

Desi food companies going nuts behind Videshi nuts!



Source: Front page advertisement in The Economics Times on 15th September, 2022, Mumbai edition

- Instead of imported almonds, if the company selects to use groundnut “**The power of protein**” would be **25%** instead of **20%**.
- Besides, groundnut has **24% higher iron** content than the imported almonds.
- Groundnut has **lesser fat** as compared to the almonds.
- Groundnut **costs only 20%** of imported almonds! Using the Indian groundnut would make the biscuits/cookies **more affordable and nutritious**.
- Promoting consumption of desi groundnut instead of imported almonds in the biscuits/cookies would help **increasing Indian farmer’s income and rural prosperity**.
- It would also help achieving **Atmanirbhar Bharat**.
- India is the **second largest producer of groundnut** in the world, yet Indian FMCGs crave for imported nuts with lower nutritional value. This must change. Remember, value addition is very much needed for India’s agricultural economy to leap forward.

Promoting desi products should be the first priority for India’s Food & FMCG companies.