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COVER STORY**18** **Managing Director & Chief Executive Officer of METRO Cash**

& Carry India, Arvind Mediratta, speaks to Sanjay Kumar of Progressive Grocer about the company's recent initiatives across various functions, which have not only helped METRO dig its feet firmly in India but also marked it out as a trend-setter and benchmarking partner for all cogs in the wheel of the wholesale industry. "We have kicked off many recent initiatives to sync with our global aim of being the 'Champion for Independent Business', says Mediratta.

We have revamped our India operations and sharpened our regional focus.

10 TRADE TALK**India-Canada modernization initiatives in agri and food processing sector**

Recently, Canada's Minister of Agriculture and Agri-Food, Lawrence MacAulay, was on a visit to India. Progressive Grocer spoke to him about the potential areas of collaboration and cooperation between the two countries.

12 FOOD SAFETY**Food Additives and Regulations**

What are FSSAI regulations and specifications for the use of food additives?

28 CATEGORY WATCH: POULTRY**Quest for convenience drives poultry innovation in India**

How innovation in offerings and strengthening the cold-chain have shaped the growth of the segment.

34 FROZEN FOODS & DAIRY**Food processing sector and major segments**

Frozen & processed vegetable, non-veg as well as dairy segments are growing rapidly in the packaged food category. Many of the brands in this segment are focussing on bringing more health-conscious products with good quality, hygiene as well as convenient and innovative packaging. A few players are paying importance to develop strategies based on regional local flavour and taste, and some of them have been successful too.

All feedback welcome at
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40 CATEGORY WATCH: PROCESSED FOOD

Packaged Goodness

The shift in buying behaviour and consumer perception has opened the consumer ecosystem for packaged and processed foods, which has been witnessing a spurt in consumer adoption, market penetration and category growth.

With the category pulling in robust growth over the past few years, brands and manufacturers have not only increased their assortment depth but also substantially improved the quality and availability of their products.

54 PACKAGING

Tin cans – A portable warehouse

Tin cans offer maximum shelf life compared to any other pack, whether it is for dry products or liquid products like fruit juices, beverages, etc.

58 RURAL RETAIL

Time to tap the consumer co-operative movement in India

Consumer co-operatives in rural areas present a big opportunity for food companies to reach out to the rural population and expand the consumer base for their products.

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Food, Beverage & Non-food Products

