

Award for Engro by WWF- Pakistan

Engro Corporation and its subsidiary business, Engro Fertiliser, have been given the Silver Award of Achievement by WWF-Pakistan during the 2nd Green Office Networking meeting for substantially reducing its carbon footprints during 2011-12.

WWF's Green Office Network meetings are aimed at bringing the corporate giants at one platform and share insights on energy efficiency and renewable energy sources.

WWF-Pakistan Director General Ali Hassan Habib said that careful consumption of natural resources by improving the environmental efficiency of the offices can help the country become an energy efficient nation. Through its Green Office Initiative, Engro has reduced its carbon emissions by 31%, paper consumption by 32% and industrial waste by 52%. It has also reduced its electricity consumption by 27% and saved Rs 5.7m per annum through electricity conservation.

Seminar on Palm Oil and Standardization

A seminar on Palm Oil and Standardization was jointly organized by the Pakistan Standards & Quality Control Authority (PSQCA) and the Malaysian Palm Oil Board (MPOB), Karachi.

Pir Bakhsh Jamali, Director General, PSQCA, stated in his speech that standard and quality are quite important for a country's economics and to protect the consumer's interest and without adopting standards quality cannot be maintained.

PSQCA has also played a significant role in economic development of Pakistan. It deal with all aspects of quality infrastructure including standardization, legal metrology standards conformity assessment and testing at the national level.

Malaysia has been a trusted friend of Pakistan with total import of RBD (Oil) from Malaysia meets almost 60% of Pakistani nation's requirement with safe and quality oil for use in daily life.

Safe Milk Movement by Nestlé Pakistan and Tetra Pak Pakistan

Nestlé Pakistan and Tetra Pak Pakistan together launched the Pakistan Safe Milk Movement to educate Pakistani users on the importance of consuming safe milk. In addition, the movement is also aimed to generate awareness and understanding about the unsafe milk and the subsequent adverse effects on health owing to the consumption of unsafe milk.

Mr. Babar Ali highlighted the importance of consumer education about the packaged foods industry and underlined that the Pakistani consumer has always been smart enough to make the right decision, once given the right informa-



tion. This movement will result in improving the overall quality of dairy farming and has the potential of making Pakistan a major exporter of milk in the global market.

Tetra Pak, the world's leading food processing and packaging solutions company, has partnered with NESTLÉ to create awareness about milk safety. With presence in over 170 countries across the globe, Tetra Pak comes with the expertise on processing and packaging solutions best suited for the local market needs. Tetra Pak's motto, "PROTECTS WHAT'S GOOD™" reflects their vision to make food safe and available everywhere. ♦

DuPont Nutrition & Health Brings Back "The Great Indian Ice Cream Contest"

For the first time since 2010, Indian ice cream manufacturers will find out how their creations measure up in terms of quality and inventiveness in the Great Indian Ice Cream Contest, organized by DuPont Nutrition & Health – supplier of food ingredient solutions to the global dairy industry – in partnership with the Indian Dairy Association (IDA). This competition has since received an overwhelming response of entries and submission is now closed. The contest will be held in Guragon, Delhi on 3 December 2013, with results announced the same day.

In 2011, DuPont acquired Danisco to expand its Nutrition & Health business to better meet the needs of the global food industry. Now, DuPont revives the Great Indian Ice Cream Contest in line with its goal of providing localized solutions for the Indian dairy industry. The contest is open to all manufacturers of ice creams and frozen desserts in India. Entries will compete in the following categories:

- ❖ Best Standard Vanilla Ice Cream.
- ❖ Best Standard Vanilla Frozen Dessert.
- ❖ Best Chocolate Ice Cream or Frozen Dessert.
- ❖ Kids Category (judged by a panel of kids)
- ❖ Best Premium Ice Cream.
- ❖ Innovation Category.

Judges for the event will include luminaries in the Indian ice cream industry, as well as a panel of approximately 15 children. These kids are of DuPont Nutrition & Health employees in India and will evaluate entries in the Kids Category. All will receive training and orientation regarding sensory evaluation and other parameters prior to the event from renowned ice cream expert Garry Baker, who has helped judge numerous ice cream contests in Australia, New Zealand and India.

DuPont™ Danisco® is the brand for a range of products that help provide enhanced bioprotection, an improved nutritional profile, and better taste and texture with greater cost efficiency and lower environmental impact, meeting the needs of manufacturers of food and beverages, dietary supplements and pet food. Through the work of the global network of food scientists and technologists in DuPont, the Danisco® range is supported by a uniquely broad spectrum of know-how across applications and processing.

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