

“EMERGING TRENDS AND INNOVATIONS IN PROTEIN”

AUTHOR

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Protein Food -and Nutrition Association of India (PFNDAI) conducted a webinar on the topic “Emerging Trends and Innovations in Protein” under the Nutrition Awareness Activity with the Department of Foods, Nutrition, and Dietetics, College of Home Science Nirmala Niketan 30th September 2021. This webinar was sponsored by Marico, Amway, Roquette, and Samyog Foods. Gift hampers for all the winners, judges and speakers were sponsored by Plant Power.

delivered the inaugural address. She briefly explained how the population is increasing and so is the demand for a nutrient-rich diet.

So, to fulfil this requirement economically and environmentally viable options like using plant-based proteins instead of animal-based proteins need to be explored.

Ms. Swechha Soni, Manager- Food & Nutrition, PFNDAI, gave brief information about the nutrition awareness activity. Ms. Dolly Soni, Executive – Marketing & Digital, PFNDAI, introduced all the speakers before the respective presentations. The objective of the webinar was to enlighten all the participants about the recent trends and innovations in the protein sector. For achieving this, experts from the field were invited.



Dr. Minelley Rodrigues, Asst Prof, Dept. of Foods, Nutrition & Dietetics, College of Home Science, Nirmala Niketan gave a brief introduction to the webinar. The welcome address was delivered by Dr. J. S. Pai, Executive Director, PFNDAI extended the welcome to all speakers and other panellists and participants.

Dr. Geeta Ibrahim, Principal, College of Home Science, Nirmala Niketan,



Dr. KSMS Raghavarao, Professor of Chemical Engg, IIT, Tirupati, Ex-Director, CFTRI, gave opening remarks. He emphasized the fact that protein deficiency is very high in the world. Thus, to overcome this protein deficiency various sources should be included in the diet. Other than the animal-based protein sources, plant-based protein sources can be used as they are easily accessible.

He also explained the newer protein sources like quinoa, hemp seeds, coconut, jackfruit that are gaining popularity.



Each speaker addressed a different aspect of the new trends in the protein industry. The webinar proceeded as follows-



1. Proteins for immunity and recovery- by Dr. Palaniyamma DuraiRaj, Senior Manager, Clinical Affairs & Nutrition, Amway: She highlighted the following points in her presentation-

- The deficiency of macronutrients like protein is not much talked about..Irrespective of the location (rural or urban) about 80% of the Indians are protein deficient.
- Protein plays many important roles as enzymes, hormones, antibodies, and signalling molecules. Amino acids being the building blocks of protein help the body's defence mechanism in fighting an infection or illness.
- Animal proteins have been dominant over plant proteins for a long time. But a paradigm shift is observed in the research which indicates that plant protein can be advantageous over animal protein.
- Proteins are required during convalescence for faster recovery and help in filling up the nutritional gap resulted from the illness.

Dr. Palani concluded her presentation with a summary and highlighting that people are focusing on wellbeing with the help of nutrition and a healthy lifestyle rather than treatment.

2. Meat Alternatives: Scope & Viability in India- by Mr. Rohit Salgaonkar, Team Leader- Technical services, Roquette: He enlightened the participants about the meat alternatives with some

important points as follows

- When analyzed globally the protein consumption from animal sources has increased over the years. With the rapidly increasing population, the consumption of protein will also increase. So to keep up with the protein demand shifting from animal sources to plant-based protein sources can be economically and environmentally beneficial.
- About 70% of Indians are non-vegetarians. Yet we are protein deficient.
- In the case of the Indian market, the Indian meat industry is at 40 billion USD. Diverting only 10% of flexitarians, millennials towards the plant-based proteins can provide greater opportunities in upcoming years for plant-based products in the market.

He concluded his presentation by pointing out the fact that with the right amount of awareness, plant-based meat alternatives can have a huge scope in the Indian market.



3. Proteins from Different Plant Sources: by Ms. Nitika Vig, Nutrition Manager, Marico.

Talking on various plant protein sources, she covered the following

- Plant-based proteins can be categorized into different categories like legumes/ pulses (soy, pea, chickpea, fava bean, lentil, mung bean), nuts/oilseeds (peanut,

sunflower seeds, almond, canola), cereals (wheat, oat, corn, quinoa, rice, sorghum), and vegetables (broccoli, potato, artichokes).

- Algae, seaweeds, and aquatic plants like spirulina, duckweed, and dulse seaweed can be used as the source of plant-based proteins.
- Combining two proteins can result in a synergistic effect. This can help in achieving a cost-effective product with good protein quantity and quality, nutritional profile, improved texture, and aroma.

Ms. Nitika concluded her presentation by mentioning that, "the right plant-based foods can be an excellent source of protein and other nutrients".



4. Protein Fortification of Food Products- by Mr. Devendra Chawla, Founder- Samyog Health Foods:

The last speaker of the webinar was Mr. Devendra who enlightened the participants regarding the protein fortification of food products. Here are some of the highlights from his presentation-

- Indians eat too much carbohydrates and fats as compared to protein, which results in protein deficiency. Protein fortification of food products can help in providing the required amount of proteins.
- PEM (Protein-Energy Malnutrition) is a problem in India. India has the highest number of children with PEM in the world. India has 46.6 million malnourished children, about 1/3 of the total in world.
- Protein fortification can help in addressing these issues.

Mr. Devendra concluded his presentation by providing some information about the available protein-rich products in the market.





After all the presentations, **Ms. Vibha Hasija**, HOD, Department of Foods, Nutrition & Dietetics, College of Home Science Nirmala Niketan declared the results of the recipe and poster competitions conducted under the nutrition awareness activity.

A) Poster competition-

The judges for the poster competition were Ms. Jayashree Paranjape (Sr. Registered. Dietitian at BYL Nair Hospital) and Ms.

Pranami Singha (HR & Regulatory Manager, Ichess). The results were as follows-

1. Anshika Agarwal (Protein for everyone)
2. Tanvi Patankar (Adding protein to the diet in changing scenario)
3. Ashandeep Kaur (Alternative proteins)

B) Innovative Protein-Rich Recipe-

The judges for the recipe competition were Ms. Kajal Bhatia (Founder and CEO, Plant Power) and Ms. Zamurudd Patel (Chief dietician, Global Hospital, Mumbai). The results were as follows-

1. Vidhi Prabhu (Protifilicious Ramen)
2. Radhika Mishra (Chia Banana Pancakes)
3. Dolly Prakash Jain (Haryali Burger)



The webinar concluded with the vote of thanks by **Ms. Jacqueline Colaco**, Associate Professor, Dept. of Foods, Nutrition & Dietetics, College of Home Science Nirmala Niketan.





**Protein Foods & Nutrition Development Association of India &
Dept. of Foods, Nutrition & Dietetics, College of Home Science Nirmala Niketan**
Organises
Webinar on Emerging Trends & Innovations in Protein



Chaired by



Dr KSMS Raghav Rao
Prof. IIT Tirupati,
Ex- Director, CFTRI

Event Coordinator



Ms Vibha Hasija
HOD, Dept. of Foods,
Nutrition & Dietetics,
College of Home Science Nirmala Niketan

SPEAKERS



Dr Palaniyamma DuraiRaj
Sr. Mgr. Clinical Affairs & Nutrition,
Amway



Mr Rohit Salgaonkar
Team Leader- CTS,
Roquette



Ms Nitika Vig
Nutrition Manager,
Marico



Mr Devendra Chawla
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Health Foods

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30