

“Huge scope for expansion of flour fortification program in India,” says former past President of RFMFI

New Delhi, 4 February, 2011

Participants:

Meeting included the following:

- R.K. Garg, President of Roller Flour Millers Federation of India (RFMFI)
- Prem Gupta, Chairman of Wheat Products Promotion Society
- R. P. Jain, Former President of RFMFI
- Prem Goel, President of Delhi Roller Flour Mills Association
- Prem Gupta, former President of RFMFI
- Veena Sharma, Joint Secretary of RFMFI
- Scott Montgomery, Director of the Flour Fortification Initiative (FFI)
- Subrata Dutta, Coordinator of the India Flour Fortification Network (IFFN)



Highlights:

R.K. Garg introduced Scott with the past and present members of the federation and briefly discussed how Scott was associated with the FFI after retiring from Cargill.

Members discussed the flour milling industry and how they were closely associated with the IFFN for promotion flour fortification in India. They informed that the flour mills depending upon the government to supply wheat grain and there was no uniform supply of the grain.

They mentioned that fortification program is moving very fast in India, and the majority of the states are showing interest to start the program. Still there are major constraints like low level of awareness of fortified foods and lack of consumer awareness and less initiative from the government to create a national policy on wheat flour fortification. India consumers are not geared up to eat fortified flour. That is the reason why flour milling

industry and multinationals are not promoting fortification at its own production units. But it will take some time to promote fortified products by the industries.

Nevertheless, we can see the huge scope of flour fortification and it is expected that within three years all states should have fortified flour products with micronutrients, informed Prem Gupta who owns several flour mills in India.

Scott, however, describing his past experience to work with flour mill in Nodia mentioned that India is different from other countries wherein so many mills operate with various business models. It makes difficult to sustain in that business environment. Philippines, for example, has 4 flour mills catering the whole country. It is much easier to convince 4 flour mills, he opined.

Scott requested the industry members to look into mandatory provision of flour fortification that will create a level playing field for promotion of fortified flour.

MEETING WITH THE FLOUR MILL OWNERS IN GUJARAT

Scott and Subrata visited two local flour mills to assess flour fortification program initiated by the Gujarat State. They visited Lisa Roller Flour Mills, Gandhinagar and Sabar Roller Flour Mills P. Ltd, Sabarkata which are producing fortified flour supplied to the various government programs.

Scott and Subrata attended a dinner party hosted by the members of Gujarat Roller Flour Mills Association (GRFMA). The state millers accompanied them are Ramesh Saraf, former president of GRFMA, Trilochan Agarwal, Secretary, GRFMA; Rohan Saraf, Director, Saraf Agro Products P. Ltd. And member of GRFMA and Prasant Agarwal, Director of IndoGum Products P. Ltd member of GRFMA.

MEETING WITH MILLERS IN MADHYA PRADESH

Scott and Subrata visited a roller flour mill owned by Sanghvi Foods Pvt. Ltd. Both of them visited the production unit and saw the operation of the flour mill. Sanghvi Foods Pvt. Ltd is one of the largest capacity flour mills in India producing large quantity of atta and maida.

Dinesh Sanghvi, Managing Director and Prasann Sharma, Director of Sanghvi Foods Pvt. Ltd attended a meeting with Scott and Subrata. “We are very much interested to fortify our own banded *atta* and *maida* products for open market sale and we want to promote fortification,” informs Prasant Sharma.