

## COVERAGE REPORT

**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on  
Agriculture Development, Nutrition, and Food Safety in India**

**On January 12<sup>th</sup>, 2016**

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<b>Mainlines</b>					
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07 Jan 2016	Tata, Mars team up for agri development	The Free Press Journal	Mumbai	15	Bureau
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07 Jan 2016	Tata Trusts, Mars join hands for agriculture development in India	Punya Nagari	Pune	8	Bureau
<b>Online</b>					
09 Jan 2016	Mars to work on ag development, food safety in India	Banking Business	Online Web		Jeff Gelski
09 Jan 2016	Mars Partnering to Improve Ag Development, Nutrition, Food Safety in India	Sustainable Brands	Online Web		Hannah Furlong
09 Jan 2016	Tata Trusts & Mars to together address malnutrition, improve food safety	FnBnews	Online Web		Bureau
09 Jan 2016	Mars to work on ag development, food safety in India	Food Business News	Online Web		Jeff Gelski
08 Jan 2016	Tata Trusts ties up with Mars Inc for food safety	Domain B	Online Web		Bureau
08 Jan 2016	Tata Trusts & Mars join forces to improve food safety in India	Legal Era	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	Business Standard	Online Web		ANI

07 Jan 2016	Tata Trusts, Mars join hands for agri development in India	The Financial Express	Online Web		PTI
07 Jan 2016	Tata Trusts, Mars join hands to boost agriculture productivity, reduce malnutrition	The Times Of India	Online Web		Reeba Zachariah
07 Jan 2016	Tata Trusts, Mars announce partnership for agriculture development in India	DNA	Online Web		Bureau
07 Jan 2016	Tata Trusts, Mars sign MoU to work on food safety in India	The Hindu	Online Web		Lalatendu Mishra
07 Jan 2016	Tata Trusts, Mars join hands for agriculture development in India	Moneycontrol	Online Web		PTI
07 Jan 2016	Tackling Malnutrition and Food Safety in India	3 BL Media	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	Webindia123	Online Web		ANI
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	Fresh Produce Talk	Online Web		Bureau
07 Jan 2016	Tata Trusts, Mars join hands to work on nutrition, food safety	Nyoooz	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	Blackbird PR News	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	Military Technologies	Online Web		Bureau
07 Jan 2016	Tata Trusts, Mars Join Hands for Agri Development in India	Silicon India	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	New Kerala	Online Web		ANI
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	Can India	Online Web		ANI
07 Jan 2016	Tackling malnutrition and food safety in india	EIN News	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	Bignewsnetwork	Online Web		ANI
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	India	Online Web		ANI
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	India CSR	Online Web		Bureau
07 Jan 2016	Mars Incorporated & Tata Trusts Join Hands To Advance Agricultural Development In India	Hungry Forever	Online Web		Ankita
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	PR Newswire on Yahoo	Online Web		Bureau
07 Jan 2016	Tata Trusts ties up with Mars for agri-development	UNI India	Online Web		UNI
07 Jan 2016	Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India	Bombay News	Online Web		ANI
07 Jan 2016	Tata Trusts joins hands with Mars to work for agriculture development, food safety	Jagran Post	Online Web		Bureau

07 Jan 2016	Justmeans Tackling Malnutrition and Food Safety in India	Just Means	Online Web		Bureau
07 Jan 2016	Tata Trusts, Mars to jointly work on agri development in India	IIFL	Online Web		Bureau
07 Jan 2016	Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India	PR Newswire	Online Web		Bureau
07 Jan 2016	Mars, Tata Trusts to Address Food Safety in India	Food Safety Magazine	Online Web		Bureau
06 Jan 2016	Tata Trusts, Mars join hands for agri development in India	The Economic Times	Online Web		PTI
06 Jan 2016	Tata Trusts, Mars join hands for agri development in India	Business Standard	Online Web		PTI
06 Jan 2016	Tata Trusts, Mars join hands for agri development in India	ET Retail	Online Web		PTI
06 Jan 2016	Tata Trusts, Mars join hands for agri development	PTI	Online Web		PTI
06 Jan 2016	Tata Trusts, Mars join hands for agri development in India	India Today	Online Web		PTI

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## Tata Trusts, Mars join hands for agri development

Tata Trusts and global food major Mars, Incorporated, on Wednesday announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India. The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement. Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

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Ratan Tata  
*Chairman  
Tata Trusts*

Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes that this collaboration will have lasting, meaningful benefits for Indian communities

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The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars said in a joint statement. Besides, they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

"Mars Food, a segment of Mars, also intends to conduct joint research with Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition," the statement said.

Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities." He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country."

Mars Food president Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India."

Tata Trusts and Mars also



**PARTNERSHIP:** Mars intends to conduct joint research with Tata.

plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

Tata Trusts is a coalition of philanthropic trusts headquartered in India, working to improve quality of life of the communities it serves in India. It include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and NavajbaiRatan Tata Trust.

Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area, the statement said.

US-based Mars, Incorporated is a private, family-owned business and has over \$33 billion in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience.

It owns global brands as M&M'S, Pedigree, Doublemint and Uncle Ben.

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## તાતા ટ્રસ્ટ્સે કૃષિ ક્ષેત્રના વિકાસ માટે માર્સની સાથે હાથ મિલાવ્યા

પીટીઆઈ નવી દિલ્હી, તા. ૬

તાતા ટ્રસ્ટ્સ અને વૈશ્વિક ફૂડ અગ્રણી માર્સ આજે આધુનિક કૃષિના વિકાસ માટે ભાગીદારીની જાહેરાત કરી છે, જે ભારતમાં કૃષીપદ્ધતિ અને ખાદ્ય સુરક્ષાના સુધારાને સંબોધશે. બે કંપનીઓએ કૃષિ ઉત્પાદકતા, કૃષિ આવક વધારવાની રીત અને સાધનો વિકસાવવા માટે અને પસંદગીની ટકાઉ કૃષિ કોમોડિટી માટે એમઓયુ પર

