



SOY FOOD PROMOTION & WELFARE ASSOCIATION

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MONTHLY UPDATE, February 2010

Meeting with MoFPI: Mr. Dinesh Shahra, Mr. Girish Matlani, Mr. V. K. Jain and Mr. Raj Kapoor met Mr. Subodh Kant Sahay and discussed different issues related to the benefits of soy food consumption and soy food industry support. The focus of the meeting was to get support for setting up of soy food project in India. The delegates requested as high as 50% subsidy on setting up of dal analogue project, which has enormous potential in the Indian market as a healthy and economic alternate to traditional dals. Mr. Shahra proposed that SFPWA will be pleased to organize a dal analogue and soy food tasting session at his residence. Mr. Sahay appreciated the idea and asked his OSD Mr. Pandey to coordinate the program.

Meeting with NIN officials: Dr. Suresh Itapu during his visit to Hyderabad met Dr. T. Longvah, Deputy Director, National Institute of Nutrition and discussed the status of dal analogue project. Dr. Longvah informed that the evaluation is almost complete except issues with high fibre content. Dr. Itapu suggested analysis of raw materials used for manufacturing of dal analogue. Dr. M.M. Krishna, ASA-IM coordinated with NDDDB and arranged the samples. Final report is expected early March.

Participation at International Wheat Conference: Leading five wheat-based industries in the country organized international seminar on “Wheat and Wheat Products – Towards Millennium Development Goals” between 19-20 February 2010 at Ahmedabad.



Dr. Suresh Itapu giving presentation at 5th International Wheat Seminar held at February 19-20, 2010 held at Ahmedabad.



A view of participants

This bi-annual seminar was attended by about 200 representatives from different wheat based industries in India. At this conference, Soy Food Promotion and Welfare Association took a stall and displayed different soy food products that can go well in the wheat based products. With the back ground of mandatory fortification of wheat flour with soy flour in the Gujarat state, SFPWA decided to participate in this conference in a prominent way. SFPWA took this opportunity to educate the wheat flour millers from different states the scope and benefits of wheat flour fortification with soy flour. Also, keeping in view of the current pulses pricing and demand supply gap in the country, SFPWA took the opportunity to promote soy-wheat based dal analogue in the conference. At the conference, SFPWA office bearers displayed dal analogue and distributed literature to the participants. Also, Dr. Suresh Itapu, Executive Director, SFPWA gave a presentation on “New and Healthy Options for Wheat Consumption”. In his presentation, Dr. Itapu talked at length on the scope for dal analogue as an economic and healthy alternate to fight the current pulses crisis. Also, Dr. Itapu discussed the benefits of adding soy flour to different wheat-based products, especially bakery products, to increase the marketability of these products otherwise considered as “not-so-healthy”. Further at the conference, Dr. Ratan Sharma, Technical Director - Soy Flour fortification, ASA-IM discussed scope for fortification of wheat flour with soy flour. Both the soy-based presentations were received very well by audiences and discussed at length with the soy experts available at the conference. The highlight of the conference is that the representatives of Gujarat Roller Flour Millers Association requested the conference organizers to include promotion of dal analogue in the conference recommendations.

Press conference: On 23rd February, SFPWA organized a press conference to launch Conference on Non GMO Crops, which was supposed to be held between 16-17 March. About 25 journalists from leading publications and news agencies attended this press conference. Mr. Girish Matlani, Mr.V.K. Jain and Dr. Suresh Itapu answered questions of the journalists.



Global non-GMO meet

The Indian Soya Food Promotion and Welfare Association is organising a two-day global conference on non-GMO crops in India. The 'International Soya conference' to be held in New Delhi from March 16, will spread awareness about the yield and potential of non-GMO soybeans. Over 200 delegates from worldwide is expected to take part in the discussion about bio safety assessment, GM technology and food security.

● स्वास्थ्य के लिए सोयाबीन पर सम्मेलन

नई दिल्ली, (मैट्रो): स्वास्थ्य पर सोयाबीन का कितना फायदा होता है और उसके लाभ को लेकर इन तमाम जानकारी सहित सोयाबीन के उत्पादन के बारे में जागरूकता फैलाने के भारतीय सोया खाद्य सहायक और कल्याण संघ आगामी 16-17 मार्च को दिल्ली में सम्मेलन करेगा जिससे देश-दुनिया के जाने-माने वैज्ञानिक भाग लेंगे। यह जानकारी आज संवाददाता सम्मेलन में डा. गिरीश, डा. सुरेश वाई ने दी। उन्होंने बताया कि न्यूजीलैंड के प्रोफेसर डा. जैक हेनेमान, नोर्वे के डा. तेरजे तराविक, अर्जेंटीना के डा. वाल्टर सहित तमाम चिकित्सक व वैज्ञानिक भाग लेंगे।

The program was well covered in the media. Unfortunately, due to non-availability of any government officials and due to present unfavourable conditions for a Non-GM conference this conference has been postponed till mid September.

EC meeting: Also on 23rd of February, association had the executive committee meeting (ECM).

Meeting with officials of Ministry of Food and Civil Supplies: On 23rd February, after the ECM, Mr. Matlani, Mr. Jain and Dr. Itapu visited the Ministry of Food and Civil Supplies and met with Ms. Alka Sirohi, Principal Secretary to discuss inclusion of soy protein products in the public distribution system. Ms. Sirohi discussed various developments in the soy food sector and advised the delegates to meet Mr. Rajiv Agarwal, Secretary, Civil Supplies. Mr. Agarwal was quite impressed with the scope and role of soy protein products in alleviating malnutrition and food security. He also promised to support the association under the **Jago Grahak Jago** (JGJ) scheme to promote soy food products. Mr. Agarwal requested the delegates to provide certain details on the soy food products such as, nutritive value, comparison with traditional dals, safety, availability, etc and submit a proposal to get support under JGJ scheme. Dr. Itapu is currently working on this proposal.