



Confederation of Indian Industry



STAKEHOLDERS CONSULTATION ON FOOD FORTIFICATION

WEDNESDAY, 6TH MAY 2015: MUMBAI

PROCEEDINGS



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Stakeholders Consultation Session on Food Fortification

1100 hrs. : Wednesday, 6th May 2015: Mumbai

A. WELCOME ADDRESS

Ms Meetu Kapur, Executive Director, Confederation of Indian Industry, welcomed all the participants and the eminent speakers at the session on Food Fortification. She shared that “CII is working on a comprehensive agenda towards positioning India as the ‘Food Factory’ to the world through catalyzing investments, encouraging adequate farm gate infrastructure and making food processing an integral part of the inclusive growth strategy.



She highlighted the following points:

- The objective of constitution of the National Alliance is to create an enabling environment for voluntary fortification by collaborating with potential partners to contribute to the growth and development of the nation at large.
- The initiative started with the kick off meeting of the national alliance on edible oil Fortification in December, 2014 in Delhi and is being followed by series of the regional consultations across country.
- Few observations that emerged from the NAOF meeting were Lack of awareness among consumers about the benefits of fortified products, apprehensions regarding stability of nutrients like Vitamins A & D during frying and cooking and efficacy of fortification. These are some of the key barrier in increasing the portfolio of fortified products in India
- Thus as the part of this initiative an impact assessment study will be commissioned to access and establish the efficacy of fortified food products, as a vehicle to deliver required micronutrients.

- To create awareness, Media Campaigns with NDTV and partnerships with consumer organizations, like VOICE have been undertaken. A documentary will be featured covering initiatives of the communities, Industries and States followed by a panel discussion with the leaders from different States sighting their experience.

B. PERSPECTIVE ON FORTIFICATION

Mr. Siraj Chaudhry, Chairman, National Alliance on Edible Oil Fortification and Cargill India Pvt. Ltd. appreciated the joint effort of CII and GAIN towards Edible Oil Fortification.

It's encouraging to have participation of different stakeholders including Industry, scientists, consumer organizations and others who are willing to contribute in this initiative.



He highlighted the following points:

- The Food security laws focus on addressing the hunger problem of India, however in these efforts the core problem of micronutrient malnutrition is being over looked.
- Fortification is not new to India, efforts had been made in the past to fortify food products with vitamins to curtail malnutrition. Vansapati and salt are some products being fortified from ages.
- Food fortification is gaining momentum in terms of acceptance in India. Various State Governments in India have identified fortification as an effective mechanism to address the micronutrient gaps in our regular diet and have included it as part of their mission to curtail malnutrition. Examples include Gujarat & Rajasthan introduced fortification of staple products.
- Most of the leading players have partially started fortification of their product range like flour, Rice, Milk etc, we at Cargill India have been

fortifying all our products with micronutrients.

- As a responsible Industry is it our obligation to give consumers more than the value they invest in our products.
- In our endeavor to provide nutrition to masses, the best way is to enrich the food affordable and available to them, such foods are staple foods. This is where edible oil is of significance as it is a good carrier of micronutrients with highest household penetrating around 95%.
- There is need to create consumer awareness based on evidence to encourage consumption of fortified products among consumers. For this we need to conduct studies to analyse the impact of fortified product on the nutrition levels post consumption. A Mark can also be developed to build consumer confidence in the products.
- A large part of population is still untouched by the benefits of fortified products in India, Public Distribution System (PDS) is one such mechanism for mass distribution of fortified foods like wheat, rice, edible oil through shops in rural and urban areas.
- CII & GAIN are playing a role of a catalyst in moving forward the agenda of food fortification and bringing together all stakeholders Industry should lead this agenda forward on Voluntary basis.

C. SHARING BEST PRACTICES IN FORTIFICATION: AN INDUSTRY PERSPECTIVE

Mr Lakshman Sethuraman, Senior Manager, TATA Trust shared their efforts towards curtailing malnutrition through staple food Fortification in States across India.

He highlighted the following points:

- Overcoming malnutrition is the focus of initiatives in TATA trust. The themes of engagement identified are deficiency of



vitamin A, Iron, Vitamin B12, Folic acid and Vitamin D.

- Fortification has been identified as an effective strategy to address the widespread problem of anemia and other deficiencies in the population and is also recommended by planning commission.
- Globally India is behind other countries as wheat flour fortification is mandatory in 81 countries and there exists comprehensive fortification law in South Africa and Philippines for the consumer and industry.
- For fortification to be sustainable in India we need effective communication strategies to create aspiration among consumers supported with credible evidence.
- States involved is the key to address malnutrition through PDS system, mid-day meals, enabling policy and encourage industry to lead this initiative on voluntary basis.

