Trans Fat Consumption Trends in India A Strategic Insight

Prepared For:

The Vanaspati Manufacturers' Association of India

&

Indian Vanaspati Producers' Association



26th August 2009

Disclaimer

Frost & Sullivan takes no responsibility for any incorrect information supplied to us by manufacturers or users. Quantitative market information is based primarily on secondary resources/interviews and therefore, is subject to fluctuation.

For more information, write to: Forst & Sullivan 4th Floor, Tower VI Solitaire Corporate Park Chakala, Andheri (East) Mumbai – 400093 India

or

Frost & Sullivan 2400 Geng Road, Suite 201 Palo Alto, CA 94303-3331 United States

www.frost.com

Table of Contents

| OBJECTIVE | 5 |
|--|----|
| BACKGROUND | 6 |
| SCOPE, METHODOLOGY & ASSUMPTIONS | 7 |
| ASSUMPTIONS USED FOR % FAT AND % TFA LEVELS IN VARIOUS FOOD SOURCES | 7 |
| INDIA – PER CAPITA ESTIMATE OF DIETARY INTAKE FOR VARIOUS FOOD ITEMS FOR 2004-05 | 7 |
| India – Per Capita estimate of dietary intake for various food items for 2007-08 | 9 |
| India – Per Capita Energy estimate for 2004-05 | 10 |
| GLOBAL – PER CAPITA ENERGY, FAT AND TFA INTAKE DATA FOR SELECT COUNTRIES | 12 |
| RESULTS | 14 |
| TFA INTAKE FROM PHVO | 14 |
| TFA INTAKE FROM EDIBLE VEGETABLE OILS | 16 |
| TFA INTAKE FROM MILK & MILK PRODUCTS: | 18 |
| TFA INTAKE FROM MEAT | 20 |
| TOTAL TFA INTAKE FOR INDIA | 22 |
| GLOBAL – TFA INTAKE BENCHMARKS | 26 |
| CONCLUSIONS | 27 |
| DEEEDENCES | 28 |

List of Tables

| TABLE 1: ASSUMPTIONS FOR TOTAL FAT CONTENT AND TFA CONTENT OF VARIOUS FOOD SOURCES | 7 |
|---|----|
| Table 2 : Annual National Consumption & Production (MT per annum) | 9 |
| TABLE 3 : ANNUAL NATIONAL PRODUCTION ESTIMATES IN MT PER ANNUM | 10 |
| Table 4: Per capita energy estimate in Kcal/person/day for 2004-05 | 11 |
| TABLE 5: DAILY PER CAPITA TFA INTAKE AND TFA AS PERCENTAGE OF ENERGY FOR GLOBAL COUNTRIES | 12 |
| TABLE 6: DAILY PER CAPITA ENERGY INTAKE IN KCAL/DAY/PERSON | 12 |
| TABLE 7: DAILY PER CAPITA FAT INTAKE IN G/DAY/PERSON | 12 |
| TABLE 8: STATE WISE TOTAL PHVO AND TFA INTAKE FROM PHVO FOR 2007-08 | 15 |
| Table 9: State wise Total Edible Vegetable Oils intake and TFA intake from Edible Vegetab | LE |
| OILS FOR 2007-08 | 17 |
| TABLE 10: STATE WISE TOTAL MILK FATS AND TFA INTAKE FROM MILK FATS FOR 2007-08 | 19 |
| TABLE 11: ALL INDIA MEAT PRODUCTION AND EXPORTS VOLUME | 20 |
| Table 12: State wise Total Meat and TFA intake from Meat for 2007-08 | 21 |
| TABLE 13: STATE WISE TFA INTAKE FROM VARIOUS FOOD SOURCES FOR 2007-08 | 23 |
| TABLE 14: PERCENTAGE CONTRIBUTION OF VARIOUS FOOD SOURCE TO TOTAL TFA INTAKE | 24 |
| TABLE 15: STATE WISE FAT AND TFA INTAKE AS PERCENTAGE OF ENERGY INTAKE | 25 |
| TABLE 16: COMPARATIVE ANALYSIS OF ENERGY/FAT AND TFA INTAKE FOR VARIOUS COUNTRIES | 26 |

OBJECTIVE

This study has been commissioned by the Vanaspati Industry of India (The Vanaspati Manufacturers' Association of India & Indian Vanaspati Producers' Association).

The objective of this study is:

- 1. to determine current per capita dietary intake of Trans Fatty Acids (TFA) from various food sources in India at a state level
- 2. to compare the TFA intake level of India with other countries, as well as WHO recommended guidelines.

BACKGROUND

There are growing concerns about the potential health effects of TFA, particularly those that are derived from partially hydrogenated vegetable oils (PHVO). There has been a vigorous debate regarding the link between dietary intake of TFA and adverse health outcomes. Scientific literature exists which indicates that intake of TFA may be connected to known risk factors for CVD & Diabetes.

There is a perception of growing consumer and media interest in this issue and it has been suggested that India should bring in regulatory measures to reduce TFA intake, similar to those introduced in Denmark, Canada, the USA, and some other European countries.

Dietary intakes of Energy, Fat and TFA vary widely across countries. Nutrient composition of Indian food products differ from those in North America and Europe. Any regulatory measures appropriate for India would need to take account of the food composition and dietary intakes of India and cannot rely solely on the approach taken in other countries.

There are no recently published reliable estimates of total TFA intake in India.

In order to address this, The Vanaspati Industry in India has commissioned Frost & Sullivan to conduct this study on its behalf.

SCOPE, METHODOLOGY & ASSUMPTIONS

Major contributors to the intake of TFA considered for this study are PHVO (Vanaspati, Margarines, and Bakery Shortenings), Edible Vegetable Oils, milk and milk products, and various Animal Meats.

The entire protocol of the study is based on secondary sources of information such as Government of India websites, National Survey results, WHO, other internet databases, etc. No primary consumer research was conducted.

At a basic level, India was segmented into 23 States and Union Territories. State wise population estimates for 2004-05 and 2007-08 were taken from Census of India, GoI¹.

Assumptions used for % Fat and % TFA levels in various food sources

Total Fat intake from various food sources was estimated based on fat content of respective food item. In addition, TFA intake was calculated based on TFA content as percentage of total fat.

