

Food & Beverages

Food Safety Standard and
Eco-Friendly Packaging



WHAT'S INSIDE

Foods and beverages are potential export products from Indonesia. The local government pays high attention to the development of its local industry and the export value in global market. One of the strategies to achieve that goals is by applying the international food safety standards, and monitor the the selection of packaging materials that are safe for protecting foods and beverages, and also support the environmental conservation.

editor's desk



Dear Readers,

The Directorate General of National Export Development (DGNED), the Ministry of Trade of the Republic of Indonesia, keeps implementing a number of strategies to increase the national non-oil export performance. One of commodities which has huge export potential is processed foods and beverages. The export value of this product exhibited a positive trend during last five years.

On the other side, the DGNED also undertook research to gather information about foods and beverages that are dominant in global markets. It is found that the key to successfully penetrate the international markets is by applying the global food safety standards. The food and beverage products that have international food certification are likely to be accepted in many foreign markets, mostly in developed countries.

It is important for all Indonesian manufacturers of foods and beverages products to acknowledge and understand the global safety standard. It has to be beared in mind that food safety is the first priority, second priority and also the third priority. Keeping the cleanliness of kitchen and factory is a must. It is also compulsory to train the workers of how to stay hygyne while the production process is ongoing.

In addition to the production process, the determination of packaging materials will also influence the food safety. Harmful material like plastic, is not recommended to use, since it can absorb bacteria, air pollution and others that will spoil the foods. Therefore, it is important for manufacturers to have sufficient information about safe packaging materials, which can also support environmental conservation.

Thank You

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HOT ISSUE

Food & Beverages

Food Safety Standard and Eco-Friendly Packaging

Food safety is remained a hot issue in global market. There are a number of reasons to expose the issue, such as the rising awareness of the people in the world to the importance of healthy food to support their lives. Another consideration is to also underpin the effort of preserving the environment, more importantly the negative impact of climate changes due to the increasing volume of food waste.

Addressing the issue, the government of Indonesia has arranged the Road Map of Food Safety Monitoring System, which comprising of five pillars: institutions and regulations; sources improvement; strengthening networks; risk-based monitoring; and risk communication. The role of the Ministry of Trade of the Republic of Indonesia in this road map is to ensure all foods and beverages dispatched in domestic and global market, have already passed the food safety control.

The standard which used by global foods and beverages manufacturers is the regulation enacted by the World Health Organization (WHO), called Codex Alimentarius. By applying this standard in the production process, the foods and beverages are likely to be accepted in many foreign markets mostly in the developed countries.

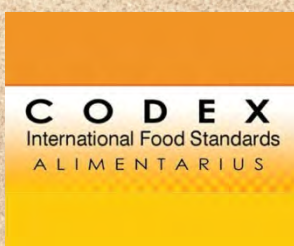
Nowadays, there are more Indonesian processed foods and beverages exporters that acknowledge the requirement they have to fulfill to penetrate overseas markets. Therefore, they have adapted the global safety standards published by WHO. Also, a number of Indonesian foods and beverages producers also have obtained food safety

certification like GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis and Critical Control Points).

The effort to rise the food safety standards in Indonesia is also conducted by educating the manufacturers not to use plastic materials for packaging. The use of plastic as a packaging material provides several advantages, namely (a) the plastic can be made into various shapes and structures; (b) offering design flexibility; (c) cheaper price; and (d) light.

However, should receive special consideration and attention. The use of plastic materials may cause harm, because it is porous (permeable). Under these conditions, the plastic can absorb properties of the material outside the packaging such as light, gas, steam, and some specific molecules.

In Indonesia, the regulations of packaging materials for processed food products was published by the Head of the National Agency of Drug and Food Control of Indonesia (Badan Pengawas Obat dan Makanan/BPOM) Number HK.00.05.1.55.1621, about Supervision of Food Packaging Materials. In addition to maintain the food quality, the monitoring of food packaging system also aims to ensure the manufacturers in providing crucial information about the ingredients of the processed foods and beverages, so that consumers who have specific allergies will be safe.



