

Shalimar Group supports India's First-Ever Soy Fed label

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Shalimar Group, a pioneer in the poultry industry, has joined the league of adopters after Sneha Group. The voluntary label will feature on the company's Total Foods range of Tandoori Nuggets and will be gradually integrated into all their poultry products. The Soy Fed label was introduced during the National Nutrition Month 2021 with a two-fold objective rooted in empowering consumers to make informed choices and differentiate packaged poultry, meat, and fish fed with soy and to help the industry distinguish soy as a quality protein source for animal feed. Livestock, poultry, or fish that is fed with high-quality soy as its primary protein source is of a better quality as the superior amino acid profile and amino acid digestibility of soybean meal has a tremendous impact on their growth and development, thus benefiting the end consumer. Masood Ahmad, Chairman of Shalimar Corp Ltd said, "As a pioneer enterprise engaging in a wide-ranging business of poultry feed milling and animal nutrition, providing our customers with highest quality food choices has always been our top priority. We truly believe that the 'Soy Fed' label is going to be a key industry differentiator in aiding awareness about the nutritional benefits of Soy as an animal feed and how that positively impacts the consumer's health. With growing concerns and consciousness around wellbeing people, today are relying on trusted brands like us for transparency and we feel this move will further reassure them of our commitment to their evolving needs."



The Shalimar Group supports the 'Soy Fed' label with its adoption in packaging material to help consumers identify high-quality protein foods

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