Table 1: Assumptions for total fat content and TFA content of various food sources

| Food Source | % Fat in total | TFA as % of Total Fat | Source ³ |
|-----------------------|----------------|--------------------------|---|
| PHVO | 100% | 25% | Assumed conservatively on higher side of range (9.4% - 23.7%) as per CSE Report |
| Milk & Milk Products | 4.5% | 5% | Assumed conservatively on higher side of range (3.7% - 5.3%) as per CSE Report |
| Edible Vegetable Oils | 100% | 1% | Assumed conservatively on higher side of average $(0.3 - 1.5\% \sim \text{avg } 0.9\%)$ as per CSE Report |
| Sheep & Goat Meat | 13% | 7% | Average of range from Internet sources (4.3-9.2%) |
| Beef & Buffalo Meat | 19% | 6% | Average of range from Internet sources (2.8-9.5%) |
| Pig/Swine Meat | 13% | 1% | Average of range from Internet sources (0.2-2.2%) |
| Poultry Meat | 6% | 1% | Average of range from Internet sources (0.2-1.7%) |

India – Per Capita estimate of dietary intake for various food items for 2004-05

Daily per capita consumption of the food sources in study scope was obtained from National Sample Survey Organization (NSSO) 61st round results (for the year 2004-05) at a state level².

NSSO reports per capita consumption separately for Rural and Urban groups of population.

Population weights of Rural and Urban population for each State were considered to determine the

weighted average per capita consumption for each State. The Rural and Urban population was considered as per data from Census of India, GoI.

NSSO takes into account direct household consumption of individual food sources e.g. NSSO provides per capita consumption of Vanaspati & Margarine as purchased in its raw form. Indirect consumption of PHVO through bakery items such as puffs & cakes, deep fried food items such as samosas & other snacks, etc. is not reported separately.

In order to provide a complete and accurate estimate of dietary intake of TFA, the per capita consumption has been adjusted to factor indirect consumption. This has been done using the following approach:

- Total Annual Production estimates for the food sources in study scope were taken from various sources as listed below for the period 2004-05 and 2007-08. Refer Table 3 below.
 - PHVO: Directorate of Vanaspati, Vegetable Oils and Fats (DVVO&F),
 Government of India
 - Milk & Milk Products: Department of Animal Husbandry, Dairying & Fisheries,
 Ministry of Agriculture, Government of India
 - Edible Vegetable Oils: The Solvent Extractors' Association of India (http://www.seaofindia.com/)
 - Meat: Food and Agriculture Organization of the United Nations (FAO)
- ➤ Total direct consumption (MT per month) was calculated from the NSSO data weighted average per capita consumption of the State as per NSSO results in Kg/Month/person * Population of the State * 12 ÷ 1000
- ➤ Total indirect consumption (MT per month) as a percentage of direct consumption was estimated using various industry estimates and market information. E.g. Industry estimates indicate a 4:3 split for direct to indirect sales of Vanaspati. Hence 75% of direct consumption was taken as indirect consumption. So as per NSSO data persons residing in Delhi directly consume 2,541 MT per month of Vanaspati. Hence it is estimated that 75% of 2,541 = 1,906 MT of Vanaspati are consumed indirectly by way of food items. Additionally Bakery Industry estimates indicate further monthly consumption of 376 MT of PHVO in the form of shortening. So Total PHVO intake in 2004-05 for Delhi is 2,541 + 19,06 + 376 = 4,823 MT per month
- > Total per capita consumption for a State was then calculated by adding the direct and indirect consumption and dividing with the population of the State. In the above example

- for Delhi, the population for Delhi in 2004-05 is reported as 15,570,000. Hence the per capita daily consumption is $4,823 * 1000,000 \div 15,570,000 \div 30 = 10.32$ g/day/person
- Total National Annual consumption (MT per annum) derived by above approach was then compared with the National Annual production estimates. The variance between the two was found to be less than 10% and is listed in Table 2

Table 2: Annual National Consumption & Production (MT per annum)

| | 2004-05 | | | | | | | | | |
|--------------------------|----------------------------|------------------------------------|-------------------------------------|----------------------|------------------------|------|--|--|--|--|
| Food Source | NSSO Direct Consumption | Assumed Indirect Consumption | Indirect as % of Direct Consumption | Total Consumption | Production Estimate | Diff | | | | |
| Vanaspati & Margarine | 498,281 | 373,710 | 75% | 871,991 | | | | | | |
| Bakery Fats & Shortening | | 188,017 | | 188,017 | | | | | | |
| Total PHVO | 498,281 | 561,727 | 113% | 1,060,008 | 1,151,266 | -8% | | | | |
| Milk & Milk Products | 66,051,957 | 26,420,783 | 40% | 92,472,740 | 92,500,000 | 0% | | | | |
| Edible Vegetable Oils | 6,533,456 | 3,719,901 | 57% | 10,253,358 | 11,116,226 | -8% | | | | |
| Sheep & Goat Meat | 706,219 | - | - | 706,219 | 724,976 | -3% | | | | |
| Beef & Buffalo Meat | 506,492 | 2,025,969 | 400% | 2,532,462 | 2,489,939 | 2% | | | | |
| Pig/Swine Meat | 88,642 | 398,889 | 450% | 487,531 | 497,000 | -2% | | | | |
| Poultry Meat | 790,162 | 790,162 | 100% | 1,580,324 | 1,715,000 | -8% | | | | |

<u>India – Per Capita estimate of dietary intake for various food items for 2007-08</u>

The most recent NSSO data is available for 2004-05. In order to provide a more recent estimate of dietary intake, the monthly consumption (MT per month) was estimated for 2007-08. This was done using Compounded Annual Growth Rate (CAGR) in production volumes for respective food sources from 2004-05 to 2007-08. The production volumes and CAGR % used for the analysis are listed in Table 3.

The total monthly consumption was divided by the population estimate of the state for 2007-08 to arrive at the daily per capita consumption in g/day/person.