World Health Organization



MARKET REVIEW

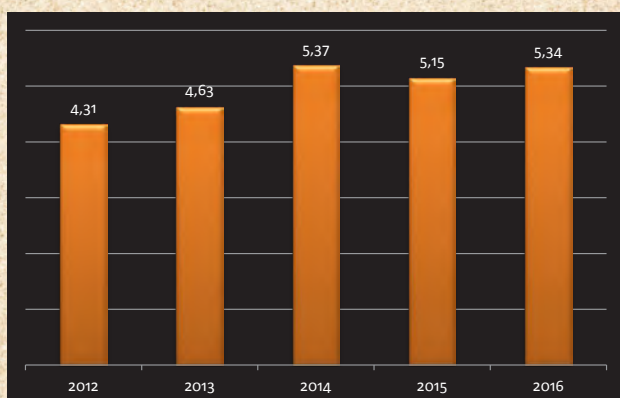


Export Potential of Indonesian Food & Beverages

Processed foods and beverages is one of the primary export products from Indonesia. The export performance of this commodity is predicted to keep growing until 2019. Indonesia's exports to the world for processed food and beverage products gained a 5.49% increase over the past five years. Consecutively, the export value recorded by the Statistic Indonesia (Biro Pusat Statistik) are USD 4,31 billion (2012), USD 4,63 billion (2013), USD 5,37 billion (2014), USD 5,15 billion (2015), and USD 5,34 billion (2016).

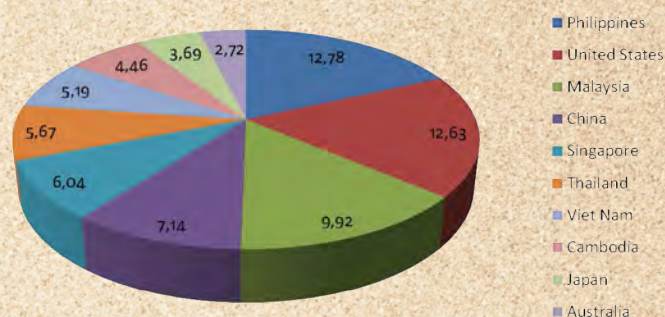
Indonesia Export Performance of Processed Food & Beverages

Value : billion



Furthermore, in the periode of January 2017, the export transaction of this commodity has obtained USD 430.94 million. The main export destination countries for processed foods & beverages from Indonesia in the beginning of this year were Philippines (USD 55.08 million), United States (USD 54.44 million), Malaysia (USD 42.74 million), China (USD 30.76 million), Singapore (USD 26.01 million), Thailand (USD 24.45 million), Viet Nam (USD 22.35 million), Cambodia (USD 19.21 million), Japan (USD 15.90 million), and Australia (USD 11.74 million).

Export Percentage of Indonesian Processed Food and Beverages



The Local Growth of Indonesia's Foods and Beverages Industry

The growth of the processed foods and beverages industry in Indonesia is mainly driven by the increasing number of new food product variants, which launched by manufacturers in the country. In addition, the effective of promotional activities by major companies and the aggressive expansion of modern retail stores also influence the growth of the industry.

The expansion of modern retail stores, in particular, has become increasingly apparent throughout 2015. A number of convenient stores (small-scale shops) such as Alfamart, Indomaret, and Circle K, have penetrated small towns in Indonesia. Thus, access for public to reach the availability of processed foods and beverages has become easier. The expansion also successfully elevated the local consumers' knowledge towards processed food products available in the market, and eventually the increase public spending on food needs.

Euromonitor International 2014 reported that the processed foods and beverages industry in Indonesia reached a significant double-digit growth during 2014, which was about 16%. The consumption level of processed foods in Indonesia were also influenced by the urban lifestyle who has a large number of activities, which encourages them to consume processed foods and beverages which are easily prepared and consumed.

