

New Opportunities in Food Processing Sector

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Abstract The term food processing is mainly defined as a process of value addition to the agricultural, horticultural, plantation, animal husbandry and fisheries produce by various methods like cleaning, grading, sorting, drying, concentrating, freezing etc. and finally packaging it. In other words, it is a technique of manufacturing and preserving food substances in an effective manner with a view to enhance their shelf life; improve quality as well as make them functionally more useful. The processed food market opens a great potential for entrepreneurs be it fast food, packaged food, Fresh fruits and vegetables or organic food. Demand for processed and convenience food is increasing constantly because of urbanization, changing life-style and food habits of the people. Accordingly, the Indian consumers are being offered newer high quality food products made by using the latest state-of-the-art technology. Business opportunities in organic foods, functional foods, medicinal foods, allergen-free foods and Halal food are emerging in recent years within the context of changes in general consumption patterns where consumers are more adventurous, have developed elaborate tastes and demand higher quality standards for food products and services. The paper highlights about the food business opportunities in India in different sector like animal products, fruits and vegetables products, functional foods, organic food, halal foods and medicinal foods.