://tinyurl.com/y7eknqv7>

The Farmers (Empowerment and Protection) Agreement On Price Assurance and Farm Services Ordinance, 2020

Department of Agriculture, Cooperation & Farmers Welfare | 05th June, 2020

“The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Ordinance 2020” provides for a national framework on farming agreements that protects and empowers farmers to engage with agri- business firms, processors, wholesalers, exporters or large retailers for farm services and sale of future farming produce at a mutually agreed remunerative price framework in a fair and transparent manner and for matters connected therewith or incidental thereto. To view details of Ordinance visit: <https://tinyurl.com/ybpmkqkd>
To know the FAQ's on this ordinance visit: <https://tinyurl.com/yccmrnyv>

Circular for the Applicability of “VHC for import of Milk & Milk Products into India”

Department of Animal Husbandry | 08th July, 2020

The Department of Animal Husbandry notified circular for the applicability of official Veterinary Health Certificate for import of Milk and Milk Products into India” for import of dairy products included under different chapters in Indian Import Policy.. To read detailed notification visit: <https://tinyurl.com/y4yzsmbs>

Issuance of Preferential Certificate of Origin for India's exports to Thailand and Vietnam under ASEAN-India FTA

DGFT | 22nd May, 2020

Directorate General of Foreign Trade vide Trade Notice No. 12/2020-2021 restored the earlier procedure of issuing physical copy of Certificate of Origin (CoO) by the designated agencies for exports to Thailand and Vietnam under ASEAN-India FTA. Earlier on 7th May, 2020 Trade Notice 01/2020-2021 was issued in view of the movement restrictions in place due to COVID-19 pandemic in India wherein, the designated agencies were enabled to issue digitally signed electronic Certificates of Origin. To read more visit: <https://tinyurl.com/ya5cc9wg>

Import Export Updates

APEDA notified the Opportunity for export of wheat in Indonesia along with the detailed import statistics of the Indonesia country wise

Date : 09th June, 2020

Read More: <https://tinyurl.com/ydcain2h>

Export of Raw Cane Sugar and Refined Sugar to USA under Tariff Rate Quota (TRQ) upto September 30, 2020

Date : 10th July, 2020

Notification Link:

<https://tinyurl.com/y39mf53n>

Market Intelligence Update of APEDA

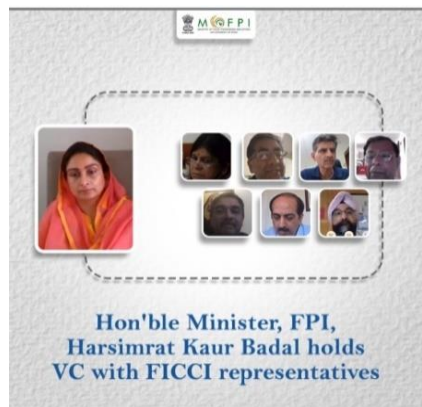
For April, 2020: <https://tinyurl.com/yat8ltkb>

For May, 2020: <https://tinyurl.com/ybcmg586r>

Glimpses of Key Activities of FICCI Food Processing Division

5+ Virtual Interactive sessions with Ministry of Food Processing Industry





Hon'ble Minister, FPI Smt. @HarsimratBadal_ interacts with @ficci_india representatives to assess the current outlook of the #FoodProcessing Industry and identify critical challenges of the industry during the #COVID crisis.

6:54 PM - Apr 28, 2020 - Twitter Web App

Ministry of Food Processing Industries

Smt. Harsimrat Kaur Badal holds video conference with FICCI and leading industry members

Union FPI Minister urges industry members to come forward to procure food grains and other perishables to benefit farmers

Posted On: 29 APR 2020 10:56AM by PIB Delhi

Union Minister of Food Processing Industries, Smt. Harsimrat Kaur Badal chaired a video conference with Federation of Indian Chambers of Commerce & Industry (FICCI) and its members to discuss the current outlook of food processing industry and requirements of the industry post lockdown scenario.

Union FPI Minister was welcomed by the Secretary General of FICCI Mr. Dilip Chenoy and was also thanked for her continuous support to the food industry since the beginning of the lockdown.

Union Minister cited the importance of the industry to revive its operations at full capacity without compromising the measures for containment of spread of COVID 19. The task force of the Ministry, led by senior officials and members of Invest India, has already been coordinating with the industry members and assisting them with the issues / challenges faced across states.

Mr. Hemant Malik, Chair, FICCI Food Processing Committee and CEO-ITC Foods Division and leading industry members including Mr. Simon Gerge, President Cargill India, Mr. T Krishnakumar, President Coca Cola India, Mr. Mohit Anand, Managing Director Kellogg India, Mr. Deepak Iyer, President India Mondelez International, Mr. Sanjay Sharma, CEO MTR Foods, Mr. RS Sodhi, Managing Director Amul, Mr. Tarun Arora, CEO Zydus Wellness among many others, shared their inputs on the present scenario of the industry and ideas to move forward.

