



## Message

from

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for

**Global Rice Bran Oil Conference 2015**



The edible oil industry today has a larger impact with health oils coming into the fore with a focus on oils such as rice bran oil which is leading its brand equity as the health oil and the Conference on the Global Rice Bran Oil 2015 is rightly titled and is timely. My warm greetings to all the Delegates, Members, speakers and Participants as well as Office bearers of SEA.

The growth of the Indian vegetable oil industry by 2020 is expected to reach 200,000 crores with all the infrastructure in place perhaps to produce about 250 lakhs tonnes of vegetable oil and the large portion of it would not be sold as raw oil to the public but converted into other products. How does India handle this demand with its infrastructure and modernisation trajectory which can make a difference for it to be a leader in the next 5 years ? We need to resource other important raw material and rice bran is one such.

The oil and health are always related and many a times the consumer avoids oil thinking it is unhealthy but the need of oil for brain functioning and many of the metabolism function is simply unavoidable. An oil like rice bran oil has a major role to play since unlike the olden days one was removing the bran commercially which deprives the body of many of the good and vital bioactive molecules of the rice bran. Therefore the importance of rice bran oil in complementing and supplementing as a health is simply letters written in gold. The colour of Rice bran speaks oil volumes to that though !

The Indian perspective of increasing the per capita consumption of healthy oils especially the rice bran oil is very important to lock in as agenda and to bring in awareness and publicity and to also make the consumer understand how he has to judiciously buy the right edible oil for the management of the entire family's health for generations. Many a times the market does not expand but the consumer is not made aware but the product is just produced in isolation. I am sure the rice bran oil industry will interact with consumers at large and invest sufficient resources for bringing in awareness of the health benefit of the rice bran oil as well as bringing it to the knowledge of Doctors so that the benefits of rice bran oil is not only limited to a few learned individuals but must become India's No. 1 Health oil at an affordable cost as edible oil. There is an agenda in it and hard work is needed to manage, sustain and to reach rice bran oil message to every home so that the India's population gets its natural health from this wonderful oil. It is also important that the safety aspects, the claim aspects and as well as the consumer need for certain flavour and colour all to be met in with clear regulatory aspect. This is India's unique USP branded oil with safety being the foremost and health being more foremost after safety and at an affordable cost. Perhaps this is the true agenda of the meeting.

I wish the Organisers, Participants, Industry captains, Scientists, Researchers, Students, Traders and Doctors who are participating in this Global Conference eth every best.

**IF RICE BRAN OIL MATTERS TO US, WE SHALL MATTER MORE TO RICE BRAN OIL.**

15 July 2015

*The best to all the participants*

V. Prakash