

# USSEC GLOBAL NEWS UPDATE

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## India's Soy Fortification Effort Makes Foray into Branded Wheat Flour Segment

ITC, one of India's fastest growing consumer goods companies, has launched a protein and fiber enriched wheat flour under the brand name „Ashirwad Multi Grain Atta“ in the cities of Hyderabad and Bangalore. The product is fortified with defatted soy flour at an incorporation level of around 5 percent. The launching of protein-fortified flour is expected to be followed by other major companies such as Unilever and General Mills, as a result opening up new opportunities for use of soy in staple foods and contributing to reverse marketing volumes for soy significantly in India. Fortification of wheat flour and wheat-based products has been receiving attention by the Nutrition Scientists and Food Industry for some time and eventually led to marketing soy-fortified bread and bakery products. Use of soy for protein fortification was preferred because of its high protein density, excellent protein quality and the fact that it is a rich source of the essential amino acid lysine, which is limited in wheat. Meanwhile, ITC is fast emerging as the largest marketer of main stream foods that are “Direct to Kitchen.” ITC wheat flour is number one in that category in India, followed by other multinational companies like Unilever, General Mills – Pillsbury and ConAgra Foods.



*The activities of the U.S. Soybean Export Council to expand international markets for U.S. soybeans and soy products are made possible by producer checkoff dollars invested by the United Soybean Board and various State Soybean Councils, support from cooperating industry, and through the American Soybean Association's investment of cost-share funding provided by USDA's Foreign Agricultural Service.*