

MPEDA participates in SIAL 2014, Paris

The Salon International de l'Alimentation (SIAL) is one among the world's largest agribusiness trade and food fair. It was organized from 19-23 October 2014 at Parc des Expositions de Paris - Nord Villepinte-France. The biennial fair had 6423 exhibitors from 104 countries, 250 official delegations and over 150,000 visitors in its 2014 edition.

MPEDA had deputed Mr. Anil Kumar P, Deputy Director, Regional Office, Mumbai and Mr. Sudhir Kumar Patra, Assistant Director, Sub-Regional Office, Mangalore to organize MPEDA's participation in the show. MPEDA had taken a 16 sq. m. booth in hall no.6 and has exhibited the seafood products from India in the booth. The show was inaugurated by the Minister of Agriculture, Food and Forestry, Stephane Le Foll, on Sunday the 19th October 2014.

SIAL being a general food show,



Mr. P Anilkumar, Deputy Director in discussion with visitors

the seafood booths were mainly located in Hall 6. Few countries like Morocco, Portugal, and Estonia etc had exclusive country pavilions for seafood alone in Hall 6. Seafood from other countries like Thailand was displayed in their country pavilions in other halls along with other product categories. Most prominent products displayed in

seafood booths were retail products especially ready to cook and ready to eat products. In addition, a number of MPEDA promotional materials were distributed in the MPEDA booth.

SIAL Innovation, the competition for food products was also held along the sidelines of the Show to decide on the 15 winner awards. In the seafood category, Seaweed spaghetti from BRITTANY SEAWEED-GLOBE EXPORT SARL and Frozen organic foods in baby portions YOOJI won the awards. The Seaweed spaghetti product manufactured in France is Spaghetti with seaweed in sea water. Frozen organic foods in baby portions YOOJI is finely chopped meat (chicken) or fish (Cod) in 10g frozen discs for babies. No additives or preservatives or salt is added in this item manufactured in France.



Mr. S K Patra, Assistant Director in MPEDA stall



Other countries' products displayed in the event

Texture is adapted to the baby's age. A total of 1,757 products entered the SIAL Innovation competition this year.

The enquiries received are enlisted in the trade enquiry section of this Newsletter. Many of the buyers showed interest in traditional Indian products modified/flavoured with seafood. For example, there were

interests for seafood Samosa, Tandoori seafood etc. It was also noticed that one Chinese seafood stall were promoting shrimp samosa in the show. A visit was also made to nearby markets to assess the seafood market and price factors.

SIAL and XTC World Innovation have created ten or more possible

scenarios for a possible food future. The current trend is for food protecting against high cholesterol, osteoporosis etc. Future trends would be relevant for seafood industry. These include memory, sight enhancing, organic foods which would have a high demand considering the longevity of life expected in future.

Welcome to Aqua Aquaria India 2015



20 - 22 February 2015
Andhra Loyola college ground,
Vijayawada, AP

Interesting seafood products observed in SIAL

a) Frozen buttered snails

The Helix snails, a land snail species are cleaned and the meat is taken out, cooked and marinated with garlic paste and butter. The meat is then put back inside the shell, packed and frozen. The product can be directly consumed after thawing. The product is manufactured by escarcom, Greece.

ritual of soaking stiff, smelly slabs of fish in cold water that must be changed every few hours for two to three days before cooking - is time consuming. If soaking time is more, it becomes spongy and if temperature is too cold, the fibers of the fish flesh do not open up properly and the finished product will be too salty. Indeed, it is easy

Then it is put through a sophisticated drying process. The salted, dry cured cod is desalted by soaking in fresh water and using lasers cut into finished products. The precision-weighted steaks are suitable for grilling and the shredded pieces are suitable to cook with onions and potatoes. The frozen cod moves on conveyor belts to be glazed, labeled



b) Frozen Bacalhau from Portugal

Traditionally Bacalhau is the salted, cured, dried, Cod which may be the closest to a national symbol. Bacalhau, as the Cod fish is called in Portugal, is to Christmas Eve in Portugal what turkey is to Thanksgiving in America. Treasured since the 16th century, when Portuguese fishermen first brought it back from Newfoundland, it bore the nickname fiel amigo - faithful friend. Its correct preparation is a source of pride, a sign of respect for family values. But the preparation - a

to work hard on bacalhau and still get it wrong.

These days, more and more Portuguese are opting for frozen, ready-to-cook bacalhau - fish that has been salted and dried, then soaked and prepared like traditional bacalhau and then frozen - and accounts for as much as 25% of the bacalhau sold in Portugal. The processing involves sorting, grading, washing, gutting mountains of cod. The gutted cod soaked in salt brine for at least 21 days, during which the brine is monitored by computers for temperature and salt content.

and packaged in plastic. In tropical countries like India, a similar process with local species may be adopted with less salt and similar products could be made.

c) Canned fish paste

Many European companies produce canned paste of Sardines, Mackerel and Anchovies. The fish paste is packed in 80/100 /150 gm cans and is used as sandwich spread, bread and fish dip, especially in France, Spain and Portugal. Similar products from marine gastropods are a possibility which could be tried and tested.