

FOODLEX

A newsletter on Food Laws, Legal Metrology
and Pesticide Regulations

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Food consumption in India will be double by 2030

In the research report published by McKinsey and Confederation of Indian Industry (CII) it is estimated that by 2030, the food consumption in India will rise from Rs.11 trillion (in 2010) to Rs.22.5 trillion.

Further, it has been stated that said increase in consumption can be met by the domestic supply provided the Govt. takes certain concrete measures in collaboration with the private sector.

To meet the estimated demand increase in the value of agricultural output by 130 % from Rs. 12.7 trillion in 2011 to Rs. 29.3 trillion is required, which is not an easy task.

In order to achieve the desired target it has been suggested that India must improve yields across all crops, augment processing quality and enhance quality of its farm produce to meet the desired target.

Bakery industry looking for an alternative to plastic packaging

The bakery industry in India is looking for an alternative to replace its existing plastic or polypropylene packaging. The debate on use of polythene has been heating up which led the Industry to seriously look for a feasible alternative.

Big players have already shifted from polythene to upgraded biodegradable material but small and medium players are still looking for an alternative to suit their budget.

Further, there is a suggestion to opt for old paper bags and multilayer packaging but being a low margin industry; experts have raised the questions on its feasibility and sustainability.

India and US collaborate on development of sturdy wheat varieties

India and US will launch a multimillion dollar joint research program to develop wheat varieties that can tolerate high temperatures.

In view of global warming and rise in the temperature there is an utter need for development of the wheat varieties that can bear the brunt of rising heat.

Led by an Indian American scientist from Washington State University, the project involves scientists from both the countries and will be supported by US Agency for International Development (USAID) and the Indian Council of Agricultural Research (ICAR).

Dear Readers,

Food Safety and Standards Authority of India (FSSAI) has recently notified the amendment to the Food Safety and Standards (packaging and labeling) Regulations, 2011.

As per the new amendment it shall be mandatory to declare the quantity of “trans fat” and “trans saturated fats” on the label.

Further, there is also an additional requirement of disclosing “trans fatty acids” in respect of labeling of edible oils and fats.

The amendment shall come into force on **26th August 2013**.

(Gurmeet Singh Kainth)
Partner

Further, this program is a part of the US Government's global hunger and food security initiative.

Cadbury India limited vs. Controller of Legal Metrology and Anr.

Cadbury India Limited (Cadbury) filed the Writ Petition before the High Court of Karnataka challenging the order of the Legal Metrology Department whereby their advertisement of "5-star chocolate" was held violative of section 11 read with section 29 of the Legal Metrology Act, 2009.

The matter pertains to Cadbury's humorous advertisement in local language which depicts two brothers got lost while eating "5 star chocolate" and ultimately end up converting their father's trouser to the size of a nicker.

In the advertisement, the expression "angula" was used, which means "an inch" and is a non-metric system of the length and therefore it was alleged that the said advertisement violated the provisions of section 11(1)(c) of the Act.

It was held by the Court that mere usage of the "non-metric" expression in the advertisement would not falls within the ambit of section 11 of the Act unless the goods/commodities which are subject matter of the advertisement are published/advertised other than in accordance with the standard unit of weight or measure or numeration. Further, as the advertisement pertains to "chocolate" the usage of the non-standard unit of measure is inconsequential.

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