D. NEED FOR FORTIFICATION

Mr. Salil Kumar, Manager India Operations, GAIN, highlighted that through fortification Industry has identified a unique opportunity to grow and sustain the oil business in India and at the same time considerably contribute to the reduction of vitamin and mineral deficiencies in our country.



He highlighted the following points:

- Lack of data availability on malnutrition is a key concern.
- Micronutrient deficiencies have a huge economic cost as it is estimated that it can potentially be for an individual upto 10% of his /her life time savings and at country; level accounts for about 2-3% of GDP.
- GAIN is also working with GIRACT, to carry out a detailed analysis around the edible oil industry and to project the status in future.

E. NUTRITIONAL PORTFOLIO OF FORTIFICATION

Dr Deepti Gulati from GAIN, shared the nutritional portfolio of the edible oil, highlighting the importance of the edible oil for the undernourished children in India. The following key points were highlighted:

- To curtail under nutrition in children addition of one teaspoon of oil, ghee, butter to every meal of the child is required
- There is increasing commitment of the State governments towards promoting fortification, like Rajasthan announced to provide the fortified oils through the PDS system and Mid-day meals
- The cost of fortification is minuscule, about 80 paise per kilogram and in most of the cases person consumes only 1 kilogram of oil i.e., 30g/day, which is estimated to be 7 paise only.
- Stability of the Vitamin A and D in the edible oil is not a concern as the losses of Vitamin A and Vitamin D are about 20% during frying and cooking which is compensated by the overages and hence meets requirement of added nutrients.



F. SHARING CONSUMER PERSPECTIVE ON FORTIFICATION

Mr. Ashim Sanyal, Chief operating officer, VOICE, appreciated CII & GAIN joint efforts on fortification and stated that such initiatives are in the Interest of consumer and society at large. He reiterated VOICE's association and support in this effort.

He highlighted the following points:

- Initiatives by VOICE in the field of iodization of salt, vegetarian & non vegetarian mark, packaged water etc.



- Deficiency of essential nutrients like Vitamin A, D and E exist across all sections of society and industries are taking initiatives to provide nutrition to the consumers through fortified foods.
- There is the need to orient consumer's perception towards the nutritional benefits of fortified product for children.
- Creating the requisite demand among the consumer is crucial to take fortification agenda forward.

G. CASE STUDY'S ON FOOD FORTIFICATION

Dr. J.S. Pangaria, Senior Advisor, CECOEDECON, shared the success story of the Fortification Project of Madhya Pradesh, highlighting the following points:

- In Madhya Pradesh food fortification is the most appropriate vehicle to curtail malnutrition as compared to dietary diversification.
- Under the project exhaustive study was conducted to determine the consumption statistics of various brands of edible oil in the state. Among all edible oils, soyabean oil is found as a cost effective complementary strategy to curtail Vitamin A and Vitamin D deficiency.
- MP government has taken various initiatives to promote fortification like State Food Fortification Alliance were formed under the MP Council of Science and Technology, training program of school principals and law universities etc.



Mr. Rahul Sharma, Project Director, PMU - IPS Rajasthan, shared the success story of project on fortification in Rajasthan and highlighted the following key points:

- The project aimed at reducing the prevalence of micronutrient deficiencies in the State of Rajasthan with fortified foods mainly fortified wheat flour, edible oil, milk and soya dal analog, readily available in the open market and government distribution channels like PDS



system, Mid-day Meal etc.

- With the project implementation the production of fortified edible oil in Rajasthan is showing an increasing trend.

H. INDUSTRY'S INITIATIVES AND PERCEPTION ON FORTIFICATION

Dr Vrushali Karhadkar, Manager, R&D, Kamani Oil Industries Ltd., highlighted the technical aspects and policy framework on

- She shared the challenges and concerns related to fortification of edible oil with Vitamin A and Vitamin D.
- She suggested a study on bioavailability of vitamin A and vitamin D added during the process of fortification. She also supported the fortification of food on voluntary basis.



Mr Satender Aggarwal, Chief Operating Officer, Ruchi Soya Industries Ltd., appreciated CII and GAIN initiative and assured Ruchi Soya's continued efforts towards fortifying their range of products.

He highlighted the following points:

- Increasing trend in the consumption of the fortified edible oil products launched by Ruchi Soya over the year in the states of Rajasthan and Madhya Pradesh.
- Ruchi Soya initiative in fortifying other brands of edible oil with vitamin A and vitamin D to strengthen their portfolio in fortified products.
- To sustain fortification of edible oil the focus should be on the four majorly consumed edible oil in India i.e. palm oil, sunflower oil, soyabean oil and kachi ghani oil



- Introducing a logo on fortification to build confidence among consumers.

