

## The Echo of India

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With consumption of ultra-processed packaged foods soaring to unprecedented levels, India is prioritizing the adoption of a science backed Front of Pack Labelling (FOPL). At an event, leading industry representative and food manufacturers said a global best practice FOPL would be a major boost for increasing exports of packaged food products especially those produced by MSME units in the global market, sources informed.

Fully recognizing the need to embrace measures like a global best practice FOPL that will make Indian food at par with food in the global market, Manish Agarwal, Vice President ASSOCHAM, Uttar Pradesh, said, "A big goal for the Indian food MSME is to embrace healthier versions of traditional food which are in line with global exports can be a big boost for export, India can benefit greatly from tapping into this massive potential by aligning with global standards for food labeling and thresholds for salt sugar and fat - opening up a huge market for Indian traditional snacks."

Vinod Vyas, Managing Director, Rajkot District Cooperative Milk Producers Union, Gujarat, said, "World over the food industry is taking steps to ensure that their products are safe and healthy for the consumers. We are eager to put Indian food products on the global stage by adopting labels that in line with best practices from around the world. India can become a trend setter if it goes ahead and adopts 'high in' style warning labels."

Kaushik Nag, Company Secretary, Pran Beverages India Limited in West Bengal, said, "We welcome the idea of a strong FOPL that will help consumers quickly understand and identify healthy foods. Studies have shown that reformulation to make foods healthier increases profit in the long run. If we make our food and beverages healthier, it will change consumer preferences in the domestic market as well."