



Confederation of Indian Industry



INTERACTIVE SESSION AND FIRST MEETING OF NATIONAL ALLIANCE ON EDIBLE OIL FORTIFICATION

FRIDAY, 5TH DECEMBER 2014: NEW DELHI

PROCEEDINGS



Table of Content

<i>S.NO.</i>	<i>CONTENT</i>	<i>PAGE NO.</i>
1	Proceedings	2-5
2	Key Take Aways	6
3	Action Items	7
4	Snap shots of the session	8
5	List of Participants	9

Interactive Session and First Meeting of National Alliance on Edible Oil Fortification

1400 hrs. : Friday, 5th December 2014, Jahangir Hall, Hotel Taj Palace: New Delhi

A. WELCOME ADDRESS

Mr. Siraj Chaudhury, Chairman of National Alliance for Edible Oil Fortification and Cargill India pvt. Ltd. welcomed all the participants and the eminent speakers at the session, He reiterated the joint effort of CII and GAIN towards Edible Oil Fortification for a bigger impact



He then shared the success story of the Cargill India and its efforts to fortify edible oil. This initiative started in 2007 with the consumer surveys over a small sector of population and then in 2008, the Cargill India took the decision to fortify their edible oil brand.

He highlighted the following points during the discussion:-

VOLUNTARY FORTIFICATION

- Fortification is not new to the edible oil industries in the India regime, since it is mandatory to fortify Vanaspati as per FSSAI regulations.
- A number of industries that are voluntarily fortifying edible oil is much higher but still they are unable to reach the vulnerable sections of the population.

A COLLECTIVE APPROACH

- It is not an effort of one company, one person or one organization, but it requires a collective effort of the public and private sector, stake holders, industries, institutions and organizations.

NATIONAL ALLIANCE FOR EDIBLE OIL FORTIFICATION

- The National Alliance is an enabling vehicle for the edible oil industries to contribute to the growth and development of the nation by joining this effort which have a major impact.
- He introduce the National Alliance for Edible Oil Fortification ,The Alliance has been formed between CII and GAIN, with the objective to bring together different stakeholders and to strengthen and extend the current portfolio of fortified edible oils on voluntary basis with the scientific evidences.
- It will focus on the science based evidences of fortification to bring confidence and clarity among the consumers.
- It shall reach out to the State Governments, to build consensus for encouraging edible oil fortification

Dr. Jee Rah, Nutritionist UNICEF, shared that globally 2 billion people, particularly women and children are affected by micronutrient deficiencies. She highlighted the following key points:



MICRONUTRIENT MALNUTRITION

- In context of micronutrient deficiency, food fortification is a cost effective intervention to take forward the agenda of food fortification, creating the requisite **supply and demand** supported by the State governments, will be crucial .

FOOD FORTIFICATION NETWORK

- “**PAUSHTIK**” is a food fortification network developed in India in 2013 to interact and communicate in order to promote food fortification .PAUSHTIK is the network of international and national organizations, comprising of the government institutions, NIN, national NGOs, UN Agencies etc. with UNICEF as the secretariat with the mandate to advocate the fortification of different foods with essential micronutrients to create environment for food fortification. It also provides a platform to share the information on fortification.

Dr Meenakshi Singh, Scientist (Standards), FSSAI, appreciated the CII and GAIN joint effort in the formation of National Alliance for Edible Oil Fortification. She emphasized on the following key components:



