



FIRST EDIBLE OIL SURVEY: GEOGRAPHY

NEWS: Agriculture ministry launches first-ever national edible oil consumption survey

WHAT'S IN THE NEWS?

The Union Ministry of Agriculture has initiated India's first survey to assess edible oil consumption patterns as part of its strategy to implement the National Mission on Edible Oils-Oilseeds (NMEO-Oilseeds), which seeks to enhance domestic oilseed production and address health risks stemming from excessive oil consumption.

Key Features of the Survey

- 1. Duration and Methodology:** Conducted over **45 days** using structured questionnaires distributed to a wide range of stakeholders, including consumers and distributors of edible oil.
- 2. Primary Objectives:**
 - **Understand Consumption Patterns:** Capture details on types of oils preferred, consumption habits, and regional variations.
 - **Assess Behavioural Influences:** Analyze factors such as the role of advertisements, product labeling, and consumer willingness to pay for premium-quality oils.
- 3. Specific Insights Captured:**
 - **Usage Habits:** Frequency of deep-frying and seasonal variations in oil usage.
 - **Health Awareness:** Extent to which health considerations influence oil choices.
 - **Impact of Advertisements:** Role of marketing strategies in shaping consumer preferences and consumption habits.
- 4. Need for the Survey:**
 - **Rising Consumption Trends:** India's per capita edible oil consumption has risen to over **20 kg**, exceeding the **Indian Council for Medical Research (ICMR)-recommended limit of 12 kg**, signaling potential health risks.
 - **Health Implications:** Excessive oil consumption is associated with lifestyle diseases like obesity, diabetes, and cardiovascular disorders.

Significance of the Survey

- 1. Policy Insights:** Helps the government design effective policies for regulating production, promoting healthier oil options, and reducing import dependency under NMEO-Oilseeds.



2. **Consumer Awareness Campaigns:** Provides data to inform targeted campaigns by the **Ministry of Health and Family Welfare** to raise awareness about the risks of excessive oil consumption.
3. **Regulating Advertisements:** Enables tighter controls on misleading claims and ensures accurate information on edible oil packaging.
4. **Economic Impact:** Offers insights into reducing import dependency and diversifying edible oil options to improve the balance of trade.

Challenges in the Indian Edible Oil Sector

1. **High Import Dependency:** India imports **55-60%** of its edible oil needs from countries like Indonesia, Malaysia, and Ukraine, making it vulnerable to international price fluctuations.
2. **Over-Reliance on Palm Oil:** Palm oil dominates Indian consumption with a **38% share**, raising health and environmental concerns.
3. **Health Risks:** Increased per capita consumption and prevalence of unhealthy dietary habits (e.g., fast food) are contributing to lifestyle diseases.



Suggested Measures

1. **Promote Crop Diversification:** Replace palm oil with healthier alternatives like **sesame, mustard, groundnut, and sunflower oils**, which are better for consumer health and trade balance.
2. **Boost Domestic Oilseed Cultivation:**



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- Strengthen initiatives like NMEO-Oilseeds to increase production.
 - Encourage **intercropping**, **rice fallow cultivation**, and use of **high-yield seed varieties**.
3. **Raise Consumer Awareness:** Launch campaigns similar to the **DASH (Dietary Approaches to Stop Hypertension) eating plan**, emphasizing reduced oil consumption and increased intake of fruits and vegetables.
 4. **Strengthen Regulatory Norms:**
 - Make trans-fat limits more stringent to align with **World Health Organization (WHO) guidelines** (reduce from 2% to 1%).
 - Improve monitoring and labeling standards to ensure transparency.

About NMEO-Oilseeds

1. **Objective:** Achieve **self-reliance** in edible oil production by 2030-31.
2. **Implementation Period:** 2024-25 to 2030-31, with a financial outlay of **₹10,103 crores**.
3. **Targets:**
 - Increase oilseed production from **39 million tonnes (2022-23)** to **69.7 million tonnes (2030-31)**.
 - Focus on key crops like **rapeseed-mustard, groundnut, soybean, sunflower, and sesame**.
 - Promote better oil extraction techniques from secondary sources.
 - Meet **72%** of domestic edible oil needs by 2030-31.

Source: <https://www.thehindu.com/business/Economy/agriculture-ministry-launches-first-ever-national-edible-oil-consumption-survey/article69120974.ece>

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