REVIEW OF LITERATURE

Vinod Kumar Sharma (2011) suggests that analysis of changing food consumption pattern is an essential requisite for designing appropriate policies which are related to food production and distribution. The rates of consumption expenditure for beverages have increased in both rural and urban sector by 345 percent and 242 percent respectively between the tenure of 1993-1994 to 2009-2010. The present study uses secondary data from various issues of National Sample Survey Organization (NSSO) publications.

Alastair Hicks (2001): The rural economy cannot be developed by improving the productivity of the agriculture only, but by means of rural industries and particularly food processing industry having the significant for the rapid transformation of the rural economy. Rural food processing industries are important to establish the linkage between agriculture and industry, creating employment opportunities and improve the economic well-being of the rural India. It uses the National Sample Survey and census data.

FAO (2011): The per capita consumption of meat and meat products has increased merely 1 percent from 42.0 kg/yr in 2010 to 42.1 kg/yr in 2011 due to drought and disease depleted animal inventories. World market for milk production in 2011 grows by 2 percent to 728 million tonnes due to good prospect shown by the countries like Argentina, China and India.

MOFPI (2011-12) in the Annual report states the objective that focuses towards good remunerative prices to farmers for their produce by better utilization and value addition of the agricultural produce. The FDI inflow to the food processing sector from April 2000 to August 2011 is Rs. 11, 691 Crore and increases continuously.

Crops Division, Department of Agriculture and Co-operation (2011) in the context of its Report of working group on food grains- balancing demand and supply during 12th five year plan reveals that with sustained economic growth and increased urban population demand for food items is increasing on one side and on other side dietary preferences have changing.

Josef Schmidhuber, Prakash Shetty (2005): Agricultural productivity, rising incomes and better nutrition are equally important for overall economic development. Now the present era known for Urbanization which means higher female participation in the work force of the
country so the changing preferences occurs from traditional time consuming food preparations to precooked, convenience food, fast food or snacks.

James Seale, Jr., Anita Regmi, Jason Bernstein (2003): The most promising factor for shift in the food trade is the income growth in both developing and developed countries. Due to increased calorie intake and population growth in developing countries there is an increase in demand for grains and oilseeds. Globalization, transportation facility and increased purchasing power result into increased demand for higher value food products like fruits, vegetables, meats and processed food products. It uses demand analysis, comparison project data for the study.

UNEP Discussion Paper (2012) focuses towards the major driving force for global food consumption patterns in achieving sustainable food systems and food for all are growth in population, increasing urbanization and rising income level. At the same point the paper emphasis on the impact of food consumption by the case studies. The food demand are directly responsible for rising ecosystem level pressures on land, water and other natural resources used during food production.

FAO (2010-11) in the report of State of food and agriculture, recognize that unexpected price hike and volatility are among the major threats to food security. The main reason behind that is the lack of reliable and up-to date information on crop supply and demand and export availability.

In the report presented by APEDA (2012) the 10 point programme has suggested improving the agricultural export as well as domestic production and consumption. It is mainly to promote the availability of good quality safe raw material certified by Good Agricultural Practices (GAP) and promote food processing on large scale through assistance for introduction of new technology.

Stacey Rosen, Birgit Meade et al. (2012): It explained the food access depends on individual purchasing power. Food consumption is based on the income consumption relationship. Food insecurity occurs when per capita consumption for a country is less than the nutritional target of 2,100 calories per person per day.

Ministry of Statistics and Programme Implementation (2010): Development in the field of agriculture considered as a true indicator as a quality of life at grassroots level for the people
who lives at the bottom of the pyramid. To get maximum benefit to the farming community from the new global market opportunities, the internal system in the country needs to be further improved and strengthened.

Nupur Chakraborty, Zainab Morbiwala (2008) states that the Indian consumers demand is still dominated by consumption of ‘fresh’ products. Packaged and processed food products are readily not accepted in some periphery of the country by the consumers due to various reasons.

Targeting towards food security in India S. Mahendra Dev, Alakh N. Sharma (2010) states that food availability is the main necessary condition for the food security. They further explained that due to changes in consumption pattern the demand for fruits, vegetables, dairy, poultry, fisheries and other have been continuously increasing.

Nisha Harchekar (2008): The size of global processed food industry is estimated around US $3.6 Trillion and which accounts for three forth of the global food sales (US $4.8 Trillion). MFPI in its VISION 2015 set target to increase the level of processing of perishable from 6% to 20%, increase value addition from 20% to 35% and increase the share of India’s food trade from 1.5% to 3%. With robust scope for value addition and investment food processing industries have great future.

Nitin Tagade (2011): The study made a systematic attempt to analyze the food security in Maharashtra by taking into account four indicators which are availability, accessibility, sustainability and utilization. The data sources taken from census of Maharashtra for availability of food, NSSO for accessibility of food, Directorate of Economics and Statistics for Sustainability of food.