Industry members were apprised that these recommendations were already taken up with concerned ministries for necessary action.

Union Minister assured industry members of necessary support from the ministry and advised all members to get in touch with the task force for any assistance.

Food processing sector to Centre: Allow factories in containment zones to operate

Industry urges govt to let 60-70% of workers operate to hike capacity for essentials

MEENAKSHI VERMA AMBIVANI

New Delhi, April 29

Senior executives of the packaged food industry have urged the Central government to allow operations of food processing factories in containment zones. They said that there is a need for detailed guidelines in the form of a Standard Operating Procedure (SOP) to enable them to operate their factories, which produce essential products, in containment zones.

Key executives, who interacted with the Minister of Food Processing Industries Harsimrat Badal on Tuesday included Hemant Malik Chair, FICCI Food Processing Committee and CEO-ITC Foods Division; T Krishnakumar, President at Coca Cola India & South West Asia; Mohit Anand, Managing Director



The government has asked the food industry to focus on procuring harvested wheat and paddy, so that wastage can be minimised

Kellogg India & South Asia; Deepak Iyer, President India, Mondelez International; Sanjay Sharma, CEO, MTR Foods and RS Sodhi, Managing Director, Amul among others.

Union Minister Badal on Wednesday tweeted, "Held an extensive and constructive discussion with the industry captains from across the country to chalk out a holistic roadmap for the food processing sector to cater the new world post Covid-19." The senior industry executives in a video-conferencing

held under the aegis of industry chamber FICCI, also told the Ministry that 60-70 per cent of workers should be allowed to work at food factories with adherence of safety and hygiene protocols to ramp up capacities for essential food products.

Other demands Currently, food factories are operating with workforce in the range of 20-50 per cent depending on the location of their plants. Industry has been urging the government

to allow the entire value chain to operate due to challenges being faced to procure raw materials, packaging materials and worker movement.

Some other key demands from the industry included appointment of nodal officials for the food processing industry at State level and standardised protocol for issuing work passes to operate facilities and maintain supply chain.

Union Minister Badal asked the industry to focus on procuring harvested wheat, paddy, fruits and vegetables, and other perishables so that wastage can be minimised as well as the farmers are benefited.

The Ministry has now asked the industry to give it a working model that the government can take into consideration before framing an SOP for higher number of workers to be allowed to work at food factories.

Suggestions were also invited from the members to frame a scheme to support the food industry.



Posted at: Apr 29 2020 10:19 AM



Food Processing Industries Buy Farmers' Crop: Harsimrat



New Delhi April 29 (talk) Food Processing Industries Minister Harsimrat Kaur Badal has appealed to the industries working in the region to buy the crop of farmers to provide relief to the country's donors amid the infection of Corona virus 'Kovid-19'.

This was stated by Mrs. Badal in a meeting organized through video conferencing with members of industry body FICCI. In a

meeting held on Tuesday, he reviewed the current state of food processing and the requirement after the lockdown opened. He said that there is a danger of crop damage before farmers. Therefore, the industry should come forward to buy their crops, fruits, vegetables etc. so that waste can be reduced and farmers will benefit.

THE HINDU

FICCI to food-safety authority: Tell States chilled products are safe

Companies selling aerated beverages, ice-creams and juices have urged the Food Safety and Standards Authority of India (FSSAI) to clarify to State government officials that chilled products are safe for consumption, as the country grapples with the Covid-19 pandemic.

This comes at a time when there have been instances of local officials in certain States such as Odisha, Bihar, Jharkhand and West Bengal not allowing shops to sell chilled products such as aerated beverages, ice-creams and juices. Industry executives said that in Gujarat too, State government officials are

not allowing shops to sell aerated beverages.

A letter written to the FSSAI, by the Federation of Indian Chambers of Commerce & Industry (FICCI), stated, "As we all are aware, there is no evidence that Covid-19 pandemic can be spread through food products but in several States such as Bihar, West Bengal, Odisha and Jharkhand, products like juices, aerated beverages, ice-creams, etc., are not being allowed to be sold, by the police and local officials. Several of these products use farmers' produce as raw material and fall in their sale has affected the prices in rural areas."

The FSSAI has stated that currently there is no evidence that food is "a likely source or route of transmission of Covid-19 virus." Sources said that none of the ICMR and WHO Situational Reports have, so far, suggested that there is any link between consumption of chilled products and Covid-19 infection.

Clear directions sought Industry representatives have sought the FSSAI's intervention and have urged the food safety authority to direct the Home Secretaries of State governments as well as Food Safety Commissioners to issue clear directions in this regard

to district-level officials. "Amidst this uncertainty, a direction from FSSAI will go a long way to reinforce consumers' confidence and will also help agencies handling the situation on the ground. Under such time, any small misinformation or unscientific action can lead to confusion and image around safety of food sector," the letter, seen by *BusinessLine*, stated.