Table 3: Annual National Production Estimates in MT per annum

| Food Source | 2004-05 | 2007-08 | CAGR | Source |
|-----------------------|------------|-------------|-------|---|
| PHVO | 1,151,266 | 1,203,346 | 1.5% | Directorate of Vanaspati, Vegetable Oils and Fats, GoI |
| Milk & Milk Products | 92,500,000 | 104,800,000 | 4.2% | Department of Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture, GoI |
| Edible Vegetable Oils | 11,116,226 | 12,307,880 | 3.5% | The Solvent Extractors' Association of India |
| Sheep & Goat Meat | 724,976 | 768,547 | 2.0% | Food and Agriculture Organization of the United Nations |
| Beef & Buffalo Meat | 2,489,939 | 2,297,137 | -2.7% | Food and Agriculture Organization of the United Nations |
| Pig/Swine Meat | 497,000 | 495,289 | -0.1% | Food and Agriculture Organization of the United Nations |
| Poultry Meat | 1,715,000 | 2,312,800 | 10.5% | Food and Agriculture Organization of the United Nations |

<u>India – Per Capita Energy estimate for 2004-05</u>

State wise NSSO data was considered for total energy intake (Kcal/person/day). The national average derived from NSSO data is 2,051 Kcal/person/day. However, FAO's estimate of per capita energy intake for India for 2003 is 2,472 Kcal/person/day.

Since we have adjusted the per capita consumption by adding indirect consumption, it is reasonable to consider FAO's estimate which is higher than the NSSO estimate of daily energy intake.

FAO does not provide a state wise split of energy for India. Hence NSSO state wise estimate was used as the base and pro-rated to match with the national average of FAO estimate of 2,472 Kcal/person/day.

NSSO results do not provide energy intake estimate for certain states. The following assumptions have been made:

- Delhi, Chandigarh, Himachal Pradesh, and Jammu & Kashmir Estimated same as average of North India (Punjab, Haryana, Uttar Pradesh, Rajasthan)
- Uttaranchal Assumed same as Uttar Pradesh
- NESA Assumed same as Assam

Table 4: Per capita energy estimate in Kcal/person/day for 2004-05

| State | NSSO | FAO (prorated using national average) |
|------------------|-------|---------------------------------------|
| Delhi | 2,274 | 2,741 |
| Chandigarh | 2,270 | 2,736 |
| Haryana | 2,237 | 2,696 |
| Punjab | 2,209 | 2,663 |
| Jammu & Kashmir | 2,193 | 2,643 |
| Uttar Pradesh | 2,184 | 2,633 |
| Himachal Pradesh | 2,175 | 2,622 |
| Rajasthan | 2,165 | 2,610 |
| Gujarat | 2,136 | 2,575 |
| NESA | 2,079 | 2,506 |
| Jharkhand | 2,072 | 2,497 |
| Bihar | 2,064 | 2,488 |
| Uttaranchal | 2,055 | 2,477 |
| Orissa | 2,040 | 2,460 |
| West Bengal | 2,039 | 2,458 |
| UT | 2,033 | 2,451 |
| Kerala | 2,009 | 2,422 |
| Andhra Pradesh | 1,996 | 2,406 |
| Chhattisgarh | 1,971 | 2,376 |
| Madhya Pradesh | 1,936 | 2,333 |
| Maharashtra | 1,897 | 2,286 |
| Tamil Nadu | 1,883 | 2,270 |
| Karnataka | 1,879 | 2,265 |
| All India | 2,051 | 2,472 |

Global - Per capita Energy, Fat and TFA intake data for select countries

TFA intake for global comparison is available from various research studies conducted by health agencies of respective countries. Data is available for Brazil, US, UK, Canada, Denmark and Australia.

Table 5: Daily per capita TFA intake and TFA as percentage of Energy for global countries

| Country | TFA intake (g/day/person) | TFA as % of Energy | Source |
|--------------------------|---------------------------|--------------------|--|
| Australia | 1.2 to 1.6 | 0.6% | FSANZ, (2006) 9 |
| Brazil | 4.5 to 7.2 | | PAHO 10 |
| Canada | 4.9 | 2.2% | Health Canada, (2005) 11 |
| Denmark | 2.6 | 1.0% | Stender, S. and Dyerberg, J. (2003) 12 |
| United Kingdom | | 1.2% | UK FSA (2001) ¹³ |
| United States of America | 2.6 | 5.8% | American Heart Association (2006) 14 |

Daily per capita Energy and Fat intake data for these countries was obtained from Food and Agriculture Organization of the United Nations (FAO) ⁴. Since latest estimate of per capita Energy & Fat intake was available for 2003, per capita energy and fat intake for 2007-08 was estimated using CAGR in total energy and fat intake from 1999-2003.

Table 6: Daily per capita Energy intake in Kcal/day/person

| Country | 1999 | 2000 | 2001 | 2002 | 2003 | 2007-08 |
|--------------------------|-------|-------|-------|-------|-------|---------|
| Australia | 3,057 | 3,068 | 3,129 | 3,090 | 3,134 | 3,152 |
| Brazil | 2,993 | 2,985 | 2,996 | 3,036 | 3,145 | 3,285 |
| Canada | 3,515 | 3,559 | 3,565 | 3,610 | 3,604 | 3,667 |
| Denmark | 3,380 | 3,383 | 3,390 | 3,489 | 3,472 | 3,537 |
| India | 2,435 | 2,411 | 2,398 | 2,460 | 2,472 | 2,475 |
| United Kingdom | 3,415 | 3,380 | 3,431 | 3,449 | 3,449 | 3,442 |
| United States of America | 3,705 | 3,816 | 3,784 | 3,766 | 3,753 | 3,789 |

Table 7: Daily per capita Fat Intake in g/day/person

| Country | 1999 | 2000 | 2001 | 2002 | 2003 | 2007-08 |
|-----------|------|------|------|------|------|---------|
| Australia | 131 | 135 | 137 | 131 | 132 | 130 |
| Brazil | 90 | 92 | 91 | 93 | 95 | 100 |
| Canada | 147 | 148 | 146 | 146 | 148 | 148 |

Trans Fat Consumption Trends in India – Strategic Insight

| Denmark | 136 | 138 | 140 | 140 | 138 | 139 |
|--------------------------|-----|-----|-----|-----|-----|-----|
| India | 51 | 52 | 51 | 51 | 53 | 54 |
| United Kingdom | 143 | 141 | 142 | 137 | 134 | 124 |
| United States of America | 147 | 156 | 157 | 156 | 155 | 163 |

