

## FOOD WASTE AND THE RISE OF UPCYCLED FOOD IN INDIA

*Chepa Tarun Teja Reddy<sup>1</sup>, Anushika Swaroop Sharma<sup>2</sup> & Aditi Chopra<sup>3</sup>*

<sup>1</sup>*Department of Processing and Food Engineering, Dr. Rajendra Prasad Central Agricultural University, Pusa, Bihar - 848125*

<sup>2</sup>*Department of Environmental Science, Babasaheb Bhimrao Ambedkar University, Lucknow, Uttar Pradesh - 226025*

<sup>3</sup>*Department of Food Science and Technology, Chaudhary Charan Singh University, Meerut, Uttar Pradesh - 250001*

### **ABSTRACT**

*Food waste is a significant global problem, with India facing a particularly critical situation". Upcycled food offers a promising solution by reintegrating "inedible" food parts into the food supply chain. "While traditionally practiced in Indian households, upcycled food is gaining traction commercially. This study explores consumer preferences and early signs of upcycled food's market potential in India. Younger generations and consumers prioritizing healthy eating, sustainability, and food waste reduction demonstrate a growing receptiveness to upcycled food products. Companies like Kocoatrait and restaurants incorporating upcycled ingredients showcase this potential. "These findings suggest upcycled food has the potential to become a mainstream strategy to reduce food waste in India, with further exploration needed to optimize consumer education and marketing efforts".*

**KEYWORDS:** *Upcycled Food, Food waste, Food insecurity, India*

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### **Article History**

**Received: 20 Jun 2024 | Revised: 22 Jun 2024 | Accepted: 30 Jun 2024**

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