"It would be appropriate to assert that all food categories comply with the Food Safety and Standards Act and Regulations across stages of manufacturing (including raw material/packaging/ingredients

etc.), storage and retail. Further, all products bearing FSSAI licence are completely safe and can be consumed without any fear of spreading any disease," FICCI's letter to the FSSAI stated. Essential product companies such as packaged food and staples are allowed to manufacture these products amid the ongoing lockdown but are running their plants at low capacities in line with social distancing and hygiene protocols.

"This would really help food companies who are already running at a low capacity to continue operation at ground level in these exceptional times," the FICCI letter stated.

CONFEDERATION OF INDIAN FOOD TRADE AND INDUSTRY (CIFTI)

Food Regulatory Wing
of FICCI

About CIFTI

Confederation of Indian Food Trade and Industry (CIFTI) is the Apex body representing Indian Food Trade & Industry. It was established by Federation of Indian Chambers of Commerce and Industry in 1985 to cater specifically to the need of Food Industry and Trade and thereby addressing the issues and concerns of the food industry at various fora.

Key Areas Addressed (Apr-July, 2020)

- ✓ Sought extension for mandatory requirements for compliance with various regulations due to lockdown in the country
- ✓ Representing the industry viewpoint on the agenda items placed during the 30th Food Authority Agenda
- ✓ Engagement with Label Blind and FSSAI on the exercise related to the Nutrient Threshold Project: FOP labeling
- ✓ Draft Food Safety and Standard (Labeling and Display) Regulations
- ✓ Draft Food Safety and Standards (Safe food and balanced diets for Children in School) Regulations, 2020
- ✓ Inputs on FSSAI exercise on List of Mapped HS Codes with FSS Regulations and Food Code System
- ✓ BIS Draft Indian Standard Food Safety and Hygiene- Code of practice for food businesses during COVID-19 pandemic
- ✓ Inputs on the new licensing system of FSSAI
- ✓ Inputs on FAQs issued by FSSAI
- ✓ Inputs on MoEFCC Guideline Document Uniform Framework for Extended Producers Responsibility
- ✓ Sought extension to comply with the Mandatory requirement of Annual Medical examination under Schedule IV of the Food Safety and Standards (Licensing and Registration), 2011
- ✓ Draft of Food Safety and Standards (Genetically Modified or Engineered Foods) Regulations

42+

Representations
submitted to
FSSAI, BIS, etc.

37+

Interactions
with Industry
Professionals

7+

Interactions
with
Government
Officials

38+

Advisories/
orders issued
by FSSAI

Be a Member of CIFTI-FICCI & Avail our Gamut of Services



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Programs,
Trainings &
Seminars

At CIFTI-FICCI, we value your membership and your participation. In order to take full advantage of our services, you can join as member in range of membership categories.



For Membership Details & Queries , Please contact:
Mr. Abhinav Singh
Head- Food Processing & CIFTI
Tel: +91-9810160351
Email: abhinav.singh@ficci.com

FICCI Food Processing Division Events Timeline



FUN FOOD FACTS MOST OF US DO NOT KNOW



A statistic in Toronto shows that single-family households discard about **275 kgs of food waste per year**.

Ears of corn generally have an even number of rows, which is usually **16**.



Frozen fruits and vegetables may have **higher levels of vitamin C** than produce that has been stored at home for several days.

The largest tomato weighed **351 kg** according to the Guinness Book of World Records. That is as heavy as eight cans of coke and weighs actually almost as much as two 2-litre bottles of soda!



34% of the Global Food Protein Supply comes from livestock

Buffalo milk has a **higher fat, protein, lactose, vitamin, and mineral content** than cow's milk. It's also whiter and has a thicker consistency, which makes it perfect for the production of fat-based dairy products



Why Partner with FICCI

WHERE ELSE YOU COULD

- ✓ Leveraging Government Legislations and policies
- ✓ Be part of FICCI's thought leadership initiatives
- ✓ Be a part of FICCI through participation in events and exhibitions
- ✓ Stay informed through various publications and cutting edge studies
- ✓ Keep Abreast of initiatives across 70 Economic Sectors
- ✓ Connect with over 2,50,000 members from public and private sectors who FICCI represents directly or indirectly

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- Be a member of National Executive Committee- the highest decision making body
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- Be a part of 6 Sectoral Committees

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Indian Corporates engaged in manufacturing, trading and all other business activities

- Networking Opportunities
- Sectoral Committee nominations as per eligibility
- Events, Exhibitions & Policy Work
- Information Dissemination

Ordinary Member:

Chambers of Commerce and Sectoral Industry Associations

- Be your member's voice
- Voting Rights for Policy Change
- Interaction with other Member Bodies
- Pre & Post Budget Memoranda

Interested? Get in Touch With Us at parminder.juneja@ficci.com or tripti.kataria@ficci.com



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We would like feedback/comments from our readers to enable us to improve our offering.

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