હસ્તાક્ષર કર્યા છે એમ તાતા ટ્રસ્ટ્સ અને માર્સ સંયુક્ત નિવેદનમાં કહ્યું હતું. આ ઉપરાંત, તેઓ ભારતમાંથી સુરક્ષિત, પોસાય તેવા અને ટકાઉ કાર્યામાલની ઉપલબ્ધતા માટે પણ જોડાણ કરશે. નિવેદનમાં કહ્યું હતું કે માર્સ ફૂડ જે માર્સ, ઈન્કોર્પોરેટેડની વિભાગ છે, તેણે ન્યુટ્રીશનલ ગાર્ડેસીયન્સ પર તાતા ટ્રસ્ટ્સ સાથે સંયુક્ત સંશોધન યોજવાનો ઈરાદો ધરાવે છે જે એનિમિયા

અને અન્ય પ્રકારના કૃષીપદ્ધતિ સંબોધવામાં મદદ કરી શકે છે. તાતા ટ્રસ્ટ્સના ચેરમેન રતન તાતાએ કહ્યું હતું કે માર્સના પોષણયુક્ત આહાર અને ટકાઉ કૃષિમાં વૈશ્વિક નેતૃત્વને જોતાં, તાતા ટ્રસ્ટ્સ માને છે કે આ જોડાણ ભારતીય સમુદાયો માટે લાંબા ગાળાના અને મતલબપૂર્ણ લાભ લાવશે. તેમણે વધુમાં કહ્યું હતું કે અમે માર્સ ફૂડના ભારતમાં કૃષીપદ્ધતિ સંબોધવાની કંટિબદ્ધતાથી પ્રેરિત થયા છીએ -

કૃષીપદ્ધતિ આ દેશમાં ખાસ કરીને ખાણકોમાં વધી રહેલી ચિંતાનો પડકાર છે. માર્સ ફૂડના પ્રેસિડન્ટ કાબોના પ્રેસને કહ્યું હતું કે આજનો તાતા ટ્રસ્ટ્સ સાથેનો એમઓયુ ભારતમાં પોષણ સુધારવા, ખાદ્ય સુરક્ષા અને ટકાઉપદ્ધતિ માટે માર્સના પ્રવાસમાં મહત્વનું પગલું છે. તાતા ટ્રસ્ટ્સ અને માર્સ ભારતના પુરવઠા શ્રેણીમાં એક્સાટોક્સિન કૃષણમાં પટાડો કરવા જોડાણ કરવાની યોજના પણ ધરાવે છે.

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## Mainlines

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Mars join hands

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# Tata Trusts, Mars join hands to work on nutrition, food safety

To develop methods and tools to increase crop productivity, farm income

LALATENDU MISHRA

**MUMBAI:** Tata Trusts and global food manufacturer Mars, Incorporated have entered into a memorandum of understanding (MoU) to work together to advance agriculture development, address malnutrition, and improve food safety in India, the entities said in a joint statement.

The Tata Trusts that will participate in the initiative are Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust (collectively known as Tata Trusts). The coalition of philanthropic trusts has been working to improve the quality of life of people in the country.

Being a food manufacturer, Mars said it would work with Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. The crops in focus include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with Tata Trusts on nutritional guidelines that can help address anaemia and other forms of malnutrition, the statement said.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan



Mars and Tata Trusts said they would collaborate on reducing Aflatoxin contamination in India's supply chain. — FILE PHOTO

The crops that will be focused include mint, peanuts, rice, and legumes

Tata, Chairman of Tata Trusts. "We are particularly inspired by Mars Foods' commitment to addressing malnutrition in India — a challenge of growing concern in this country, particularly among children," he said.

Mars and Tata Trusts said they would collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin — a naturally occurring, poisonous chemical produced by cer-

tain moulds — is a critical food safety issue. Mars said it has expertise in addressing Aflatoxin contamination and can draw on its global food safety centre in China to conduct future research in this area.

The Mars Global Food Safety Centre is a research and training facility that will drive a global focus on addressing food safety challenges through partnership and collaboration. Ninety-five per cent of the work conducted at the centre is expected to be shared on a pre-competitive basis.

"Today's MoU with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said

Finna Dawson, president of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars," he said. This year, three million children under the age of five will die worldwide as a result of malnutrition (GAIN Report, 2015). Malnutrition and under-nutrition are significant issues of concern in the country. Currently, one in every three malnourished children lives in India (UNICEF, 2015); 46 per cent of children below the age of three are too small for their age; and 47 per cent are underweight.

The effects of malnutrition include limited physical development and the capacity to learn, along with impeded motor, sensory, cognitive, social and emotional development.

According to experts, malnutrition in India is a systems' problem. It is not only the food intake, but also the access to health services, hygiene practices, supply chain, water quality, and food safety which all contribute to the problem. Under the MoU, Mars and Tata Trusts intend to work together to explore how best to improve nutrition in India, especially among children. Over century-old Mars, Incorporated has brands like M&M'S, PEDIGREE, DOUBLEMINT, and UNCLE BEN'S. The company has more than \$33 billion in sales from six diverse business segments.

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## Tata Trusts, Mars join hands for agri devt in India

NEW DELHI, JAN 6 /--/ Tata Trusts and global food major Mars, Incorporated, Wednesday announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India. The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others. Tata Trusts and Mars, Incorporated said in a joint statement.

Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India. "Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition," the statement said. Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration

will have lasting, meaningful benefits for Indian communities." He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children." Mars Food President Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India." Tata Trusts and Mars also plan to collaborate on reducing Aflatoxin contamination in India's supply chain.

Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

Tata Trusts is a coalition of philanthropic trusts headquartered in India, working to improve quality of life of the communities it serves in India. It include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbai Ratan Tata Trust.

Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area, the statement said. (PTI)

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## Tata Trusts, Mars sign MoU

**METRO NEWS**  
**MUMBAI**

Tata Trusts and Mars, have signed a Memorandum of Understanding to work together to advance agriculture development, address malnutrition, and improve food safety in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on



the availability of safe, affordable, and sustainable raw materials from India. Commodities that will be focused include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, chairman of Tata Trusts.

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## **Tata, Mars team up for agri development**

**NEW DELHI:** Tata Trusts and global food major Mars, Incorporated, announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India. The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said.