Srikanta Chatterjee, Allan Rae, Ranjan Ray (2009): Changes in food consumption patterns between 1987-88 to 1999-2000, make shifts from cereal to non-cereal item. The findings stated that cereal consumption decreases in urban India, increase in the popularity of cereal substitutes such as tapioca and change in the food preferences happens for the fruits, vegetable, meat, fish in both rural and urban areas.

Jabir Ali, Surendra P. Singh and Enefiok Ekanem (2009): According to the article consumers have responding to the changes in quality of food intake and are becoming more conscious
Regarding nutrition, health and food safety issues. The structural change in food consumption patterns towards high value emerging products provides greater opportunity to these units for growth and development.

Abadeyo, Oyefunke Olayemi and Abegunrin, Oluwasogo Dammy (2013): The study mainly focuses towards analyzing the elasticity of demand for the various food groups by use of AIDS model. In study final recommendation has been made for government to encourage local production and agricultural goods.

Srikanta Chatterjee, Allan Rae, Ranjan Ray (2006) conducted study to examine how India’s faster economic reforms have impacted on India’s agricultural and farming sector. It presents a broad view on how India’s food consumption and imports have been changing in recent times to identify the trade interest for Australia and New Zealand.

Huang J., J. Yang and S. Rozelle (2011) stated that food consumption pattern in China have undergone with certain significant changes as income went up and demand of food products increased. Increasing income, urbanization and market expansion are considered as major driving force for the change in China’s consumption patterns.

Sevtap Guler Gumus, Fazil Akin Olgun and Hakan Adancioglu (2010): The survey was conducted with face to face interview regarding household consumption. The main aim to study the sufficient nutritional level of different income group, particularly for food poverty line to know their calorie intake and problems associated with nutrition.

The study conducted by Rebacca Spohrer, Greg S. Garrett et al. (2012), highlights the importance of iodized salt in processed foods for contributing for making necessary Iodine intake in developed countries where salt in diets is mainly contributed with processed foods.

Surendra P. Singh, Fisseha Tegegne and Enefiok Ekenem (2011): India is world’s second producer of food next to China and has the potential to grow further. The study further described the different challenges faced by the Indian food processing industry like low price elasticity for processed food, need for strong distribution network, development of marketing channels, improving food quality standards, streamlining food laws and different global competition.
Study of Pankaj Gupta (2009) states that growth rate of Indian processed food industry is tremendous. Rapid increase in disposable income with changing attitude towards health and hygiene is a driving force for processed food in India. At the same time India should tackle with demand–supply balance, food process during inflation. Despite it, industry has good future because consumers are willingly to pay for various needs originating from modern lifestyle.

R. H. Jaju (2012): Day by day people are changing their consumption style to match with the modern era. The main parameters for change in food consumption pattern are changing life style, urbanization, generation gap, diet diversification, health consciousness etc. Consumer aptitude decides overall acceptability of the product, by which consumer receiving more information about food, health, and nutrition and food safety.

A study by K. C. Baiju (2004), focuses on the structural changes in the consumption basket of the people from cereal items to non-cereal items. Also there is shift in the consumption patterns of the middle and upper income groups of Kerala. The data gathered by the National Sample Survey Organization (NSSO) publications.

Regarding the need of packaging technology Harish P. Joshi (2010) suggest that, the booming processed food and beverage market are increasing the growth of packaging sector in India. Packaged food and beverage occupies about 60 percent of the packaging space because of the utility and changing life style of the people. Turkey and India are among the fastest growing packaging market in the world.

The study undertaken by Drewnowski A, Popkin B M (1997) reveals a major shift in the structure of the global diet by means of classic relationship between incomes and fat intakes. Due to availability of cheap vegetable oils and fats has resulted in more consumption of fat among the low income countries. It may hamper the health and nutrition transition which includes growing rates of childhood obesity.

According to Barry Popkin, Shu Wen Ng (2006), the diets of the developing world are shifting rapidly by means of more fats, more added caloric sweeteners, more animal source food. The paper demonstrates the problems of multi-country studies, ecological data and case studies of China to understand the nature of shift of consumption patterns.
Michel Morisset and Pramod Kumar (2011): The consumption of food is declining because of gradual shift in consumption pattern from cereal to high value commodities. The analysis conducted by the household level data on consumption of food from 55th (1999-2000) and the 61st (2004-05) rounds of National Sample Surveys Organization (NSSO). The analysis of consumption pattern in Urban India reveals that the states with high consumption and expenditure of food were the states with major metro cities.

FAO (2011) presented a report on Global Food Losses and Food Waste, which highlights on the losses occurring along the entire food chain and identifies causes of food losses and possible ways to prevent them. In study the Swedish Institute for Food and Biotechnology (SIK) has uses mass flow of food form production to consumption using available data in order to quantify food losses and wastes.