13

Results

TFA intake from PHVO

- PHVO in the form of Vanaspati is used as primarily for deep frying purposes, both directly by home users and as an industrial cooking medium.
- NSSO survey figures were referred to for direct intake of Vanaspati/Margarine at a state level. Indirect intake of Vanaspati/Margarine in the form of industrial cooking medium was estimated as 75% of direct intake to arrive at total Vanaspati intake.
- > PHVO is also used for production of Bakery Fats & Shortening.
- Intake in the form of bakery fats/shortenings was arrived at from state level institutional sales of fats and shortenings.
- ➤ Total PHVO intake was estimated as a summation of Vanaspati/Margarine and Bakery Fats intake. This was further extrapolated to 2007-08 using growth rate in national PHVO production from 2004-05 to 2007-08.
- ➤ Refer Table 1 for assumptions on % Fat content and %TFA content in PHVO.

Nationally, PHVO intake is estimated at 2.8 g/day/person. At 25% of total PHVO, TFA intake from PHVO is thus estimated at 0.7 g/day/person. Consumption of PHVO ranged widely from 0.6 g/day/person to 25.4 g/day/person; corresponding to TFA intake from 0.16 g/day/person to 6.34 g/day/person.

PHVO intake was found to be highest in Punjab, followed by Chandigarh, Haryana and Delhi. TFA intake in these states was therefore quite high in comparison to national average estimates.

Refer Table 8 for state wise Total and per capita intake of PHVO and TFA.

Trans Fat Consumption Trends in India – Strategic Insight

Table 8: State wise Total PHVO and TFA Intake from PHVO for 2007-08

| State | Population in '000 | Total Vanaspati Intake (MT/Month) | Total Bakery Fats Intake (MT/Month) | Total PHVO intake (MT/month) | per capita PHVO intake (g/day/person) | per capita TFA intake from PHVO (g/day/person) |
|------------------|--------------------|--|---|------------------------------|---|---|
| Punjab | 26,720 | 19,633 | 708 | 20,341 | 25.38 | 6.34 |
| Chandigarh | 1,230 | 128 | 333 | 461 | 12.50 | 3.12 |
| Haryana | 24,170 | 6,891 | 517 | 7,408 | 10.22 | 2.55 |
| Delhi | 16,950 | 4,648 | 500 | 5,148 | 10.12 | 2.53 |
| Uttaranchal | 9,510 | 434 | 1,317 | 1,751 | 6.14 | 1.53 |
| Himachal Pradesh | 6,600 | 848 | 267 | 1,115 | 5.63 | 1.41 |
| Uttar Pradesh | 190,250 | 22,717 | 1,667 | 24,384 | 4.27 | 1.07 |
| J&K | 11,257 | 636 | 750 | 1,386 | 4.10 | 1.03 |
| UT | 3,864 | 71 | 404 | 476 | 4.10 | 1.03 |
| Jharkhand | 30,180 | 1,912 | 375 | 2,287 | 2.53 | 0.63 |
| Bihar | 93,630 | 5,969 | 708 | 6,677 | 2.38 | 0.59 |
| NESA | 42,750 | 980 | 1,517 | 2,496 | 1.95 | 0.49 |
| Maharashtra | 107,970 | 3,822 | 1,750 | 5,572 | 1.72 | 0.43 |
| Madhya Pradesh | 68,740 | 2,501 | 750 | 3,251 | 1.58 | 0.39 |
| Gujarat | 56,630 | 1,013 | 1,583 | 2,596 | 1.53 | 0.38 |
| Kerala | 33,800 | 212 | 1,000 | 1,212 | 1.20 | 0.30 |
| West Bengal | 87,000 | 1,030 | 1,500 | 2,530 | 0.97 | 0.24 |
| Karnataka | 57,550 | 271 | 1,333 | 1,604 | 0.93 | 0.23 |
| Orissa | 39,660 | 760 | 333 | 1,094 | 0.92 | 0.23 |
| Tamil Nadu | 66,110 | 170 | 1,333 | 1,504 | 0.76 | 0.19 |
| Andhra Pradesh | 82,380 | 146 | 1,667 | 1,813 | 0.73 | 0.18 |
| Chhattisgarh | 23,270 | 366 | 125 | 491 | 0.70 | 0.18 |
| Rajasthan | 64,530 | 795 | 417 | 1,211 | 0.63 | 0.16 |
| Total All India | 1,144,751 | 75,953 | 20,854 | 96,807 | 2.82 | 0.70 |

TFA intake from Edible Vegetable Oils

- India consumers a variety of edible vegetable oils namely groundnut oil, mustard oil, coconut oil, soybean oil, sunflower oil, palm oil and other lesser-known oils such as safflower, linseed, cottonseed, rice bran oil, etc.
- Almost all edible vegetable oils are used for direct consumption as a cooking medium in households; therefore, NSSO survey results were referred to for direct consumption of edible oils at a state level.
- ➤ However, a significant portion of certain oils (e.g. Palm Oil, Soybean Oil) is also consumed indirectly in the form of processed food products. Therefore, indirect intake of all vegetable oils including palm oil was estimated to arrive at total intake of vegetable oils at a state level.
- ➤ The consumption volumes were extrapolated to 2007-08, using growth rate in total edible vegetable oil volumes from 2004-05 to 2007-08.
- ➤ Refer Table 1 for assumptions on % Fat content and %TFA content in edible vegetable oils.

India consumes 27.6 g/day/person of edible vegetable oils, which translates to TFA intake of 0.28 g/day/person. The consumption varied from 11.2 g/day/person to 53 g/day/person.

Per capita intake of edible vegetable oil was highest in Maharashtra followed by Karnataka, Andhra Pradesh, Tamil Nadu and Gujarat; corresponding TFA intake was also reported to be high to the tune of 0.42-0.53 g/day/person compared to the national average estimate of 0.28 g/day/person

Refer Table 9 for TFA intake from edible vegetable oils for India in 2007-08.