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## Regional



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## टाटा, मार्स में करार

नई दिल्ली। टाटा ट्रस्ट्स और वैश्विक खाद्य कंपनी मार्स, इनकॉरपोरेटड देश में कृषि विकास के लिए हाथ मिलाया है। इसका मकसद देश में कुपोषण की समस्या को समाप्त करना और खाद्य सुरक्षा को बढ़ाना है। दोनों के बीच फसल उत्पादकता, कृषि आच और चुनिंदा कृषि जिनसे का टिकाऊपन बढ़ाने के तरीके ढूंढने के लिए सहमति ज्ञापन (एमओयू) पर दस्तखत हुए हैं। इसके अलावा दोनों कंपनियां देश में सुरक्षित, सस्ता और टिकाऊ कच्चा माल उपलब्ध कराने के लिए भी सहयोग करेंगी। टाटा ट्रस्ट के चेयरमैन रतन टाटा ने कहा, पोषित खाद्य और टिकाऊ कृषि में मार्स की वैश्विक क्षमता का देखते हुए टाटा ट्रस्ट का मानना है कि इस सहयोग से भारतीय समुदाय को दीर्घायु का उद्देश्यपूर्ण लाभ होगा।

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## टाटा ट्रस्ट ने मार्स से हाथ मिलाया

नई दिल्ली। टाटा ट्रस्ट्स और वैश्विक खाद्य कंपनी मार्स, इनफॉरपोटेड देश में कृषि विकास के लिए हाथ मिलाया है। इसका मकसद देश में कुपोषण की समस्या को समाप्त करना और खाद्य सुरक्षा को बढ़ाना है। दोनों के बीच फसल उत्पादकता, कृषि अर्थ और चुनिंदा कृषि जिनकी का टिकाऊपन बढ़ाने के तय किए दृष्टि के लिए सहमति ज्ञापन (एमओयू) पर दस्तखत हुए हैं। इसके अलावा दोनों कंपनियां देश में सुरक्षित, सस्ता और टिकाऊ कच्चा मांस उपलब्ध कराने के लिए भी सहयोग करेंगी।

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**टाटा ट्रस्ट - मार्स युती**  
नवी दिल्ली : देशतील कृषी विकाससाठी टाटा ट्रस्ट आणि जगतिका खाद्य कंपनी मार्स इन्व्हेस्टमेंट यानी हातमिळवणी केली आहे. देशातील उपोषणाची समस्या संयुक्तत आणणे आणि जलसंध्याची सुरक्षा यत्नांसाठी हा त्यांच्याचा हेतू आहे. यश ट्रस्टचे चेअरमन रतन टाटा यानी ही माहिती दिली.

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## टाटा ट्रस्ट, मार्स ने देश में कृषि विकास के लिए हाथ मिलाया

नई दिल्ली, टाटा ट्रस्ट और पौष्टिक खाद्य कंपनी मार्स, इनकोरपोरेटड देश में कृषि विकास के लिए हाथ मिलाया है। इसका मकसद देश में कुपोषण की समस्या को समाप्त करना और खाद्य सुरक्षा को बढ़ाना है। दोनों के बीच फसल उत्पादकता, कृषि आय और चुनिन्दा कृषि जिनसे का टिकाऊपन बढ़ाने के तरीके ढूँढने के लिए सहमति ज्ञापन (एमओयू) पर दस्तखत हुए हैं। इसके अलावा दोनों कंपनियाँ देश में सुशिक्षित, सस्ता और टिकाऊ कच्चे माल उपलब्ध कराने के लिए भी सहयोग करेंगी। टाटा ट्रस्ट के चेयरमैन राज टाटा ने कहा, पौष्टिक खाद्य और टिकाऊ कृषि में मार्स की वैश्विक क्षमता को देखते हुए टाटा ट्रस्ट का मानना है कि इस सहयोग से भारतीय समुदाय को पोषाचरिष का उद्देश्यपूर्ण लाभ होगा।

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## कृषी विकासासाठी टाटा ट्रस्ट-मार्सची हातमिळवणी

■ नवी दिल्ली : टाटा ट्रस्ट आणि अन्य क्षेत्रातील जागतिक कंपनी मार्स इन्फोरेटेड सोल्यूशंस भारतात प्रगत कृषी विकास साधन कुपोषण दूर करण्यासाठी तसेच अन्नसुरतेत सुधारणा करण्यासाठी भागीदारी करार करण्यात आले आहे. भारतीय पौक उत्पादकता वाढवण्यासाठी साधने आणि पद्धती विकसित करण्यासाठी या दोन संस्थांनी समेकित करार केला आहे. यामुळे शेतीतील उत्पान्नात वाढ होईल आणि शेतीवरील उप-निव्विक अधिक शास्वत होईल, असे या कंपन्यांनी करारांतर्षवा संयुक्त प्रसिद्धीपत्रकातून जाहीर केले आहे. याशिवाय भारतत सुरक्षित, स्वस्त आणि टिकाऊ कच्चासाल उपलब्ध करण्यासाठी देखील या दोन्ही कंपन्या प्रयत्न करणार आहेत.

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## भारतात कृषी विकास साधण्यासाठी टाटा ट्रस्ट - मार्सची हातमिळवणी

नवी दिल्ली - टाटा ट्रस्ट आणि अन्नसुराहीतील जागतिक कंपनी मार्स इन्व्हेस्टमेंट्स यांच्या भारतत प्रगत कृषी विकास साधून कुपोषण दूर करण्यासाठी तसेच अन्नसुराहेत सुधारणा करण्यासाठी भागीदारी करणार आहेत असा ठराव आहे.

भारतातील पीक उत्पादकांना सादरवण्यासाठी खाद्ये आणि पदार्था विकसित करण्यासाठी या दोन संस्थांनी सहकार्य करणार केला आहे. यमुने येथील उपन्यात वाढ होईल आणि येथील उपन्यात अधिक साठवण होईल, असे या कंपनीने करणारच्या संयुक्त प्रसिद्धीपत्रकातून जाहीर केले आहे. याशिवाय भारतत सुरक्षित, स्वस्त आणि टिकाऊ कच्चा माल उपलब्ध करण्यासाठीदेखील या कंपनीने प्रयत्न करणार आहेत.

मार्स इन्व्हेस्टमेंट्स कंपनीचे असलेल्या मार्स फूड्स कंपनीने टाटा ट्रस्टने घालून दिलेल्या पोषण मार्गदर्शक तत्वांनुसार संशोधन करण्याची इच्छादेखील व्यक्त केली आहे. हे संशोधने देशातून रक्तक्षय आणि कुपोषणातून निष्पन्न होणे व इतर विकार दूर करण्याच्या दृष्टीकोनातून करण्यात येणार आहे.

