



India Centre of Excellence for Food Convergent Innovation

Challenges & Possibilities of Pulse Based Value Addition and Branding to Support Convergence of Agriculture, Nutrition, Health, and Economic Outcomes

*ROUNDTABLE DISCUSSION
ON THE OCCASION OF THE LAUNCH OF
PULSE INNOVATION PLATFORM-INDIA (PIP-INDIA)*

Taj Mahal Palace
Apollo Bunder, Colaba
Mumbai, India
Princess Room
March 9, 2017
6:00-9:30 p.m.

Pulse Innovation Platforms
Transforming Traditional and Modern Worlds through Food

PIP- Global						
PIP- India						

Background to PIP-India

For more than a decade, the McGill Center for the Convergence of Health and Economics (MCCHE) and its network of national and international partners have articulated what is now known as Convergent Innovation (CI), a solution-oriented integrative approach for single and collective action that reinvents the way we innovate, compete, and collaborate (see attached strategic brief). CI involves academia together with public, private, and civil society actors to target single and collective action in both traditional and modern farm, food, and health systems around the world. Food has been taken as the most powerful bridge between agriculture, industry, and health sectors that is core to sustainable development and affordable healthcare for all. Within food, pulses are arguably the poster child among agricultural commodities for the development of a CI approach that targets the health of people, planet, and economy.

Over the last four years, academic, private, and public sector partners in the Global Pulse Innovation Platform (PIP) have spearheaded a social movement that has led to 2016 being declared the International Year of Pulses (IYP). PIP functions as an open innovation forum where members network and connect to identify and address bottlenecks hindering innovation and to build synergies. The Global PIP – launched in Montreal on March 10-11, 2016 – will serve as the core food convergent innovation hub of the sector for years to come.

PIP-India will be launched in Delhi on March 8, as the first national PIP platform in the global network in development. A roundtable discussion will be hosted the same day on a key structuring program for PIP-India, namely a farm-anchored digital integrative backbone. The present roundtable discussion is convened in Mumbai on March 9 2017 around a second integrative backbone key to the success of PIP-India, namely a value addition and branding strategy for pulses and the enabling science and technology development program this calls for.

These events are a continuation of a series of workshops hosted over the last few years by MCCHE and its co-leaders in India, namely the International Food Policy Institute (IFPRI-South Asia; CGIAR-A4NH), The INCLIN Trust and Tata Cornell Initiative for agriculture and nutrition (TCi). The program convenes India leaders from academia, private sector, civil society, and governments, most of whom have been engaged in the PIP-India journey for some time. PIP-India is to be the first program of a broader Center of Excellence in Food Convergent Innovation.

Roundtable Discussion

Pulses in India, as in most parts of world, have traditionally been consumed in a minimally processed form as either whole and split grains or flour with home value addition being a central anchor of India's pulse heritage. Due to this deep-rooted custom, commercially, pulses have been treated as a "commodity" and the R&D efforts have kept in line with major focus on production and agronomic segments. Over recent years, interest in commercial pulse value addition has increased rapidly in India and other parts of the world, especially in North America and China.

These new opportunities provide a fertile ground for innovation and successful commercialization of pulses and pulses food products.

With well-established evidence-based environmental and human health benefits of pulses, four nutrition innovation platforms are considered for value addition: pulses for protein; pulses for good health and prevention of diabetes and other chronic diseases; pulses in first 1000-day nutrition; pulses fortification. To support these nutrition platforms, there is need for complementary innovative technological platforms, supported by the right environmental and nutritional science that inform successful development and commercialization of value-added products. The value-addition discussion will examine whether the consumer goods sector or processed food industry could develop a more important role considering the nature of the consumer, the health challenges facing the country, production-related issues, and socio-economic conditions. Commentary and discussion will examine early introduction of value-added products in rural communities in setting the foundation for more diverse product formulation for social and commercial small and medium enterprises. A special dimension to this discussion will be about using pulses as starting point for ingredients for the processed food formulations by large national and global businesses. For instances, pulses extrusion and isolates products can serve as ingredient into innovation and renovation of a rich portfolio of categories ranging from place center, snacks, cereals and pasta to functional food, nutraceutical, and even food-based medicine. Development of new types of pulse products to fit these niches, either from scratch or based on traditional knowledge, would require concerted and focused R&D effort to fill the knowledge gaps.

For branding, the discussion will update the GPC branding initiative, what users would expect from being involved with it and how IPGA could adopt this for the Indian market where demand for pulse consumption is not a concern and the expectations from the brand adoption would be different. Plans for discussion are to build upon but go beyond the global pulse brand launched during the 2016 International Year of Pulses, to reinvent what 21st Century premium brands can be if their positioning were to be anchored in superior performance on sustainable development and human nutrition and health at any given price point. The envisioned premium pulse brand would not only serve as consumer-facing quality signal but also relate to key actors that ensure supply and demand for both healthy food and healthy diet, from the farmer to the policy maker, via food manufacturers and retailers as well education, nutrition, health and other social services.