Subsequently, in 2015, the growth trend of local industry was still positive but the percentage not as high as the previous year. The slightly decrease was caused by increasing price of fuel, which then reduced the purchasing power of the people. But in general, Indonesia's processed foods and beverages industry has so far remained capable of scoring positive growth.

Based on the mapping of potential export commodities conducted by the Trade Policy Analysis and Development Agency, the Ministry of Trade of the Republic of Indonesia, processed food is classified into the "Star" category. The Star indicates significant growth value of the industry, and is believed to be able to respond enormous global demand.

According to the result of SWOT analyses undertaken by the Directorate of Export Product Development, Directorate General of National Export Development, it is found that the sustainable growth of Indonesia's processed food and beverages is supported by the strengths as seen in the figure. In addition, there a number of opportunities that are provided in the existing market.

The SWOT analyses result is subsequently used in designing strategies to improve the added value of processed foods and beverages from Indonesia. One of the strategies is by improving the packaging design of the products to ensure the safety of the foods and beverages until delivered to end consumers. Also, the packaging is designed to become more eco-friendly, in which the packaging is able to reused and recycled.



Strengths

- The amount of the Indonesia population, which reached more than 250 million people, creates industrial opportunities and huge market.
- Increased levels of publics' education, and increasing number of people who had lived abroad or are exposed to western culture through mass media, have resulted the rising demand for nutritious and healthy foods that meet global food safety standards. Thus, Indonesia's processed food and beverages are likely to be accepted in international markets.
- Rapid growth of processed food and beverage industry, to able to meet the high demand of nutritious and healthy foods for global consumers.
- The development of packaging design industry.
- The large variety of Indonesian processed foods and beverages
- The mushrooming of new restaurants for different classes of economy, which is eventually boost the demand for processed food products.
- The growing number of modern retail outlets that require product stock (inventory) include processed foods. There are also more outlets/shopping centres that dispatch products with their own brands.
- The support from Indonesian government to processed food industry, by establishing Road Map for Food Safety Supervision.

In order to support the industrial growth and improve export performance of Indonesian processed foods and beverages in international market, the Ministry of Trade of the Republic of Indonesia and the National Agency of Drug and Food Control of Indonesia (Badan Pengawas Obat dan Makanan/BPOM) have signed a Memorandum of Understanding (MoU) on February 2016, which aimed to strengthen consumer protection and enhance the competitiveness of Indonesian drug and food.

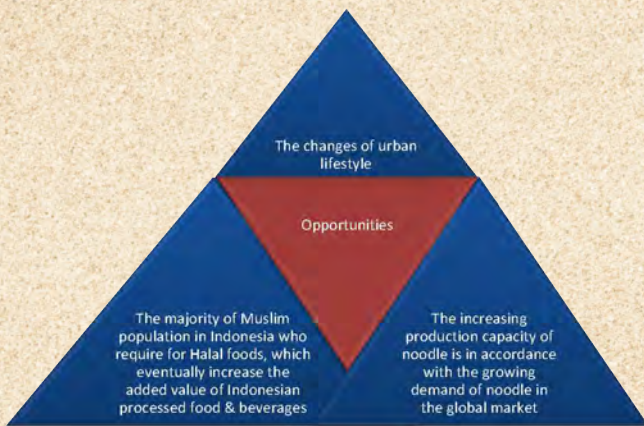
The Ministry of Trade of the Republic of Indonesia also continuously collaborates with the Indonesian Association of Food and Drink Manufacturers (Gabungan Pengusaha Makanan dan Minuman Indonesia/GAPMMI) on the purpose of elevating the food safety in Indonesia. The latest meeting between two parties were held in Jakarta on March 20, 2017.