टाटा ट्रस्टचे अध्यक्ष रतन टाटा यांनी या भागीदारीतून भारतात समाजाला दीर्घकालीन प्रभव टाकणारे लाभ होतील, अशी आशा व्यक्त केली आहे. कारण मार्स ही कंपनी पोषक आहार आणि शास्त्रत योजी या क्षेत्रात यशात आघाडीवर आहे. असेही टाटा यांनी म्हटले आहे. तर मार्स फूडच्या अध्यक्ष फिलॉप डॉसन यांनी टाटा ट्रस्टसोबतच्या भागीदारीतून मार्स फूडने भारतातील पोषण आहार क्षेत्रात फूडचे पाऊल टाकले असल्याचे अधिकृत वित्त आहे.

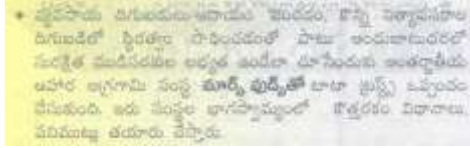
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## ಟಾಟಾ ಮಾರ್ಸ್ ಜಂಟಿ ಉದ್ಯಮ

ನವದೆಹಲಿ: ಕೃಷಿ ಅಭಿವೃದ್ಧಿ ಅಭಿವೃದ್ಧಿ ಮತ್ತು ಅಪಾರ ಸಂರಕ್ಷಣೆಯನ್ನು ಉತ್ತಮ ಟಾಟಾ ಟ್ರಸ್ಟ್ ಮತ್ತು ಅಪಾರ ಕೃಷಿ ದೃಷ್ಟಿ ಸಂಯೋಜಿಸಿರುವ ಜಗತ್ತಿನ ಅತಿದೊಡ್ಡ ಕಂಪನಿಗಳಲ್ಲಿ ಒಂದಾದ ಮಾರ್ಸ್ ಪಾಪುಲಾರ್‌ಗೆ ಮುಕ್ತಾಯವಾಗಿದೆ. ಉಪಾಧಿಕಾರಿ ಹೆಚ್ಚಿನ ಕೈಗೊಳ್ಳಬೇಕಾದ ಕ್ರಮಗಳು, ಕೃಷಿ ಆಧಾರದ ಮೇಲೆ, ಸುಸ್ಥಿರ ಮತ್ತು ಅಂತಿಮ ಉತ್ಪನ್ನಗಳನ್ನು ಉತ್ಪಾದಿಸುವ ಸಂಬಂಧಿಸಿದ ಒಪ್ಪಂದಕ್ಕೆ ಎರಡೂ ಕಂಪನಿಗಳು ಸಹಿ ಮಾಡಿವೆ. ಭಾರತದಲ್ಲೇ ಖಗುಳ ಸುರಕ್ಷಿತ, ಕಡಿಮೆ ದರದ ಕಟ್ಟಾ ಉತ್ಪನ್ನಗಳನ್ನು ಸಾಧಿಸುವಲ್ಲಿ ಪರಿಷ್ಕರಿಸಿದ ಎರಡೂ ಕಂಪನಿಗಳು ನಿರೀಕ್ಷಿಸಿವೆ.

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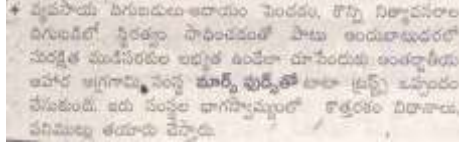
Publication:	<b>Voice of Lucknow</b>	Edition:	<b>Lucknow</b>
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## टाटा ट्रस्ट, मार्स ने देश में कृषि विकास के लिए हाथ मिलाया

नई दिल्ली। टाटा ट्रस्ट्स और वैश्विक खाद्य कंपनी मार्स, इनकॉर्पोरेटेड देश में कृषि विकास के लिए हाथ मिलाया है। इसका मकसद देश में कुपोषण को समस्या को समाप्त करना और खाद्य सुरक्षा को बढ़ाना है। दोनों के बीच फसल उत्पादकता, कृषि आय और चुनिंदा कृषि जिनसों का टिकावून बढ़ाने के तरीके चुनने के लिए सहमति ज्ञापन एमओयू पर दस्तखत हुए हैं। इसके अलावा दोनों कंपनियां देश में सुरक्षित, सस्ता और टिकाऊ कच्चा माल उपलब्ध कराने के लिए भी सहयोग करेंगी। भारतीय समुदाय को दीर्घवधि का दृष्टिकोण लाभ होगा।

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## कृषी विकासासाठी टाटा ट्रस्ट-मार्सची हातमिळवणी

। नवी दिल्ली : टाटा ट्रस्ट आणि अन्य क्षेत्रातील भारतीय कंपनी मार्स इन्कॉर्पोरेटेड यांच्यासह भारतात प्रगत कृषी विकास साधून कुपोषण दूर करण्यासाठी तसेच अन्नसुरतेत सुधारण करण्यासाठी भागीदार करार करण्यात आला आहे. भारतीय रोक उलटवकरा वाढवण्यासाठी साधने आणि पद्धती विकसित करण्यासाठी या दोन संस्थाने सहकार्य करार केला आहे. सामूहिक तैलीतील उपान्नात चढ होईल आणि शेतीवरील दैनंदिनिक अधिक शाश्वत होईल, असे या कंपनीनी करारानंतरच्या संयुक्त प्रसिद्धीपत्रकातून जाहीर केले आहे. याशिवाय भारतात सुरक्षित, स्वच्छ आणि टिकाऊ कच्चा माल उपलब्ध करण्यासाठी देखील या दोन्ही कंपन्या

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**Online**

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**Mars to work on ag development, food safety in India**

[http://www.bakingbusiness.com/articles/news\\_home/International/2016/01/Mars to work on ag development.aspx?ID={72A7CEE-D352-4D39-96BE-986DCC31F781}](http://www.bakingbusiness.com/articles/news_home/International/2016/01/Mars_to_work_on_ag_development.aspx?ID={72A7CEE-D352-4D39-96BE-986DCC31F781})

Mars, Inc. and Tata Trusts plan to work together to advance agriculture development, address malnutrition and improve food safety in India after entering into a Memorandum of Understanding, Mars said Jan. 6. Mars and Tata Trusts, a coalition of philanthropic trusts based in India, plan to develop methods and tools to incorporate crop productivity, farm income and the sustainability of select agriculture commodities.