Table 9: State wise Total Edible Vegetable Oils intake and TFA intake from Edible Vegetable Oils for 2007-08

| State | Population in '000 | Total Edible Vegetable Oils intake (MT/month) | per capita intake of Edible Vegetable Oils (g/day/person) | per capita TFA intake from Edible Vegetable Oils (g/day/person) |
|------------------|--------------------|---|---|---|
| Maharashtra | 107,970 | 171,751 | 53.0 | 0.53 |
| Karnataka | 57,550 | 80,417 | 46.6 | 0.47 |
| Andhra Pradesh | 82,380 | 113,217 | 45.8 | 0.46 |
| Tamil Nadu | 66,110 | 84,997 | 42.9 | 0.43 |
| Gujarat | 56,630 | 70,579 | 41.5 | 0.42 |
| UT | 3,864 | 3,762 | 32.5 | 0.32 |
| Chandigarh | 1,230 | 1,192 | 32.3 | 0.32 |
| Delhi | 16,950 | 14,666 | 28.8 | 0.29 |
| Himachal Pradesh | 6,600 | 5,100 | 25.8 | 0.26 |
| Madhya Pradesh | 68,740 | 51,963 | 25.2 | 0.25 |
| Chhattisgarh | 23,270 | 17,322 | 24.8 | 0.25 |
| Orissa | 39,660 | 28,042 | 23.6 | 0.24 |
| J&K | 11,257 | 7,494 | 22.2 | 0.22 |
| Kerala | 33,800 | 22,294 | 22.0 | 0.22 |
| Rajasthan | 64,530 | 39,572 | 20.4 | 0.20 |
| Uttaranchal | 9,510 | 5,789 | 20.3 | 0.20 |
| West Bengal | 87,000 | 50,473 | 19.3 | 0.19 |
| NESA | 42,750 | 22,480 | 17.5 | 0.18 |
| Uttar Pradesh | 190,250 | 84,751 | 14.8 | 0.15 |
| Jharkhand | 30,180 | 12,964 | 14.3 | 0.14 |
| Bihar | 93,630 | 39,516 | 14.1 | 0.14 |
| Punjab | 26,720 | 9,759 | 12.2 | 0.12 |
| Haryana | 24,170 | 8,064 | 11.1 | 0.11 |
| Total All India | 1,144,751 | 946,166 | 27.6 | 0.28 |

TFA intake from Milk & Milk Products:

- > State wise direct milk and milk product consumption for the year 2004-05 was referred from the NSSO national survey report.
- ➤ NSSO reports Liquid Milk consumption in Liters. Density of Milk was taken as 1.03 Kg/Liter to arrive at monthly consumption in Kg.
- ➤ However, this does not include indirect milk fat intake in the form of sweets, other industrial applications. Therefore, indirect milk fat intake was factored in as 40 percent of direct milk fat intake.
- ➤ Intake of total milk fat (direct and indirect) in 2004-05 was extrapolated to 2007-08 by applying growth rate in Indian milk production from 2004-05 to 2007-08.
- ➤ Refer Table 1 for assumptions on % Fat content and %TFA content in Milk & Milk products.

At a national level in 2007-08, it is estimated that India consumed 11.4 g/day/person of milk fats, which gives TFA intake from milk fats as 0.57 g/day/person. Milk fat intake ranged from 2.6 g/day to 33.2 g/day with Haryana, Punjab and Chandigarh showing a high milk fat consumption on account of high consumption of milk products such as butter, ghee, etc. The corresponding TFA intake ranged from 0.13 g/day/person to 1.66 g/day/person.

Refer Table 10 for total Milk Fats intake and TFA intake from milk fats for India in 2007-08.

Table 10: State wise Total Milk Fats and TFA intake from Milk Fats for 2007-08

| State | Population in '000 | Total intake of Milk Fats (MT/month) | per capita intake of Milk Fats (g/day/person) | per capita TFA intake from Milk Fats (g/day/person) |
|------------------|--------------------|--|---|---|
| Haryana | 24,170 | 24,095 | 33.23 | 1.66 |
| Chandigarh | 1,230 | 1,104 | 29.91 | 1.50 |
| Punjab | 26,720 | 22,741 | 28.37 | 1.42 |
| Rajasthan | 64,530 | 49,131 | 25.38 | 1.27 |
| Delhi | 16,950 | 11,890 | 23.38 | 1.17 |
| Himachal Pradesh | 6, 600 | 4,440 | 22.42 | 1.12 |
| J&K | 11,257 | 7,044 | 20.86 | 1.04 |
| Gujarat | 56,630 | 28,893 | 17.01 | 0.85 |
| Uttaranchal | 9,510 | 4,660 | 16.33 | 0.82 |
| Madhya Pradesh | 68,740 | 26,408 | 12.81 | 0.64 |
| Uttar Pradesh | 190,250 | 68,880 | 12.07 | 0.60 |
| Karnataka | 57,550 | 16,781 | 9.72 | 0.49 |
| Maharashtra | 107,970 | 30,051 | 9.28 | 0.46 |
| Tamil Nadu | 66,110 | 17,714 | 8.93 | 0.45 |
| Andhra Pradesh | 82,380 | 21,287 | 8.61 | 0.43 |
| UT | 3,864 | 960 | 8.28 | 0.41 |
| Kerala | 33,800 | 7,928 | 7.82 | 0.39 |
| Bihar | 93,630 | 20,852 | 7.42 | 0.37 |
| Jharkhand | 30,180 | 4,604 | 5.08 | 0.25 |
| West Bengal | 87,000 | 12,696 | 4.86 | 0.24 |
| NESA | 42,750 | 5,545 | 4.32 | 0.22 |
| Chhattisgarh | 23,270 | 2,059 | 2.95 | 0.15 |
| Orissa | 39,660 | 3,122 | 2.62 | 0.13 |
| Total All India | 1,144,751 | 392,884 | 11.44 | 0.57 |

TFA intake from Meat

- Meat products considered for study were
 - o Sheep & Goat meat
 - o Beef & Buffalo meat
 - o Pig/Swine Meat and
 - o Poultry meat.
- NSSO survey results of 2004-05 were referred to for direct consumption of meat in households, which typically considers meat cooked and consumed at home.
- ➤ However, out of home consumption of meat at hotel/restaurant chains, fast food outlets and consumption of other forms of processed meat products, etc contributes a significant percentage to the actual consumption.
- ➤ Indirect consumption of meat products has been factored in separately using annual production volume estimate from FAO Stat net of exports. Refer Table 11 for FAO Production and Exports volume data of meat and meat products.
- Meat intake values were extrapolated to 2007-08 using growth rate in consumption from 2004-05 to 2007-08.
- ➤ Refer Table 1 for assumptions on % Fat content and %TFA content in different meat sources.

