

## Impact of Frozen Food on Indian Society

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As we all know that today frozen food is in high demand and the industry is getting bigger day by day, although it is a substitute of fresh food (Fruits, Vegetables and Meat) but it is the only way, a simple and the best way to make those seasonal fruits and vegetable available round a year which are cultivated only in their season or which grow only in their favourable season. If we talk about sea food then the people who live near sea shores or river side can enjoy fish on daily basis while the people who live in desert or hill area do not have such option available, so frozen food is the only way out to fill this gap.

The idea of frozen food was invented by Clarence Birdseye in 1920 and that's why he is called as the father of frozen food and the first frozen food was only fish, then frozen food was expanded to many other kinds of food. In my view frozen food made it possible for people to access certain foods year around and to have access to food all over the country, to all over the world.

Today we have malls and all in one grocery stores culture and in my view the backbone of these types of grocery stores is frozen food. Frozen food has completed these stores by expanding their item list. Seasonal fruits and vegetables, Sea food; Meat etc. are now available year around.

Frozen food industry is getting bigger day by day and many reputed companies and organisations are taking interest and involving themselves with this business.

The frozen market is estimated to account for about USD 244.3 Billion in 2020 and is projected to reach a value of USD 312.3 Billion with in 2025.

There are lot of factors which are supporting this industry and making it grow on higher scale like technological advancement in cold chain market, rising demand for convenience food, better transport options, opening of all in one grocery stores at high rate, and of course the advertisement on T.V and social Media is also helping or I can say creating demand of particular items and brands around the world like Albaik in Saudi Arabia and in nearby countries and KFC all over the world and many other brands especially in sea food category.

I suggest, before buying any frozen product one should read carefully the nutritional value chart (pasted on that product by its packers or exporters). Now here comes the right and the most important question, what is the need of food what is the importance of food - Of course food is the only way to keep ourselves alive and healthy to run our metabolism so don't only eat, indeed eat healthy.

I suggest people to choose from reputed brands try to pick latest packed product like we have a lot of tuna brands available in grocery stores so it will be good if we choose the latest or the same month packed product and if not possible then try to pick maximum 3 - 4 month old product. Here I would like to clarify that frozen food do not lose its nutritional value indeed it retain its nutritional package more than the fresh food sold by local vendors in open market because frozen food are chosen or packed when they are full ripe or ready to eat I am

suggesting to use latest packed product in regards of its smell aroma and natural colour because we not only care about the taste but we do care about the appearance means the colour, the smell and the aroma so in that case latest packed product is perfect.

Here I want to highlight one more important point you know that sometimes we all are in hurry and we do mistakes which we don't want to do or which can impact us deeply or badly. Many people used to cook frozen food immediately after taking it out from freezer this is not the good way, to use frozen food we have to wait until its temperature comes to room temperature or in normal rate then only we can cook it or put in on heat. Always remember the purpose of eating food is not only to fill our belly the main purpose is to fulfil nutritional demand of our body so that we can keep ourselves healthy and fit.

Here I also want to highlight that altering the temperature of frozen food again and again will lead to decrement in the nutritional value of that frozen food. So, it is better to maintain the temperature to retain its nutritional value.

Initially only raw frozen food was available in the market but now a day due to increased demand and changed lifestyle cooked frozen food is also made available. Raw frozen food includes raw fruits, vegetables, sea food and raw meat etc. and cooked frozen food includes ready to use food packets. Like we have both raw and cooked tuna fish available in the grocery stores. So before buying any frozen product try to differentiate between both because cooked frozen food does not retain its nutritional value as raw food and its expiry date is also comparatively shorter.

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