They also will collaborate on the availability of safe, affordable and sustainable raw materials from India and on reducing aflatoxin in India's supply chain. Mars, Inc. in 2015 opened a new Global Food Safety Center outside of Beijing, China. Mars Food, a segment of Mars, Inc., will conduct joint research with the Tata Trusts on nutritional guidelines to help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, chairman of the Tata Trusts, which include Sir Dorabji Tata Trust, Sir Ratan Tata Trust and Navajbhai Ratan Tata Trust. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India, a challenge of growing concern in this country, particularly among children."

While Mars, Inc. is based in McLean, Va., Mars Food is a manufacturer of food products based in Brussels, Belgium.

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## **Mars Partnering to Improve Ag Development, Nutrition, Food Safety in India**

[http://www.sustainablebrands.com/news\\_and\\_views/collaboration/hannah\\_furlong/mars\\_partnering\\_improve\\_ag\\_development\\_nutrition\\_food\\_sa](http://www.sustainablebrands.com/news_and_views/collaboration/hannah_furlong/mars_partnering_improve_ag_development_nutrition_food_sa)

Malnutrition remains a significant global problem despite corporate and charitable efforts to fight it. Malnourishment results in the deaths of an estimated 2.6 million children each year - about a third of global child deaths. An estimated 221 million people in India are chronically or acutely malnourished - over 17 percent of the country's population. Nearly half of children in India are underweight and/or are too small for their age.

Now Mars, Incorporated is partnering with the Tata Trusts, a coalition of philanthropic trusts headquartered in India, to increase efforts to combat malnutrition and improve food safety and agriculture development within the country. The collaboration will:

One focus of the work will be to reduce Aflatoxin contamination in India's supply chain. The naturally occurring, poisonous chemical is produced by certain molds and is a critical food safety issue in India. Mars Food will be able to use its Global Food Safety Center in China to conduct research on addressing Aflatoxin contamination. It is one of several Mars research centers, including the Innovation Institute for Food and Health that the company launched in partnership with UC Davis nearly a year ago.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of the Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

Mars will benefit from the Tata Trusts' local expertise in developing and delivering solutions.

Fellow candymaker The Hershey Company has also targeted malnutrition through partnerships, although its focus has mainly been in Africa. Last year as part of its Energize Learning program, the company joined with the Ghana School Feeding Programme and Project Peanut Butter to distribute a peanut-based protein supplement called Vivi to schoolchildren. Hershey also joined Partners in Food Solutions (PFS), an international public-private partnership that connects volunteer experts from the world's leading food companies with their counterparts in Africa to help them improve and expand their businesses, which was founded by General Mills in 2008.

Meanwhile, international non-profit organization WorldFish has focused its research efforts on tackling undernourishment in Bangladesh: A recent study found significant health benefits associated with the use of small fish in chutney and flour, especially for pregnant women and infants.

As 2016 quickly approaches, we wanted to take a moment to reflect on the highlights from the past year. So sit down, relax, and enjoy this compilation of our most viewed, shared and talked-about content. Browse through the top news, top content and top presentations from our live events and our digital platform that kept the global Sustainable Brands community abuzz this year.

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Publication:	<b>FnBnews</b>	Edition:	<b>Online Web</b>
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## Tata Trusts & Mars to together address malnutrition, improve food safety

<http://www.fnbnews.com/Top-News/tata-trusts--mars-to-together-address-malnutrition-improve-food-safety-38343>

Tata Trusts & Mars to together address malnutrition, improve food safety Friday, 08 January, 2016, 08 : 00 AM [IST] Our Bureau, Mumbai Tata Trusts, a leading coalition of philanthropic trusts, and Mars, Incorporated, a company known for its chocolates and diverse range of food & beverage offerings, on Wednesday, announced a Memorandum of Understanding (MoU) to work together to advance agriculture development, address malnutrition, and improve food safety in India.

According to a press release issued by Tata Trusts, it pursues a mission to improve the quality of life of the communities it serves in the country. The trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars, Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and collaborate on the availability of safe, affordable, and sustainable raw materials from India. Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anaemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, chairman, Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

The two entities also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, president, Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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**Mars to work on ag development, food safety in India**

[http://www.foodbusinessnews.net/articles/news\\_home/International/2016/01/Mars\\_to\\_work\\_on\\_ag\\_development.aspx?ID={72A77CEE-D352-4D39-96BE-986DCC31F781}](http://www.foodbusinessnews.net/articles/news_home/International/2016/01/Mars_to_work_on_ag_development.aspx?ID={72A77CEE-D352-4D39-96BE-986DCC31F781})

Mars, Inc. and Tata Trusts plan to work together to advance agriculture development, address malnutrition and improve food safety in India after entering into a Memorandum of Understanding, Mars said Jan. 6. Mars and Tata Trusts, a coalition of philanthropic trusts based in India, plan to develop methods and tools to incorporate crop productivity, farm income and the sustainability of select agriculture commodities.

They also will collaborate on the availability of safe, affordable and sustainable raw materials from India and on reducing aflatoxin in India's supply chain. Mars, Inc. in 2015 opened a new Global Food Safety Center outside of Beijing, China. Mars Food, a segment of Mars, Inc., will conduct joint research with the Tata Trusts on nutritional guidelines to help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, chairman of the Tata Trusts, which include Sir Dorabji Tata Trust, Sir Ratan Tata Trust and Navajbhai Ratan Tata Trust. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India, a challenge of growing concern in this country, particularly among children."

While Mars, Inc. is based in McLean, Va., Mars Food is a manufacturer of food products based in Brussels, Belgium.

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**Tata Trusts ties up with Mars Inc for food safety**

[http://www.domain-b.com/companies/companies\\_t/tata\\_group/20160107\\_food\\_safety.html](http://www.domain-b.com/companies/companies_t/tata_group/20160107_food_safety.html)

Tata Trusts and leading global food manufacturer Mars Incorporated have entered into a Memorandum of Understanding (MoU) to work together to advance agriculture development, address malnutrition and improve food safety in India, according to a joint statement.

Tata trusts that will participate in the initiative include Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust. All these trusts collectively known as Tata Trusts are a coalition of philanthropic trusts that have been working to improve the quality of life of people in India.

Being a food manufacturer, Mars Incorporated said it would work with the Tata Trusts 'to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.'

The crops that will be in focus include mint, peanuts, rice, and legumes.

Mars Food, a segment of Mars, Inc, will also conduct joint research with Tata Trusts on nutritional guidelines that can help address anaemia and other forms of malnutrition, the joint statement added.

'Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities,' said Ratan Tata, chairman of Tata Trusts, in the statement.

'We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children,' he added.

Mars and the Tata Trusts said they would collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin, a naturally occurring poisonous chemical produced by certain molds is a critical food safety issue in India. Mars said it has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Centre in China to conduct future research in this area.

The Mars Global Food Safety Centre is a research and training facility that will drive a global focus on addressing food safety challenges through partnership and collaboration with others. Ninety-five per cent of the work conducted at the centre is expected to be shared on a pre-competitive basis.

'Today's MoU with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India,' said Fiona Dawson, President of Mars Food.

'Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars,' he added.

This year, three million children under the age of five will die worldwide as a result of malnutrition (GAIN Report, 2015). Malnutrition and under-nutrition are significant issues of concern in India. Currently, one in every three malnourished children lives in India (UNICEF, 2015), 46 per cent of all children below the age of 3 are too small for their age and 47 per cent are underweight.

Under the MOU, Mars and Tata Trusts intend to work together to explore how best to improve nutrition in India, especially among children.

More than century old Mars, Incorporated has brands like M&Ms, Pedigree, Doublemint and Uncle Ben's. The company has more than \$33 billion in sales from six diverse business segments.

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## Tata Trusts & Mars join forces to improve food safety in India

<http://www.legalera.in/news-deals/business-news/item/18212-tata-trusts-mars-join-forces-to-improve-food-safety-in-india.html>

Tata Trusts and global food manufacturer, Mars, Incorporated said in a joint statement that they had entered into a Memorandum of Understanding (MoU) to work together to advance agriculture development, address malnutrition and improve food safety in India.

The Tata Trusts that will participate in the initiative are Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

The coalition of philanthropic trusts has been working to improve the quality of life of the communities it serves in India.

Mars said that it would work with Tata Trusts to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities as well as to collaborate on the availability of safe, affordable and sustainable raw materials from India.

The crops in focus include mint, peanuts, rice and legumes. The statement also said that Mars Food, a segment of Mars, Incorporated, will conduct joint research with Tata Trusts on nutritional guidelines which could help address anaemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," he added.

Mars and Tata Trusts also said that they would collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain moulds - is a critical food safety issue.

Mars said that it had expertise in addressing Aflatoxin contamination and could draw on its global food safety centre in China to conduct future research in this area.

The Mars Global Food Safety Centre is a research and training facility that will drive a global focus on addressing food safety challenges through partnership and collaboration. Ninety-five per cent of the work conducted at the centre is expected to be shared on a pre-competitive basis.

"Today's MoU with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety and sustainability in India," said Fiona Dawson, President of Mars Food.

Mars, Incorporated has brands like M&M's, Pedigree, Doublemint and Uncle Ben's. The company has more than \$33 billion in sales from six diverse business segments.

Publication:	<b>Business Standard</b>	Edition:	<b>Online Web</b>
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**Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

[http://www.business-standard.com/article/news-ani/tata-trusts-and-mars-incorporated-announce-collaboration-on-agriculture-development-in-india-116010600841\\_1.html](http://www.business-standard.com/article/news-ani/tata-trusts-and-mars-incorporated-announce-collaboration-on-agriculture-development-in-india-116010600841_1.html)

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India.

A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars.

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**Tata Trusts, Mars join hands for agri development in India**

<http://www.financialexpress.com/article/industry/companies/tata-trusts-mars-join-hands-for-agri-development-in-india/189075/>

Tata Trusts and global food major Mars, Incorporated, today announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India.

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement.

Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

"Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition," the statement said.

Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities."

He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

Mars Food President Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India."

Tata Trusts and Mars also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

Tata Trusts is a coalition of philanthropic trusts headquartered in India, working to improve quality of life of the communities it serves in India. It include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and NavajbhaiRatan Tata Trust.

Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area, the statement said.

US-based Mars, Incorporated is a private, family-owned business and has over USD 33 billion in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience

It owns global brands as M&M'S, Pedigree, Doublemint and Uncle Ben.

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**Tata Trusts, Mars join hands to boost agriculture productivity, reduce malnutrition**

<http://timesofindia.indiatimes.com/business/india-business/Tata-Trusts-Mars-join-hands-to-boost-agriculture-productivity-reduce-malnutrition/articleshow/50470856.cms>

Tata Trusts, India's oldest philanthropic organisation, along with the \$33 billion foods giant Mars Inc will invest in the country's agri-food sector. The two will work together on agriculture development, malnutrition reduction and food safety improvement in Asia's third-largest economy.

Tata and Mars will collaborate on reducing aflatoxin (an invisible disease on crops that produces poisonous toxins) contamination in India's supply chain, addressing malnutrition and improving crop productivity.

"Given Mars global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believe this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, chairman, Tata Trusts. "We are particularly inspired by Mars' commitment to address malnutrition in India, which has become a growing concern, particularly among children."

A 2015 UNICEF report stated that in India, 46% of children below three years are too small for their age and 47% are underweight.

Tata Trusts which includes Sir Dorabji Tata Trust, Sir Ratan Tata Trust and Navajbhai Ratan Tata Trusts is the largest foundation in the country, focussing on rural livelihood, education, health and crafts and culture. Mars, headquartered in Virginia, US, owns brands such as Pedigree, Doublemint and Uncle Ben's.

"The memorandum of understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety and sustainability in India," said Fiona Dawson, president, Mars Food, a unit of Mars Inc. Mars has unique expertise in addressing aflatoxin contamination and can leverage on its global food safety centre in China.

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## Tata Trusts, Mars announce partnership for agriculture development in India

<http://www.dnaindia.com/money/report-tata-trusts-mars-announces-partnership-for-agriculture-development-in-india-2162850>

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities among others, Tata Trusts and Mars Incorporated said in a joint statement.

Tata Trusts and global food major Mars Incorporated on Wednesday announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India.

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Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Centre in China to conduct future research in this area, the statement said.

US-based Mars Incorporated is a private, family-owned business and has over \$33 billion (nearly Rs 2,20,110 crore) in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience.

It owns global brands as M&M'S, Pedigree, Doublemint and Uncle Ben.

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### **Tata Trusts, Mars sign MoU to work on food safety in India**

<http://www.thehindu.com/business/tata-trusts-mars-sign-mou-to-work-on-food-safety-in-india/article8073220.ece>

The global food manufacturer will help develop methods and tools to increase crop productivity, farm income among others.