Table 11: All India Meat Production and Exports Volume

| All Volume in MT | Production (FAO Stat) ⁵ | | Exports (A | APEDA) ⁶ | Consumption (Production less Exports) | |
|-----------------------|------------------------------------|-----------|------------|---------------------|---------------------------------------|-----------|
| | 2004-05 | 2007-08 | 2004-05 | 2007-08 | 2004-05 | 2007-08 |
| Sheep and Goat Meat | 734,000 | 777,456 | 9,024 | 8,909 | 724,976 | 768,547 |
| Beef and Buffalo Meat | 2,827,717 | 2,780,615 | 337,778 | 483,478 | 2,489,939 | 2,297,137 |
| Pig/Swine Meat | 497,000 | 497,000 | 0 | 1,711 | 497,000 | 495,289 |
| Poultry Meat | 1,715,000 | 2,312,800 | | | 1,715,000 | 2,312,800 |

At a national level, total Fat intake from meat sources is estimated at 1.79 g/day/person, contributing TFA of 0.09 g/day/person in 2007-08. This is considerably low as compared to TFA intake from other food sources.

Refer Table 12 for Total Meat intake & TFA intake from meat & meat products for India in 2007-08

Trans Fat Consumption Trends in India – Strategic Insight

Table 12: State wise Total Meat and TFA intake from Meat for 2007-08

| State | Sheep & Goat Meat MT/Month | Beef & Buffalo Meat MT/Month | Pig/Swine Meat MT/Month | Poultry Meat MT/Month | per capita Fat intake from Meat (g/day/person) | per capita TFA intake from Meat (g/day/person) |
|------------------|----------------------------------|------------------------------------|-------------------------------|-----------------------------|---|---|
| Jammu & Kashmir | 1,875 | 7,249 | 162 | 2,673 | 5.37 | 0.31 |
| Kerala | 497 | 22,939 | 904 | 16,756 | 5.55 | 0.28 |
| NES | 1,325 | 22,827 | 26,047 | 10,095 | 6.62 | 0.25 |
| Uttar Pradesh | 7,712 | 57,248 | 1,395 | 4,787 | 2.17 | 0.13 |
| West Bengal | 2,730 | 23,000 | 3,049 | 27,101 | 2.62 | 0.12 |
| UT | 198 | 877 | 92 | 1,566 | 2.62 | 0.11 |
| Karnataka | 4,808 | 9,991 | 1,213 | 15,208 | 2.11 | 0.10 |
| Maharashtra | 13,718 | 15,770 | 480 | 13,616 | 1.75 | 0.10 |
| Andhra Pradesh | 7,627 | 10,985 | 875 | 30,407 | 2.07 | 0.09 |
| Tamil Nadu | 6,366 | 6,938 | 156 | 18,792 | 1.69 | 0.07 |
| Delhi | 1,086 | 1,626 | 954 | 3,974 | 1.62 | 0.06 |
| Uttaranchal | 606 | 1,032 | 177 | 467 | 1.14 | 0.06 |
| Jharkhand | 1,322 | 2,514 | 2,161 | 6,260 | 1.46 | 0.05 |
| Haryana | 212 | 1,714 | 360 | 2,268 | 0.75 | 0.03 |
| Orissa | 1,279 | 1,801 | 665 | 5,222 | 0.78 | 0.03 |
| Himachal Pradesh | 530 | 53 | 42 | 222 | 0.49 | 0.03 |
| Gujarat | 1,756 | 2,119 | 0 | 3,086 | 0.49 | 0.02 |
| Rajasthan | 3,188 | 1,290 | 413 | 203 | 0.37 | 0.02 |
| Bihar | 2,678 | 2,968 | 438 | 4,837 | 0.45 | 0.02 |
| Madhya Pradesh | 1,880 | 1,574 | 95 | 3,843 | 0.39 | 0.02 |
| Chhattisgarh | 552 | 103 | 756 | 4,167 | 0.65 | 0.01 |
| Chandigarh | 24 | 0 | 5 | 168 | 0.39 | 0.01 |
| Punjab | 420 | 80 | 48 | 1,879 | 0.24 | 0.01 |
| All India | 62,389 | 194,697 | 40,488 | 177,598 | 1.79 | 0.09 |

Total TFA intake for India

National per capita TFA intake is estimated at 1.64 g/day/person which is well below the WHO recommendation of <2.5 g/day/person⁷.

However TFA intake ranges widely from 0.6 g/day/person to as high as 7.9 g/day/person. Haryana, Delhi, Punjab, and Chandigarh have high TFA intake primarily due to high intake levels of PHVO and Milk Fats.

Refer Table 13 for total per capita TFA intake from various food sources for India in 2007-08.

At a national level, PHVO contributes 43% of total TFA intake of the country, followed by Milk & Milk products which contribute 35%. Edible vegetable oils contribute 17% and Meat contributes 5% of TFA intake. There is again wide disparity at a state level e.g. in Punjab PHVO contributes almost 80% of total TFA intake, whereas this is only 9% for Rajasthan. Milk Fats are the highest contributor of TFA intake in Rajasthan accounting for 77% of total TFA intake.

Refer Table 14 for State wise contribution of various food sources to total TFA intake for India in 2007-08.

Per capita TFA intake as percentage of energy was calculated to be 0.6% for India, which again is lower than WHO dietary recommendation of 1%8. Also per capita fat intake as percentage of total energy was estimated as 15.9% which is at the lower end of WHO recommendation range of 15% to 30%.

At a state level, TFA intake as percentage of energy was estimated to be higher than 1% in Punjab, Haryana, Chandigarh, and Delhi ranging from 1.3-2.7%. For all other states, TFA intake as percentage of energy was lower than the recommended <1%. Only Punjab and Chandigarh are estimated to have TFA intake from PHVO as percentage of Energy of more than 1%. All other States in India have dietary TFA intake from PHVO as percentage of Energy of lower than 1%.