- Food is the basic necessity of the society and multiple stakeholders are engaged and impacted right across the food supply involved in it. As the food reaches the table from the farm looking at the amount food of produced, manufacture and consumed in the country ensuring food safety is a challenging task .The Food Authority has scientific committees, scientific panels, task force groups etc. which help in building science based standards of the commodity.
- The scientific standard behind fortification should be science based and commodities wise
- At present under Food Safety and Standards act which was earlier PFA, there are 377 standards across 13 food categories and all are mandatory and enforced across the country.
- The Food Authority is committed to the harmonization process of the Indian standards with the international standards (CODEX as the bench mark) that are likely to be completed by 2015.
- The standards for fortified food like Atta and Maida are mentioned in the regulations and authority has formed task force on fortification.
- The Expert group initiated the process for the approval of any regulation until it is notified.
- FSAAI has examined three commodities that needs to fortified; tonned and double tonned milk, oil and rice.
- Currently, the task force on food fortification is examining the possibility to fortify the basic staple foods (like edible oil) however consolidated data will help the authority in forming the standards.
- Industry is the key stakeholders in recognizing the consumers perspective towards fortified foods.

- Government and industry need to work together ensuring that the consumer expectations are met.

Dr. Rajan Sankar, Country Manager, India and Senior Advisor, South Asia GAIN, mentioned that food fortification is not a new idea; it was practiced since 20th century by the addition of Vitamin D and Vitamin A in fats and also in India the fortification of Vanaspati is mandatory. He highlighted the following points:



STABILITY OF VITAMIN A

- With regards to the stability of the Vitamin A in the edible oil, he cited the study of OTAI and CFTRI as per which during normal cooking practice, only 15-19% of the added Vitamin A is lost however repeated frying (approximately 4 times) can account for up to 50% of the vitamin A loss.
- Information on the efficacy and effectiveness of fortifying edible oil is available in the Sustain Oil Reports.
- Philippines –Fortification of Margarine with Vitamin A is done in Philippines.
- As per the study done by School of Public health at Harvard and World Bank on the global burden due to diseases in mid 90's, they concluded that vitamin and mineral deficiencies contribute to global burden.

Dr. Bejon Mishra, Founder, Partnership for Safe Medicines India Initiative, appreciated the collaboration between CII and GAIN for the Edible oil fortification and the formation of National Alliance for Edible Oil Fortification. He highlighted the following key points:

IODIZATION OF SALT

- Dr. Bejon Mishra shared the experience of the iodized salt fortification in Tamil Nadu, that they focused on the young generation, particularly the school going children.

- For oil fortification, there is a need to understand that consumption pattern of the population and the need to enhance the micronutrients in their diet.

FSSAI

- FSSAI should connect with the stakeholders; by bringing them together and create awareness rather than follow process of adopting and creating scientific evidences which are already present through different studies.
- FSSAI should support the consumers and citizens, to build capacity building program with development agencies.
- Given the inclination of the Government to reform existing/obsolete laws, it is an opportune time to push for changes/amendments in the Food Act.



Dr. Ajay Tumaney, Principal Scientist, CFTRI mentioned that scientific tracking in terms of proof of benefits of the fortification for the consumers and the safety concern of the micronutrients can help to bring about clarity among the consumers for the fortified food products.

Dr Deepti Gulati, GAIN ,shared that the Mid Day Meal Department of Rajasthan Government issue a circular to all the schools in Rajasthan to use the fortified oils ,which effected commitment of the State Government and puts the fortification perspective of the industry.

- In her response to the members towards the safety perspective and adverse effects of micronutrients ,she shared that -
- ✓ The food itself is a limiting factor; no one can consume it more than it is required.
- ✓ Toxicity of micronutrients is not possible, since mass consumption is only 25-30%, which cuts down the risk of toxicity.
- Regarding the loss of vitamin A, most of the time the oil is used as a cooking medium and also fortified oil contains the overages of the micronutrients to

compensate the losses.

Mr. Partha S Mukherjee, Consultant, ConAgra foods suggested to formulate standards the edible oils so as to prevent the use of fortification as a marketing gimmick.

Dr Subrata Dutta, India Network Coordinator, Food Fortification Initiative suggested to create some business interest in fortifying the oil so as to create an industry inclination for the same.



