



Defining Ingredients



The food ingredient market is expected to reach \$30 billion by 2010-11. India is witnessing a 14-16% growth in the ingredient market. Healthy food ingredients are steadily making their way in the ingredients arena and are game to play it big. The market is up for healthy and natural ingredient makers. India's population of 1.13 billion make for a promising domestic ingredient market. The players who intend to chase and survive in this market will inarguably need to produce innovative ingredients at economical prices. The manufacturers of ingredients have an important social responsibility as they are instrumental in shaping the health profile of the society

Category-wise, the market holds enormous growth potential for snack food, which is estimated to be worth \$3 billion and growing at a rate of 8-20% annually. Juices and carbonated drinks are also high growth segments, at 25% per year. The dairy industry, already the biggest in the world, is forecast to cross \$108 billion in revenues by 2011. The bakery industry is growing at 18-20%. This will only see significant opportunities for the food ingredients market.

"The bigger the industry, the greater is the need for a regular supply of ingredient with consistent quality," says a source from speciality ingredient making company.

"Food ingredients like colours, flavours, speciality functional ingredients, vitamin, minerals, essential amino acids, fatty acids, active herbal & spice extracts, dietary fibres, biologically active cultures, fat and sugar replacers, enzymes and antioxidants will play vital role in the growth of Indian food industry,"

With the growing awareness on health ingredients, speciality ingredients based on carbohydrates, proteins and fats, tailor-made as per the food manufacturer's need, will be placed high on demand. Speciality ingredients are defined by their ability to impart a distinct performance benefit to a formulated product.

With the growing awareness of health ingredients in India, the demand for protein based speciality ingredients is growing. Speciality protein ingredients in powder are convenient to use. Soya proteins -- soya protein concentrates, soya protein hydrolysates and soya protein isolates (excluding soya meal), milk proteins - whey protein concentrates, whey protein isolates, whey protein hydrolysates and wheat gluten are the protein based formulations witnessing a rising demand .

Speciality Ingredients

Tailor made ingredient from indigenous ingredient makers is what the market up for. Dr J S Pai, executive director, Protein Food and Nutrition Development Association of India, chats up on speciality ingredients and the trends in the industry.

How do we define speciality ingredients? Can you give examples? How do we differentiate speciality ingredients from the regular ingredients?

Common ingredients are supplied by most suppliers, but there are some variations that might be advantageous in processing or for preparing certain products. These are speciality ingredients. Rice flour and black gram flour may be commonly available but if it is mixed in proper proportion for making idli, then this becomes a speciality ingredient. If wheat flour is prepared with nutrients added to enrich flour, the nutrients classify as a speciality ingredient. Nutrient mixes for certain applications, bread improvers, emulsifier mixes, etc. are all speciality ingredients that are not standard ingredients and are prepared for special applications.

What are the functions and applications of speciality ingredients? Can you give examples?

If a manufacturer does not want to waste time in accurately measuring small amounts of ingredients for every batch or he wants to buy certain ingredient mix that would give him uniform high quality product every time, he wouldn't mind paying extra cash for such speciality ingredients. Bread improvers are good examples whose combination is not known. Bread manufacturers simply add these to their dough and get well risen bread every time. Also nutrient mixes help avoid small measurements of certain nutrients that are to be added in small (milligram) quantities, the manufacturer finds it better to buy nutrients in a premixed form to avoid error and efforts.

What are the speciality ingredients in colours and flavours?

If a particular shade of colour is to be achieved batch after batch, then colour mixes are advantageous. Also for certain applications colours with some filler material increase the bulk and are easy to mix in powders to get uniform distribution. Flavours are usually speciality ingredients as flavourists specially prepare a mix that gives the desired flavour after the product is made by processing, considering effects of processing, other ingredients, storage temperature etc.

Will herbal ingredients come under speciality ingredients?

Herbs are basically natural substances and vary in their property of taste, flavour or active ingredient depending on the variety, growth conditions, method of harvest, geographical location, conditions of storage and handling, processing etc. So different herbs give different results, and they become speciality ingredients if supplier gives assurance of quality in applications.

What is the market for speciality proteins in India?

Right now it is just growing but the rate is quite rapid so in a few years, it is going to be a sizeable industry. There are health and sports products made from such proteins like soya and whey proteins. To some extent caseinates are also used. As the market at present is still growing, there aren't many indigenous manufacturers and most ingredients are imported.

***“Speciality ingredients are defined by their ability to impart a distinct performance benefit to a formulated product.*”**

Now, life imprisonment for Food Adulteration

The new anti-adulteration law makes food adulteration an offence punishable with life imprisonment and manufacturers can be fined up to Rs 10 lakhs (Rs 1 million). The Food Safety and Standards Act passed by the Parliament in 2006 will come into force in next 3-4 months.

The Act integrates multiplicity of provisions under various food related laws. It will among other things regulate food safety standards and uniform licensing in the country.

"In 3-4 months, this (Act) will become law," he said. The new Act provides for penalty on manufacturers of adulterated food items including fine of Rs 100,000 to Rs 10 lakhs (Rs 1million) to be adjudicated by an officer of the rank of sub-divisional magistrate. Earlier, the fine was to be decided by the court, which will now decide on imprisonment. Adulterers face 6-month to life imprisonment, he said.

"The new Act aims to ensure safe, hygienic and wholesome food for the citizens of the country. It also bestows responsibility on the food manufacturers and traders to manufacture and supply safe, hygienic and wholesome food," he said.

It also provides provisions regarding food recall procedures and improvement notices. Adjudication process has also been introduced for speedy disposal of cases under the new Act.



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