



## OVERVIEW OF FULFILLMENT OF SOCIETAL NEEDS TOWARDS THE BEST QUALITY OF FOOD PRODUCTS THROUGH FROZEN FOOD INDUSTRY ENTERPRENEURSHIP

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### ABSTRACT:

In today's world, freeze or frozen foods have emerged out of the shadow of fresh products. The demand for frozen food i.e. products such as fruits and vegetables are particularly increasing since the quality and nutritional factors are remain as it was before the storage. Also the busy schedule of the consumer is one of the major reason behind the superiority of frozen food over the regular food because the consumer cannot visit the grocery store frequently enough to stockpile fresh food products on regular basis. The entrepreneurs across the world can supply the fresh food over the globe by using frozen food technique. The frozen food market is one of the most dynamic sectors of food industry for entrepreneur. The market also includes frozen bakery products, frozen desserts, frozen fish/sea food, frozen meat products, frozen potato products, etc. Frozen food industry is progressively moving from bulk un-processed food market to manufactured and processed food market. The increase in demand for frozen food is influencing directly to the food processing and food processing equipment manufacturing industry which directly results in growth of GDP of country. In recent years, due to changing consumer profile, the frozen food industry has changed significantly. The use of frozen fruits and vegetables in daily diets is steadily increasing, driven by shifting food preferences. Frozen vegetables are available in dozens of varieties and mixtures with preserved freshness and taste enriched with original nutrition contents. People are favoring frozen food as against home-meal. From a marketing point of view, frozen vegetables are economical as they entail minimum cost of marketing.

**Keywords:** Consumer, Equipment, Food, Frozen, Industry, Nutritional.

### Introduction:

Now-a-days, a huge variety of food in the market has travelled across the world before it gets serve in consumer's plates. This is possible because of the long supply chain of food products through various food preservation techniques. The understanding of how and where food produced and the impact of production and consumption is degrading since last few years. Frozen food industry is one of those industries which contribute their work to preserve the food products and make sure that the large range of food variety must be available across the globe. The entrepreneurs are gaining the wealth and a chance to support such food chains by enterprising in the sector of frozen foods.

Humans have been utilizing freezing as a means of safety since ancient era of time. It is the oldest and most commonly used means of food preservation from the Paleolithic and Neolithic times. It has been known to be an extremely effective means of preserving food for preserving food for extended periods. The chemist Robert Boyle publically discussed that the salt and ice can be used together to store the food for longer period of time in 1662. This simple technology was also known in Spain, India and Italy in the sixteenth century. Furthered the studies showed that in regions with hot climate, it is difficult to preserve the food material. Since the frozen foods are

completely dependent on the cool climate or ice at that age of time the necessity for the artificial cooling techniques gets increased. William Cullen found the solution to make ice artificially by vaporizing water at low pressure. This experiment was followed by the Jacob Perkins in 1834 that made ice making machine operating on ethyl ether. In the next 30 years, the refrigeration technology was developed very rapidly, spearheaded by the Joule and Kelvin. Finally in 1865, the cold storage warehouse in New York was built which used brine for cooling. In year 1868, the cold air machine of a ship was used to transport meat from New York to Glasgow. Ammonia was first used as refrigerant in 1882 and then first freezer plate was developed in 1888. In 1928, Thomas Medley invented CFC's (frons). Around the same time, in 1929, Clarence Birdseye began developing frozen meals. His original intentions were to use freezing to dry foods that would have long term stability and could be reconstituted by the housewife. By experimenting this, he understood the beneficial impact of fast freezing on the quality of food that had until that time often been frozen at slow rates. At the end of twentieth century, 25% of refrigerated food being frozen. Successful freezing can preserve food product in almost in its original form. This makes it possible to preserve and transport food worldwide. As

freezing prevents growth of microbes, frozen food can be stored for longer period. There is no need to use preservatives or additives to extend shelf life of a food product. Freezing allow flexibility in manufacture and supply, means that food can be preserved at near its optimum quality for distribution and transportation.