II. KEY TAKEAWAYS

1. **Voluntary Fortification:** Fortification of the food should be on voluntary basis as an Industry led initiative supported with evidences.
2. **Creation of Standards /protocols for oil fortification** is required to identify the minimum dosage of the micronutrients in the edible oil as the vitamin stability varies from oil to oil. The technical and policy expert groups formed in collaboration with GAIN will focus on the development of the quality assurance and quality control protocols for the edible oil fortification which will be available in public as standard guidelines for SMEs and industries planning to fortify their products.
3. **Logo** depicting the food is fortified – In India a large sector of population is uneducated or not aware about the claims and labeling on the packs. To differentiate between the fortified and non fortified foods, there is need to promote and build confidence in the existing logo on food fortification.

SNAP SHOTS of the Session



LIST OF PARTICIPANTS

Annexure 1

S.No.	Institution/Industry	Name	Designation
1	Mondelez India Foods Private Limited	Mr. Agatha Betsy	Nutritionist SARA
2	Ruchi Soya Industries Ltd.	Mr KC Rajput	Corporate technical
3	Radhakrishna Food Services	Mr Navneet Jagetia	Manager-R&D
4	Radhakrishna Food Services	Mr Deepak Soni	Business Head
5	Farm to Fork India Solutions	Mr Umesh Kamble	Director
6	GIRACT Business Research prospective Et Strategie	Mr Kaushik ramakrishnan Shankar	Business development Manager
7	GIRACT Business Research prospective Et Strategie	Mr Ashwin Ravinder	Senior research analyst/marketing lead
8	Mumbai Grahak Panchyat	Mr Pradip Raorane	Manager
9	Mumbai Grahak Panchyat	Mr Chhaya Warrange	President-Purchase Committee
10	Mumbai Grahak Panchyat	Mr Pramod Deodhar	Food Technologist
11	DSM	Ms Rupali Jadhav	Market Development Manager- dietary Supplements
12	Nuclear Agriculture and biotechnology division,Bhabha atomic Research Center	Dr NK Ramaswamy	Ex Head Functional plant biology section(FIPIY)
13	AFSTI	Dr S Balakrishna Warriar	National vice president (2011-2012)
14	Hexagon Nutrition	Mr Sachin Redkar	Relationship Manager
15	Kamanil Oil Industries pvt. Ltd.	Ms Sonali Rawool	R&D Executive(Nutritionist)

16	Kellogg India private limited	Ms Madhavi Trivedi	Associate Director-Nutrition and scientific affairs
17	Nutricia international private limited	Ms Meghana Koshti	Executive-R&D
18	Cargill India pvt ltd.	Mr Sudipto Bhattacharyya	Manager-Product development
19	VOICE	Ms Rinki Sharma	Project Manager
20	Fare Labs pvt. Ltd.	Mr D Mathur	Director
21	Global Alliance for Improved Nutrition	Ms Deepti Gulati	Manager-india Programme Delivery
22	Global Alliance for Improved Nutrition	Mr Marc Meyer	Associate, Large Scale Food Fortification
23	BASF	Mr Nitin Sharma	DGM-BoP South Asia Corporate Strategy and Business support
24	Bunge India	Mr. Ankur Malhotra	Senior Manager Marketing
25	Bunge India	Mr Pranav Komarraju	Assistant amanger R&D
26	Mumbai Grahak Panchyat	Ms Chayya R Waravye	Assistant amanger R&D
27	DSM	Mr Vikram Nair	National Sales manager
28	AFSTI	Dr JR Bandekar	Former Head RB&HSD,BABRC
29	Directorate of Rapseed-Mustard Research (ICAR)	Dr Dhiraj Singh	Director
30	Confederation of Indian Industry	Ms Neha Aggarwal	Executive officer

SPEAKERS

1	Cargill India pvt ltd.	Mr Siraj Chaudhry	Chairman
2	Tata Trusts	Mr Lakshman Sethuraman	Senior manager
3	CECODECON	Dr JS Panagaria	Senior Advisor
4	VOICE	Mr Ashim Sanyal	COO and Secretary
5	Global Alliance for Improved Nutrition	Mr Salil Kumar	Manager-India operation

6	Institute of Health Management Research (IHMR)	Mr. Rahul Sharma	Project Director
7	Kamani oil industries	Dr. Vrushali Karhadkar	Manager-R&D
8	Ruchi Soya Industries Ltd.	Mr. Satendra Aggarwal	Chief Operating Officer
9	Confederation of Indian Industry	Ms Meetu Kapur	Executive director