Refer Table 15 for State wise TFA intake as percentage of dietary energy for India in 2007-08.

Table 13: State wise TFA intake from various food sources for 2007-08

| State | TFA – PHVO (g/day/person) | TFA – Edible Vegetable Oils (g/day/person) | TFA – Milk Fat (g/day/person) | TFA – Meat (g/day/person) | Total TFA intake (g/day/person) |
|------------------|------------------------------|--|----------------------------------|------------------------------|---------------------------------|
| Punjab | 6.34 | 0.12 | 1.42 | 0.01 | 7.89 |
| Chandigarh | 3.12 | 0.32 | 1.50 | 0.01 | 4.95 |
| Haryana | 2.55 | 0.11 | 1.66 | 0.03 | 4.36 |
| Delhi | 2.53 | 0.29 | 1.17 | 0.06 | 4.05 |
| Himachal Pradesh | 1.41 | 0.26 | 1.12 | 0.03 | 2.81 |
| Uttaranchal | 1.53 | 0.20 | 0.82 | 0.06 | 2.62 |
| Jammu & Kashmir | 1.03 | 0.22 | 1.04 | 0.31 | 2.60 |
| Uttar Pradesh | 1.07 | 0.15 | 0.60 | 0.13 | 1.95 |
| UT | 1.03 | 0.32 | 0.41 | 0.11 | 1.88 |
| Gujarat | 0.38 | 0.42 | 0.85 | 0.02 | 1.67 |
| Rajasthan | 0.16 | 0.20 | 1.27 | 0.02 | 1.65 |
| Maharashtra | 0.43 | 0.53 | 0.46 | 0.10 | 1.52 |
| Madhya Pradesh | 0.39 | 0.25 | 0.64 | 0.02 | 1.30 |
| Karnataka | 0.23 | 0.47 | 0.49 | 0.10 | 1.28 |
| Kerala | 0.30 | 0.22 | 0.39 | 0.28 | 1.19 |
| Andhra Pradesh | 0.18 | 0.46 | 0.43 | 0.09 | 1.16 |
| Tamil Nadu | 0.19 | 0.43 | 0.45 | 0.07 | 1.14 |
| NES | 0.49 | 0.18 | 0.22 | 0.25 | 1.13 |
| Bihar | 0.59 | 0.14 | 0.37 | 0.02 | 1.13 |
| Jharkhand | 0.63 | 0.14 | 0.25 | 0.05 | 1.08 |
| West Bengal | 0.24 | 0.19 | 0.24 | 0.12 | 0.80 |
| Orissa | 0.23 | 0.24 | 0.13 | 0.03 | 0.63 |
| Chhattisgarh | 0.18 | 0.25 | 0.15 | 0.01 | 0.59 |
| All India | 0.70 | 0.28 | 0.57 | 0.09 | 1.64 |

Table 14: Percentage contribution of various food source to total TFA intake

| State | PHVO | Milk & Milk Products | Edible Vegetable Oils | Meat & Meat Products |
|------------------|------|----------------------------|-----------------------------|----------------------------|
| Punjab | 80% | 18% | 2% | 0% |
| Chandigarh | 63% | 30% | 7% | 0% |
| Delhi | 62% | 29% | 7% | 2% |
| Uttaranchal | 59% | 31% | 8% | 2% |
| Haryana | 59% | 38% | 3% | 1% |
| Jharkhand | 58% | 23% | 13% | 5% |
| Uttar Pradesh | 55% | 31% | 8% | 7% |
| UT | 55% | 22% | 17% | 6% |
| Bihar | 53% | 33% | 12% | 2% |
| Himachal Pradesh | 50% | 40% | 9% | 1% |
| NES | 43% | 19% | 15% | 22% |
| Jammu & Kashmir | 40% | 40% | 9% | 12% |
| Orissa | 37% | 21% | 38% | 5% |
| West Bengal | 30% | 30% | 24% | 15% |
| Madhya Pradesh | 30% | 49% | 19% | 1% |
| Chhattisgarh | 30% | 25% | 42% | 2% |
| Maharashtra | 28% | 31% | 35% | 6% |
| Kerala | 25% | 33% | 18% | 24% |
| Gujarat | 23% | 51% | 25% | 1% |
| Karnataka | 18% | 38% | 36% | 8% |
| Tamil Nadu | 17% | 39% | 38% | 7% |
| Andhra Pradesh | 16% | 37% | 40% | 7% |
| Rajasthan | 9% | 77% | 12% | 1% |
| All India | 43% | 35% | 17% | 5% |