The history of freezing and frozen food industry shows the unplanned growth. To expand and improve the frozen food industry, the proper entrepreneurship is required. Planned and mistake proof strategy should be applied to develop the frozen food sector. The entrepreneurs have various merits in the field of frozen foods. Indian market is a huge market for the product developers. The production of food processing industry contributes 14% to the GDP (till December 2015). That shows the large food processing sector in India. This processing sector needs to store the products manufactured by them at any cost. The frozen food industry can work on the same platform where they have just to store the food for as far as they can without growing, cultivating and processing the food. They can simply make huge profit through the method. Roughly one third of the food produced in the world for human consumption every year i.e. around 1.3 billion tons gets lost or wasted. Food losses and waste amounts are roughly US\$ 680 billion in industrialized countries and US\$ 310 billion in developing countries. Fruits and vegetables, plus roots and tubers have the highest wastage rates of any food. Global quantitative food losses and waste per year are roughly 30% for cereals, 40-50% for root crops, fruit and vegetables, 20% for oil seeds, meat and dairy pulse and 35% for fish and fish products. Per capita waste by consumers is between 95-115 kg a year in Europe and North America, with consumers in sub-Saharan Africa, South and south-eastern Asia, each throw away almost 6-11 kilogram per year. In developing countries, 40% of losses occur at post-harvest and processing levels while in industrialized countries more than 40% of losses happen at retail and consumer level. The tremendous amount of food material gets waste before and after the post-harvest is shown by these numbers. To overcome all the problems, the frozen food entrepreneurship should be practiced. World already have huge hunger which needs a solution. By the use of frozen food methods, these problems can be solved up to some extent.

**Advantages of frozen food entrepreneurship to solve the hunger problem globally along with the earning:**

- Entrepreneurs can sell their frozen food products across the globe. The frozen food products have longer shelf life. So, they can be sold in any corner and any part of the world.
- This advantage provides another merit that the whole world become the market for entrepreneurs. There are no boundaries to the market for the frozen foods.
- The entrepreneurs are directly making profits by frozen foods but the another industries such as food packaging industries, food equipment manufacturing industries, food transportation agencies, etc. get influenced by the frozen food processing industries. These start up's or industries can also get growth in their business.
- The collaborative efforts of all food processing, packaging, equipment manufacturing, transportation, etc. can make an effective and cost saving eco-system to multiply the production which will help in preservation of more food products.
- Because of the undeveloped and not so clear ideas of frozen food industry, the sector has not grown totally yet. This is why the competition in the entrepreneurship of frozen foods is still very low. This is the direct advantage for the entrepreneurs to grow their business and earn profits at high scale.
- The frozen food processing business is cost-effective and as output, it gives more profit if managed well. All the setup of the industry is only one time investment which helps us to bring out high profits.
- Current technology has high potential for the growth of industry. Multiplication of the business can be done without any technological problem.
- Online market is the huge opportunity for all entrepreneurs. They can sell their product to the consumer with very less shipping charges without any mediator to save the costing. This will be the step towards good entrepreneur and consumer relation. The entrepreneurs can create the chance of earning for the labors and workers while expanding the business.
- To generate the passive income, they can improve their brand name and multiply

their franchise. This will result in the generation of 'Recurring Revenue Model' of the business.

**Conclusion:**

The frozen food industry is one of the fastest growing industries in the world since better quality of the frozen food is the primary factor which attracts the consumer for consumption. The nutritional qualities of frozen food remains the same as it was before the packaging. Along with the nutritional benefit, the frozen foods have better shelf life. So, the global market is accepting the large variety of frozen foods. Entrepreneurs are able to make huge profits by trading in the frozen food market. The world has become the global market for the entrepreneurs since the e-commerce websites are ruling the international market. The relation between the consumer and entrepreneur is getting better since availability of fresh and better quality food products. Also the frozen foods are influencing the food processing, packaging, transportation, etc. sectors. This results in the increase in the GDP of the country. The freedom to peruse the vision and the opportunity to learn and gain knowledge can be learned through entrepreneurship. Also the goal of self-employment can be achieved.

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