This roundtable discussion, featuring invited researchers, industry professionals, thought leaders, and analysts is intended to explore the challenges and possibilities for pulse-based value addition in India in light of both domestic needs and preference shifts as well as global trends. In addition, the challenges faced by innovative products in markets motivate the need for bringing leading edge research in behavioral, commercial and social sciences to address a critical gap left on the demand side between existing pulse related research in agricultural, food sciences/technologies, and nutrition/health sciences.

Roundtable goals:

- Examine current and potential positioning of pulses in the consumer’s mindset and diet preferences;
- Identify the challenges and possibilities for the 4 target nutrition innovation platforms in domestic and international markets, including utilization of pulses in their whole form or as ingredients;
- Help define the status and gaps in research and technology platforms to support commercially successful pulses food and promote healthy food and diet for all;
- Deliberate on key research and technological gap to advance pulse value-addition;
- Sketch key component of 21st Century premium pulse branding strategy as enabler for commercially successful pulse foods and health diets, for India, Canada, and at global levels

Agenda and Invited Participants

Chairs and Moderators: Vilas Shirhatti and Laurette Dube,

6:00-6:30 pm	Reception
6:30-7:00 pm	PIP-India introduction and anchor presentation setting the stage for roundtable discussions <ul style="list-style-type: none">- Laurette Dube, MCCHE & PIP-India- Vilas Shirhatti, TCL- Satya Dash, IIML
7:00-8:15 pm	Nutrition innovation platforms for pulse value addition: Societal relevance, market potential, key research and technological enablers and gaps: <ul style="list-style-type: none">- pulses for protein;- pulses for good health and prevention of diabetes and other chronic diseases;- pulses in first 1000-day nutrition;- pulses fortification. Roundtable discussion <ul style="list-style-type: none">- JS Pai, PFNDAI- Ashim Mullick, TCL- Srilekha Kumar, ITC Ltd- Pankaj Nemade, DSM- Umair Siddiqui, Tata Trusts- Uday S. Annapure, ICT
8:15-9:15	21 st Century Premium Pulse Brand as Twin Demand-Building strategy

	<p>Roundtable Discussion</p> <ul style="list-style-type: none"> - Gordon Bacon, Pulse Canada (Global Pulse Brand) - Laurette Dube, MCCHE (Challenges and possibilities with PIP-India Brand as Premium Global Pulses Brand) - Anurag Tulshan, IPGA - Amit Sridharan, TCL - Rakesh Pillar, INCLLEN (pulse brand supporting social demand strategy through person centered, food-based education and intervention for human nutrition/health and environment)
9:15-9:30pm	<p>Summary and Conclusion</p> <ul style="list-style-type: none"> - Laurette Dube and Vilas Shirhatti,, MCCHE & PIP-India
9:00pm	Meeting Adjourned

Participants

Ashim Mullick	Scientist, Tata Chemical Limited
Anurag Tulshan	Managing Director, Esarco Exim - India and executive committee member of IPGA
Ashutosh Upadhyay	Dean (Academics); Associate Professor and Head, Department of Food Science and Technology, NIFTEM
Dora Koop	Managing Director, MCCHE
Gordon Bacon	CEO, Pulse Canada
J. S. Pai	Executive director, Protein Foods and Nutrition Development Association of India (PFNDAI)
Kyle Procyshyn	Manager, International Engagement, Government of Saskatchewan, Canada
Laura McBreaity	Post-doctoral fellow, University of Saskatchewan and McGill University
Laurette Dubé	Founding Chair and Scientific Director, MCCHE
Lee Moats	Chair, Saskatchewan Pulse Growers
Pankaj Nemade	Business Manager, South-Asia, DSM
Parthi Muthukumarasamy	Senior Trade Commissioner and Counsellor (Agriculture and Agri-Food trade), Canadian High Commission, New Delhi
Prabosh Halde	President, AFSTI
Pradeep Ghorpade	Chief Executive Officer, India Pulses and Grains Association
Rakesh Pillai	Program Officer, The INCLLEN Trust International
Ruchira Jaitley	Director, Strategy and Nutrition Challenges, DSM
Satya B. Dash	Chairperson, Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow, Noida, India
Saurabh Chandra	System Engineer at TCS Engineering Industrial Services, Tata Consultancy Services
Shalini S. Arya	Assistant Professor, Food Engineering and Technology Department, Institute of Chemical Technology, Mumbai
Srilekha Kumar	Associate Technologist ITC Limited, Foods, NABL
Uday S. Annapure	Professor & Head, Food Engineering and Technology Department, Institute of Chemical Technology, Mumbai
Umair Siddiqui	Tata Trusts