Table 15: State wise Fat and TFA intake as percentage of Energy intake

| State | Population ('000) | per capita Fat Intake (g/day) | per capita TFA intake (g/day) | per capita Energy intake (Kcal/day) | Fat as % of total energy | TFA as % of total energy | TFA from PHVO as % of total energy |
|------------------|-------------------|-------------------------------------|-------------------------------------|---|--------------------------|--------------------------|------------------------------------|
| Punjab | 26,720 | 66.2 | 7.89 | 2,664 | 22.3% | 2.67% | 2.14% |
| Chandigarh | 1,230 | 75.1 | 4.95 | 2,737 | 24.7% | 1.63% | 1.03% |
| Haryana | 24,170 | 55.3 | 4.36 | 2,697 | 18.5% | 1.45% | 0.85% |
| Delhi | 16,950 | 64.0 | 4.05 | 2,742 | 21.0% | 1.33% | 0.83% |
| Himachal Pradesh | 6,600 | 54.3 | 2.81 | 2,623 | 18.6% | 0.97% | 0.48% |
| Uttaranchal | 9,510 | 43.9 | 2.62 | 2,478 | 15.9% | 0.95% | 0.56% |
| Jammu & Kashmir | 11,257 | 52.5 | 2.60 | 2,644 | 17.9% | 0.88% | 0.35% |
| UT | 3,864 | 47.5 | 1.88 | 2,452 | 17.4% | 0.69% | 0.38% |
| Uttar Pradesh | 190,250 | 33.4 | 1.95 | 2,634 | 11.4% | 0.67% | 0.36% |
| Maharashtra | 107,970 | 65.8 | 1.52 | 2,287 | 25.9% | 0.60% | 0.17% |
| Gujarat | 56,630 | 60.6 | 1.67 | 2,576 | 21.2% | 0.58% | 0.13% |
| Rajasthan | 64,530 | 46.8 | 1.65 | 2,611 | 16.1% | 0.57% | 0.05% |
| Karnataka | 57,550 | 59.3 | 1.28 | 2,265 | 23.6% | 0.51% | 0.09% |
| Madhya Pradesh | 68,740 | 40.0 | 1.30 | 2,334 | 15.4% | 0.50% | 0.15% |
| Tamil Nadu | 66,110 | 54.2 | 1.14 | 2,271 | 21.5% | 0.45% | 0.08% |
| Kerala | 33,800 | 36.5 | 1.19 | 2,423 | 13.6% | 0.44% | 0.11% |
| Andhra Pradesh | 82,380 | 57.2 | 1.16 | 2,407 | 21.4% | 0.43% | 0.07% |
| NES | 42,750 | 30.4 | 1.13 | 2,507 | 10.9% | 0.41% | 0.17% |
| Bihar | 93,630 | 24.3 | 1.13 | 2,489 | 8.8% | 0.41% | 0.21% |
| Jharkhand | 30,180 | 23.4 | 1.08 | 2,498 | 8.4% | 0.39% | 0.23% |
| West Bengal | 87,000 | 27.8 | 0.80 | 2,459 | 10.2% | 0.29% | 0.09% |
| Orissa | 39,660 | 27.9 | 0.63 | 2,460 | 10.2% | 0.23% | 0.08% |
| Chhattisgarh | 23,270 | 29.1 | 0.59 | 2,377 | 11.0% | 0.22% | 0.07% |
| All India | 1,144,751 | 43.6 | 1.64 | 2,473 | 15.9% | 0.60% | 0.26% |

Global - TFA Intake benchmarks

India's per capita TFA intake of 1.6 g/day/person is lower than most countries except Australia (1.2 -1.6 g/day – average taken as 1.4 g/day).

India's per capita total Fat intake at 44 g/day/person and Energy intake at 2,473 Kcal/day/person are the lowest among the countries compared.

Table 16: Comparative Analysis of Energy/Fat and TFA intake for various countries

| Country | Energy (Kcal/day/person) | Fat Intake (g/day/person) | Fat as % of energy | TFA intake (g/day/person) | TFA as % of energy |
|-----------|--------------------------|---------------------------|--------------------|---------------------------|--------------------|
| Brazil | 3,255 | 99 | 27% | 5.9 | 1.6% |
| USA | 3,779 | 161 | 38% | 5.8 | 2.6% |
| UK | 3,449 | 134 | 35% | 4.6 | 1.2% |
| Canada | 3,628 | 148 | 37% | 4.9 | 2.2% |
| Denmark | 3,472 | 138 | 36% | 2.6 | 1.0% |
| India | 2,473 | 44 | 16% | 1.6 | 0.6% |
| Australia | 3,151 | 131 | 37% | 1.4 | 0.6% |

CONCLUSIONS

Daily per capita dietary TFA intake in India is estimated at 1.6 g/day. TFA intake as percentage of dietary energy for India is estimated at 0.6%. Both these parameters are lower than the WHO recommended standards of <2.5 g/day and <1%.

India has one of the lowest per capita Fat intake at 44 g/day among the countries benchmarked. Its TFA intake level at 1.6 g/day is also lower than most countries except Australia.

However, certain states in North India have high consumption of Vanaspati and Milk Fats and hence higher TFA intake. Punjab (2.7%), Chandigarh (1.6%), Haryana (1.4%) and Delhi (1.3%) have TFA intake above WHO recommended level of 1%. Of these only Punjab and Chandigarh have dietary TFA intake from PHVO as percentage of Energy of more than 1%.

At a national level, PHVO contributes 43% of total TFA intake of the country, followed by Milk & Milk products which contribute 35%. Edible vegetable oils contribute 18% and Meat contributes 5% of TFA intake. There is again wide disparity at a state level e.g. in Punjab PHVO contributes almost 80% of total TFA intake, whereas this is only 9% for Rajasthan. Milk Fats are the highest contributor of TFA intake in Rajasthan accounting for 77% of total TFA intake.

REFERENCES

- State wise Population estimates for 2004-05 and 2007-08: http://www.censusindia.gov.in/Census Data 2001/Projected Population/Projected Population.pdf
- 2. http://www.mospi.gov.in/nsso test1.htm
- Fatty acids profile of Edible Oils and Fats in India, Centre for Science and Environment (www.cseindia.org), Fat content for Meat Source: http://en.wikipedia.org/wiki/Meat#Nutritional benefits and concerns
- 4. FAO Stat: http://faostat.fao.org/site/609/DesktopDefault.aspx?PageID=609#ancorg
- FAO Stat for Meat Production Volume: http://faostat.fao.org/site/569/DesktopDefault.aspx?PageID=569
- 6. APEDA Statistics for Meat Exports: http://apeda.com/TradeJunction/Statistics/genReport.aspx
- Feasibility of recommending certain replacement or alternative fats by CM Skeaff. European Journal of Clinical Nutrition (2009) 63, S34–S49
- 8. World Health Organization (WHO), Diet, Nutrition and the Prevention of Chronic Diseases, WHO Technical Series Report 916 (Geneva, 2003)
- 9. Trans Fatty Acids In The New Zealand And Australian Food Supply, Food Standards Australia New Zealand: http://www.foodstandards.gov.au/ srcfiles/Transfat%20report CLEARED.pdf
- 10. Pan America Health Organization (PAHO) PAHO /WHO TASK FORCE
- 11. Health Canada TRANSforming the Food Supply, Report of the Trans Fat Task Force, Submitted to the Minister of Health June 2006. http://www.hc-sc.gc.ca/fnan/nutrition/gras-trans-fats/tf-ge/tf-gt_rep-rap_e.html
- 12. Stender, S. and Dyerberg, J. (2003) A report from the Danish Nutrition Council: The influence of trans fatty acids on health; fourth edition.
- 13. 2001, National Diet and Nutrition Surveys (NDNS) UK, UK Food Standards Agency (FSA)
- 14. American Heart Association (2006) Trans fat overview. 29 October 2006.