PREFACE

Food is probably the single most commodity group that could best take advantage of the dynamics of packaging and developments in related areas. At the same time, the evolution packaging and its acceptance and success demand a careful and a scientific study. A food package has to satisfy many requirements - preservation, protection, distribution as well as legislations. This is inevitably linked to the growing sophistication and changing marketing trends which call for consumer convenience in product buying and use. From the environmental point of view there are pressures to design packaging which can be recycled or reused. This emphasizes that food package development is not an easy task. The growing trend towards value added consumer products imbibes consumer confidence, gives quality and quantity assurance and provides consumer safety and protection. A systematic approach towards food packaging as a concept is the need of the hour.

The food industry, which is the largest user of packaging - both with respect to quantity and varieties, offers excellent opportunities for the packaging industry sector for innovations and developments. These sectors are also the concern of many the world over since inadequate and inappropriate post-harvest operations, including packaging, need to be addressed effectively for improvements and prevention of losses. Packaging will always remain an important aspect of food marketing and food distribution. As packaging materials improve, so do the food products. The development of high barrier materials, CAP/MAP systems, aseptic systems can change the food marketing system providing more "fresh food" for a longer duration in the food stores.
The growth of the food industry has influenced the growth of the packaging industry which has successfully met the challenge in recent years. The achievements of the packaging industry are reflected in the availability of a display of spectacular range of packaging materials and systems. Newer packaging systems such as aseptic and retort packaging, gas/vacuum packaging, thermoforming, bag-in-box and lined carton systems, shrink wrapping and stretch wrapping and the like are on the increase. The steadily changing life styles, urbanization and increased consumerism have flooded the markets with value added branded packaged food products.

Each Chapter is devoted to separate subjects viz- The first chapter contains an Introduction of the study. Second chapter deals with the Present Packaging Scenario and Strategy. The third chapter presents Regulatory Framework Governing Food Packaging. The fourth chapter deals with Consumers Perception on Food Packaging. The fifth Chapter is devoted to the Application of Food Packaging Technology. The sixth chapter deals in Test of Hypotheses and the seventh chapter highlights the Findings. The last chapter Conclusion of the study and it contains a package of different food packaging technology which has been suggested as the guidelines for Manufactures, Producers, consumers and the Governments.

Place: Guwahati

Date: 22/9/2011

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