The meeting between The Ministry of Trade of the Republic of Indonesia and the Indonesian Association of Food and Drink Manufacturers (Gabungan Pengusaha Makanan dan Minuman Indonesia/GAPMMI)



Opportunities



The examples of the changes in urban lifestyle are: (1) snacking culture among young generation and senior people, while doing other activities such as watching a television and group discussion; (2) the rising tradition to give foods and beverages as gifts or souvenirs; and (3) more residents who like to come together after school or office hours. This new habit has provided new market opportunities for foods and beverages manufacturers like instant juice, processed fruits, chips, fresh milk, ice cream, yoghurt, frozen food (nugget, sausage, meatball, etc). Fresh bakery, sparkling soda, and also coffee and tea.



Because I want to see
your face
with a smile

It is important for all Indonesian manufacturers of foods and beverages products to acknowledge and understand the global safety standard. It has to be beared in mind that food safety is the first priority, second priority and also the third priority.

BECAUSE I want to see
your face
with a smile

1. CAPUNG INDAH ABADI

Jl. Raya Magelang - Purworejo Km. 12, Tempuran, Magelang - 56161

Products:

Herbal Products, Food and Beverages.

2. DIVA MITRA BOGATAMA

Jl. Boulevard Raya Blok L-7, Jakarta Utara - 14240

Products:

Other Prepared Foods, Cocoa Butter, Fat And Oil, Other Pasta, Other Bread Or Pastry.

3. GITABUWONO ADIMITRA

Jl. Perak Barat No. 95, Krembangan, Surabaya - 60177

Products:

Fishery/Marine Products, Food and Beverages.

4. INNI PIONEER FOOD INDUSTRY

Plaza Pasific, Jl. Boulevard Barat Blok A-1 No. 18 Kelapa Gading, Jakarta Utara - 14240

Products:

Canned Snail & Frozen, Papaya Canned Fruits, Tropical Fruit Cocktails, Pineapple Canned Fruits.

5. KOBE & LINA FOOD

Kawasan Industry Manis, Jl. Manis Raya No. 15, Tangerang - 15810

Products:

Soya Sauce, Food and Beverages, Noodles.

6. PASIFIC HARVEST

Jl. Tratas No. 61, Muncar, Banyuwangi - 68472

Products:

Other Prepared Foods, Tuna, Skipjack In Other Containers, Tomato Sauce, Fish Meal Fit For Human Consumption.

7. SARI INCOFOOD CORPORATION

Jl. HOS Cokroaminoto No. 11, Medan - 20232

Products:

Coffee, Extracts, Essences And Concentrates Of Coffee, Other Cereals, Extracts, Essences & Concentrates, of Tea or Mate.

8. SMART TBK

Plaza BII Tower II Floor 28-31, Jl. M.H. Thamrin No. 51 Kav. 22, Jakarta Pusat - 10350

Products:

Margarine, Excluding Liquid Margarine, Shortening, Vegetable Fats & Oils, Crude Palm Oils.

9. SOPONYONO

Jl. Kenjeran 303/ I, Surabaya - 60134

Products:

Wafers And Other Sweet Biscuits, Other Pasta, Medicated Sweet, Food and Beverages.



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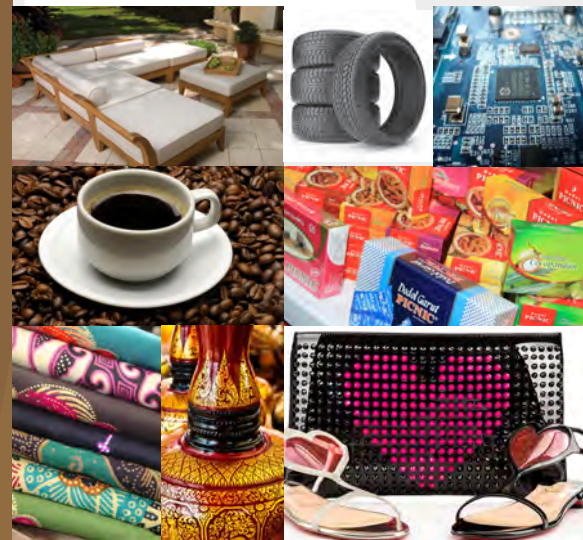
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Indonesia

11 - 15 October 2017
Jakarta, INDONESIA



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