Tata Trusts and leading global food manufacturer Mars Incorporated have entered into a Memorandum of Understanding (MoU) to work together to advance agriculture development, address malnutrition and improve food safety in India, according to a joint statement.

Tata Trusts that will participate in the initiative include Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust. All these trusts collectively known as Tata Trusts are coalition of philanthropic trusts that have been working to improve the quality of life of people in India.

Being a food manufacturer, Mars Incorporated said it would work with the Tata Trusts "to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India."

The crops that will be focus include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition, the joint statement added.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts in the statement.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," he added.

Mars and the Tata Trusts said they would collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin, a naturally occurring poisonous chemical produced by certain molds is a critical food safety issue in India. Mars said it has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Centre in China to conduct future research in this area.

The Mars Global Food Safety Centre is a research and training facility that will drive a global focus on addressing food safety challenges through partnership and collaboration with others. Ninety-five per cent of the work conducted at the centre is expected to be shared on a pre-competitive basis.

"Today's MoU with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food.

"Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars," he added.

This year, 3 million children under the age of five will die worldwide as a result of malnutrition (GAIN Report, 2015). Malnutrition and under-nutrition are significant issues of concern in India. Currently, one in every three malnourished children lives in India (UNICEF, 2015), 46 per cent of all children below the age of 3 are too small for their age and 47 per cent are underweight.

Under the MOU, Mars and Tata Trusts intend to work together to explore how best to improve nutrition in India, especially among children.

More than century old Mars, Incorporated has brands like M&M'S, PEDIGREE, DOUBLEMINT and UNCLE BEN'S. The company has more than \$33 billion in sales from six diverse business segments.

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**Tata Trusts,Mars join hands for agriculture development in India**

[http://www.moneycontrol.com/news/business/tata-trustsmars-join-hands-for-agriculture-developmentindia\\_4894061.html](http://www.moneycontrol.com/news/business/tata-trustsmars-join-hands-for-agriculture-developmentindia_4894061.html)

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement.

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Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities."

He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children." Mars Food President Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India."

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## Tackling Malnutrition and Food Safety in India

<http://3blmedia.com/News/Tackling-Malnutrition-and-Food-Safety-India>

Malnutrition is a major public health concern in India, particularly among children. According to UNICEF, over a third of the world's malnourished children live in India, and 46 percent of children under the age of three in the country are too small for their age.

With this sobering information as a backdrop, Mars has formed a collaboration with the Tata Trusts, one of the oldest and most influential philanthropic organizations in India. Together we will aim to find new ways of tackling malnutrition and improving food safety in one of the world's most populous countries.

Food safety is already a top priority for Mars, as evidenced by the 2015 opening of our Global Food Safety Center in China, where we are hard at work researching new and innovative approaches to promote food safety. We will draw on this resource in India as we continue to seek methods to tackle Aflatoxin - a naturally occurring, poisonous chemical that affects raw materials such as the peanut, a key crop in India's food supply chain.

This new collaboration will focus on boosting crop productivity, farm income and the sustainability of key agriculture commodities, as well as improving the availability of safe and affordable raw materials from India. Mars Food, owner of the world's biggest rice brand in Uncle Ben's, will also conduct joint research with the Tata Trusts on nutritional guidelines designed to help address anemia and other forms of malnutrition.

Having invested in India for over 20 years, Mars already has a strong presence in the country. Our Petcare, Wrigley and Chocolate segments each have manufacturing facilities there, employing more than 1,000 Associates. This new collaboration is further evidence of our commitment to growth and sustainable development in the region, and to food safety on a global scale.

Mars Food President Fiona Dawson and Mars family member Stephen Badger traveled to Mumbai on January 6 to sign a Memorandum of Understanding (MOU) with the Tata Trusts and meet with its Chairman, Ratan Tata.

"Today's MOU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety and sustainability in India," said Fiona. "The Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, make them a natural partner for Mars."

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<http://news.webindia123.com/news/Articles/Business/20160106/2763470.html>

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"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

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**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India**

<http://freshproducetalk.blogspot.in/2016/01/tata-trusts-and-mars-incorporated.html>

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## Tata Trusts, Mars join hands to work on nutrition, food safety

<http://www.nyoooz.com/mumbai/314739/tata-trusts-mars-join-hands-to-work-on-nutrition-food-safety>

To develop methods and tools to increase crop productivity, farm income Tata Trusts and global food manufacturer Mars, Incorporated have entered into a memorandum of understanding (MoU) to work together to advance agriculture development, address malnutrition, and improve food safety in India, the entities said in a joint statement. The Tata Trusts that will participate in the initiative are Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust (collectively known as Tata Trusts). The coalition of philanthropic trusts has been working to improve the quality of life of people in the country. Being a food manufacturer, Mars said it would work with Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. The crops in focus include mint, peanuts, rice, and legumes.

Mars Food, a segment of Mars, Incorporated, will also conduct joint research with Tata Trusts on nutritional guidelines that can help address anaemia and other forms of malnutrition, the statement said. "Given Mars' global leadership in nutritive foods and sustainable agriculture, Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts. "We are particularly inspired by Mars Foods' commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," he said. Mars and Tata Trusts said they would collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain moulds - is a critical food safety issue.

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**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India**

<http://www.satprnews.com/2016/01/06/tata-trusts-and-mars-incorporated-announce-commitment-to-collaborate-on-agriculture-development-nutrition-and-food-safety-in-india-2/>

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About Mars Food

Mars Food is a fast-growing food business, making tastier, healthier, easier meals for all consumers to enjoy.

Headquartered in Brussels, Belgium, Mars Food is a leader in producing great tasting products. Our portfolio includes the following brands: UNCLE BEN'S, DOLMIO, SEEDS OF CHANGE, MasterFoods, SUZI WAN, EBLY, ROYCO, KAN TONG and RARIS. In 2013, global sales were approximately \$2 billion.

Our ambition is to become a model business in the areas of health and nutrition and sustainability, as expressed by our purpose: Better Food Today. A Better World Tomorrow.

Mars Food is a segment of Mars, Incorporated.

