



(Sponsored by Women's National Education Society)

Re - Accredited by the NAAC with 'A' Grade

REPORT ON COMMERCIALLY AVAILABLE MINERAL RICH FOODS IN DIFFERENT MORE SUPERMARKET OUTLET OF MANGALORE

AIM:

To conduct an on-field survey regarding commercially available mineral-rich food products in various more supermarket outlets in Mangalore.

OBJECTIVE:

- To gain knowledge on various mineral-rich foods available in the market.
- To study the nutritive composition of mineral-rich foods.
- To know the market trend regarding mineral-rich products.

OUTCOME:

The survey gave a broad spectrum of knowledge on the different varieties of commercially available mineral-rich products with respect to their composition, cost, ingredients, and labeling.

REPORT:

An on-field survey was conducted by the students of 1st MSc FSN on 25th May 2023 at different MORE supermarket outlets located in Kadri, Chillimbi & Kudroli regions of Mangalore. The food products displayed in various counters were analysed by going through the nutritional labelling as well as the nutritional claims of the product.

In the case of the MORE outlet at Kadri, it was seen that different brands of cereals, beverages, milk and its products as well as sugars were rich in mineral. In the case of cereals & grains, **Dawat super basmati rice** which was of 1Kg packaging consisted of calcium (5.9mg) and iron (11.08mg). The **Organic tattava organic suji** of 500g packaging had calcium (16.8 mg) and iron (1.2 mg). In case of cereals calcium and iron was more compared to other minerals. On analysing the beverages it was seen that **Sofit soya drink** of chocolate flavour which was of 1Ltr packaging contained calcium(120mg), magnesium (31.3mg) where as the **Real apple fruit juice** of 1Ltr packaging consisted of calcium(1mg) and iron (4mg). Hence in case of beverages, along with calcium & iron even magnesium was present in considerable amount. Coming to the milk & its products, the **Epigamia strawberry milkshake** contained calcium (180mg) more in them. The sugars included **Miltop cube Jaggery** of 400g package & **Dabur honey** of 400ml package which contained calcium (23mg), phosphorus (32mg), iron (17mg)

and calcium (13mg), iron (1.5mg), phosphorus (5mg) respectively. So the sugars had more of calcium, phosphorus & iron.

On surveying the MORE outlet at Kudroli it was observed that cereals & biscuits, milk products, fruit juices and dairy-free products were rich in minerals. The cereals & grains section had products like **Roasted vermicelli from savor** contained (18 mg) of calcium , (3mg) of iron and (165 mg) of potassium and the **All natural multi grain mix** from **manna** contained (85 mg) of calcium , (3.5mg) of iron and (15 mg) of sodium. These products were rich in calcium, iron & potassium. In case of biscuits **nutri choice from Britannia** contained (551 mg) of sodium, the **milk bikis from Britannia** contains (302 mg) of sodium (90 mg) of calcium and (25 mcg) of iodine. These products had notable amounts of sodium, calcium & iodine. The milk product section had **wikin cow from the brand Britannia** consisting (89.8 mg) of sodium and (121.5 mg) of calcium and **Greek yogurt from epigamia** brand having (52 mg)of sodium and 168 mg of calcium , the **Storia mango shake** with (114 mg) of calcium. These products had more of calcium & sodium. The non-dairy product consisted of **tofu from milky mist** brand with (50 mg)of sodium and (220 mg) of calcium .The fruit juices section had **mixed fruit from raw pressery** consisting of (1970.0 mg) of sodium, **sparkling water from paper boat** having (56.0 mg) of sodium and **Tropicana orange juice** with (34mg) of sodium and (82 mg) of potassium. The beverages had good amount of sodium & potassium in them.

The examination done at the MORE outlet of Chillimbi depicted that food groups belonging to cereals, nuts, drink mix and sugars were enriched with minerals. The cereals like **Nestle Cerelac baby cereal** with milk(100g) rich in sodium(115mg), potassium (475 mg), calcium(375mg), phosphorus(225mg), the **Saffola masala oats**(100g) contained sodium(2402mg), **Tata soufulfull delicious millets ragi bites**(100g) was rich in calcium(180mg), sodium(126mg). In case of beverages the **Clothas coffee** was rich in calcium (104mg), iron(4.3mg), sodium(72.5mg) and the sugar from the brand **organic tattva brown sugar**(500g) is rich in calcium(75mg), iron(0.7mg), Potassium(127mg). on the whole these food groups were enriched with calcium, potassium, sodium, phosphorus & iron. The drink mix powders like **pediasure** (750g) rich in calcium (656 mg), potassium (512mg) as well as **Protinex vanilla delight flavour** (100g) rich in sodium(360mg), potassium(780mg) and **Nandini badam milk mix** (200g) contains calcium(183mg) . Hence , the drink mix powders were rich in calcium, sodium & potassium.

CONCLUSION:

From this survey, we can understand that the commonly enriched foods are very limited like cereals, beverages, milk products, fruit juices, and so on. It also shows the trend of these foods being fast sellers & therefore only these mineral enriched foods being in the market. Along with this we can also observe that number of mineral rich foods are very less in the market and it is restricted to only a few food groups. Another examined factor is that only few elements like calcium, iron, sodium, and potassium enriched foods are abundantly available in market whereas that of other mineral is not seen. Hence,

different mineral enriched food groups should be brought into the market and other minerals must also be enriched in them.

Mineral-enriched foods in MORE supermarket



RASHEEDA
(P05BW22S065023)

MAIMUNA SHAF A
(P05BW22S065024)

AYISHA SIFANA
(P05BW22S065025)

SUHAIMA MA
(P05BW22S065026)

BALKISH ZULFA
(P05BW22S065027)

SHABISHTHA ANJUM A
(P05BW22S065028)