B. KEY TAKEAWAYS

1. UNICEF can collaborate with National Alliance for Edible oil fortification on **Paushtik** to have a larger impact on food fortification.
2. The fortification of the food should be voluntary and not mandatory as the voluntary fortification will build a competitive differentiation as a business strategy.
3. **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.
4. **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 nonfortified foods is a logo which can be identified and understood by uneducated sector of the population is needed.

5. Reaching out to the State governments, consumers, traders, local producers, for taking fortification as a solution to address micronutrient malnutrition as has been done in the states of Madhya Pradesh and Rajasthan.
6. Creating awareness among the consumers about the fortification through consumer awareness campaign by involving the consumer awareness agencies, ministry and the respective persons involved in the initiative to bring clarity and confidence among the consumers towards fortified products.

C. ACTION ITEMS-

1. Collaboration -

- ✓ Exploring and collaborating with the food fortification network of UNICEF called “Paushtik” and link up the National Alliance for Edible oil fortification with the objective to create a platform to promote food fortification.

2. Interaction with state governments

- ✓ Follow up meetings with the state governments with the objective to build consensus for fortification and a vehicle to curtail micronutrient malnutrition.

3. Strategy Communication-

- ✓ To create awareness about global developments and benefits of fortification with vitamin A and D among stakeholders, especially the consumers with the help of the electronic and print media like FM radio, newspaper, posters and Advertisements,

SNAP SHOTS of the Session



List of the Participants

<i>S. No.</i>	<i>Name</i>	<i>Designation</i>	<i>Organization</i>
1	Dr Ajay Tumaney	Principal Scientist	CSIR-CFTRI
2	Mr. Pawan Awasthi	Manager	Ruchi Soya Industries Ltd.
3	Mr. John Joseph	Vice President-Technical	Bunge India
4	Mr. Ashish Dixit	Lead-Regulatory Affairs	Dabur
5	Mr. R.Ramesh	Sr. Manager	Mother Dairy Fruits and Vegetables pvt. Ltd.
6	Mr. Bejon Mishra	Founder	The Partnership for Safe Medicines, India
7	Mr. Pyush Mishra	Director	The Partnership for Safe Medicines, India
8	Ms Kirti Sharma	Research scientist	ITC Ltd.
9	Mr. Sanjeev Asthana	Founder and Managing Partner	I-Farm Venture Advisors Pvt. Ltd.
10	Mr. Pankaj Mahajan		
11	Mr. S. Gurumoorthi	Executive Secretary	The Vanaspati manufacturers Association of India
12	Mr. Shakeel		
13	Ms Suman Gupta	Director	AQC Chem lab pvt. Ltd.
14	Mr. Rajib D Majumdar	DGM	Reliance Dairy Foods Ltd.
15	Mr. Mukesh Kr. Rastogi	DGM	Reliance Dairy Foods Ltd.
16	Mr. Sanjay Srivastava	GM production and projects	Agrotech foods Ltd.
17	Mr. Surender Sharma	Head -Legal	Marico Ltd.
18	Dr. Ratan Sharma	Director	USSEC
19	Mr. Partha S Mukherjee	Consultant	ConAgra foods
20	Dr. Subrata Dutta	India Network Coordinator	Food Fortification Initiative
21	Ms Isha M Chavan	TRA-Foods	Marico Ltd.
22	Mr. Salil Kumar		GAIN
23	Ms. Deepti Gulati		GAIN
24	Ms. Ruchika		GAIN
25	Mr. Manish Whorra	Director	CII-FACE
26	Ms. Priyanka Gupta	Executive	CII-FACE
Speakers			
1	Mr. Siraj Chaudhury	Chairman	Cargill India pvt. Ltd.
2	Dr. Meenakshi Singh	Scientist (Standards)	FSSAI
3	Dr. Jee Rah	Nutritionist	UNICEF
4	Dr. Rajan Sankar	Country Manager, India and Senior Advisor, South Asia	GAIN
5	Ms Meetu Kapur	Executive Director	CII-FACE