

Press Release

Ministry of Food Processing Industries

Inauguration of FICCI FOODWORLD INDIA 2014 by Hon'ble Minister for Food Processing Industries

Smt. Harsimrat Kaur Badal Hon'ble Union Minister for Food Processing Industries, inaugurated the FOODWORLD INDIA, a global convention of food business and industry organised by the Federation of Indian Chambers of Commerce and Industry on 25 September 2014 at Mumbai.

The event brought together CEOs and stalwarts of processed food industry to discuss strategy to align India's opportunities with the global trends in food business and to address the challenges affecting the growth of the sector in India.



Speaking on the occasion, the Minister for Food Processing Industries, Smt. Harsimrat Kaur Badal emphasized the need to reduce wastages in food supply chain. She said that the food processing industry through backward linkages can help the farmers with inputs and better farm practices so that the industry gets good quality raw material and farmers get better prices for their produce in a win-win partnership. So the way out is to make the food processing sector grow. This will also reduce inflation and will benefit the consumer. The Minister underlined that food processed is food saved. She also emphasized the need for providing skills and skill development and invited concrete suggestions from the industry.

Shri Siraj Hussain, Secretary, Ministry of Food Processing Industries highlighted the need to address regional imbalances so that the potential of all regions of the country that have surplus production, is fully realised.

The food processing industry needs to drive breakthrough innovation especially by creating innovative products for the country's 700 million rural consumers. It needs to differentiate itself through consumer awareness on one hand and through superior food quality, safety, and hygiene on the other; moving ultimately towards self-regulation. At the same time, beyond taste, consumers are focusing on price and quality. The industry will need to assess the perceived value of products and the price people are willing to pay. This was the message that the FICCI-AT Kearney study titled "Indian Food Processing Industry: Keeping pace with evolving consumer needs", had for the captains of the food processing industry that had assembled on the occasion of FICCI FOODWORLD..