About Mars, Incorporated

Mars, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world including M&M'S, PEDIGREE, DOUBLEMINT and UNCLE BEN'S. Headquartered in McLean, VA, Mars has more than \$33 billion in sales from six diverse business segments: Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 75,000 Associates across 73 countries are united by the company's Five Principles: Quality, Efficiency, Responsibility, Mutuality and Freedom and strive every day to create relationships with stakeholders that deliver growth we are proud of as a company.

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**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India**

<http://www.military-technologies.net/2016/01/06/tata-trusts-and-mars-incorporated-announce-commitment-to-collaborate-on-agriculture-development-nutrition-and-food-safety-in-india/>

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Mars Food is a segment of Mars, Incorporated.

About Mars, Incorporated

Mars, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world including M&M'S, PEDIGREE, DOUBLEMINT and UNCLE BEN'S. Headquartered in McLean, VA, Mars has more than \$33 billion in sales from six diverse business segments: Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 75,000 Associates across 73 countries are united by the company's Five Principles: Quality, Efficiency, Responsibility, Mutuality and Freedom and strive every day to create relationships with stakeholders that deliver growth we are proud of as a company.

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**Tata Trusts, Mars Join Hands for Agri Development in India**

<http://www.siliconindia.com/news/general/Tata-Trusts-Mars-Join-Hands-for-Agri-Development-in-India-nid-190940-cid-1.html>

Tata Trusts and global food major Mars, Incorporated, announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India.

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement.

Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

"Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition," the statement said.

Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities."

He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

Mars Food President Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India."

Tata Trusts and Mars also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

Tata Trusts is a coalition of philanthropic trusts headquartered in India, working to improve quality of life of the communities it serves in India. It include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and NavajbhaiRatan Tata Trust.

Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area, the statement said.

U.S.-based Mars, Incorporated is a private, family-owned business and has over \$33 billion in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience

It owns global brands as M&M'S, Pedigree, Doublemint and Uncle Ben.

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**Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

<http://www.newkerala.com/news/2016/fullnews-2483.html>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India.

A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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**Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

<http://www.canindia.com/tata-trusts-and-mars-incorporated-announce-collaboration-on-agriculture-development-in-india/>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India.

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"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

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"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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Publication:	<b>EIN News</b>	Edition:	<b>Online Web</b>
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## Tackling malnutrition and food safety in india

[http://www.einnews.com/pr\\_news/304957634/tackling-malnutrition-and-food-safety-in-india](http://www.einnews.com/pr_news/304957634/tackling-malnutrition-and-food-safety-in-india)

Malnutrition is a major public health concern in India, particularly among children. According to UNICEF, over a third of the world's malnourished children live in India, and 46 percent of children under the age of three in the country are too small for their age.

With this sobering information as a backdrop, Mars has formed a collaboration with the Tata Trusts, one of the oldest and most influential philanthropic organizations in India. Together we will aim to find new ways of tackling malnutrition and improving food safety in one of the world's most populous countries.

Food safety is already a top priority for Mars, as evidenced by the 2015 opening of our Global Food Safety Center in China, where we are hard at work researching new and innovative approaches to promote food safety. We will draw on this resource in India as we continue to seek methods to tackle Aflatoxin - a naturally occurring, poisonous chemical that affects raw materials such as the peanut, a key crop in India's food supply chain.

This new collaboration will focus on boosting crop productivity, farm income and the sustainability of key agriculture commodities, as well as improving the availability of safe and affordable raw materials from India. Mars Food, owner of the world's biggest rice brand in Uncle Ben's, will also conduct joint research with the Tata Trusts on nutritional guidelines designed to help address anemia and other forms of malnutrition.

Having invested in India for over 20 years, Mars already has a strong presence in the country. Our Petcare, Wrigley and Chocolate segments each have manufacturing facilities there, employing more than 1,000 Associates. This new collaboration is further evidence of our commitment to growth and sustainable development in the region, and to food safety on a global scale.

Mars Food President Fiona Dawson and Mars family member Stephen Badger traveled to Mumbai on January 6 to sign a Memorandum of Understanding (MOU) with the Tata Trusts and meet with its Chairman, Ratan Tata.

"Today's MOU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety and sustainability in India," said Fiona. "The Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, make them a natural partner for Mars."

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Publication:	<b>Bignewsnetwork</b>	Edition:	<b>Online Web</b>
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**Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

<http://www.bignewsnetwork.com/news/240013755/tata-trusts-and-mars-incorporated-announce-collaboration-on-agriculture-development-in-india>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India. A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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## **Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

<http://www.india.com/business/tata-trusts-and-mars-incorporated-announce-collaboration-on-agriculture-development-in-india-840449/>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India. A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition. "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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## Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India

<http://www.indiacsr.in/en/tata-trusts-and-mars-incorporated-announce-commitment-to-collaborate-on-agriculture-development-nutrition-and-food-safety-in-india/>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding to work together to advance agriculture development, address malnutrition, and improve food safety in India.

A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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**Mars Incorporated & Tata Trusts Join Hands To Advance Agricultural Development In India**

<https://www.hungryforever.com/mars-incorporated-tata-trusts-join-hands-to-advance-agricultural-development-in-india/>

In a recent collaboration Tata Trusts and Mars, Incorporated announced their joint venture into a Memorandum of Understanding to work together to enhance agriculture development, tackle malnutrition, and improve food safety in India.

The Leading Parties Tata Trusts have undertaken the task to improve the quality of life of the communities it caters to in India. The Trusts comprise the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

On the other hand, Mars Incorporated, as one of the biggest international food manufacturers, plans to work with the Tata Trusts to device methods and tools to pump up crop productivity, farm income, and sustainability of certain agriculture commodities. They also look to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Areas of Concentration The parties will be focusing on commodities like mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also be handling joint research with the Tata Trusts on nutritional standards that can help curb anemia and other forms of malnourishment.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children", quotes The Economic Times.

**Battling Aflatoxin**

The two enterprises also plan to make a combined effort in decreasing Aflatoxin contamination in India's supply chain. Mars has matchless proficiency in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds and is a grave threat to food safety in India."Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, president of Mars Food.

"Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

This move by the two business giants can be a milestone in Indian agricultural development and food safety. Whether effective or not is something only time will tell but the effort is laudable.

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**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India**

<http://prnewswire-yahoopartner.tumblr.com/post/136738396266/tata-trusts-and-mars-incorporated-announce>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding to work together to advance agriculture development, address malnutrition, and improve food safety in India. A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust. As one of the world's leading food manufacturers, Mars, Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of the Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

About Mars Food

Mars Food is a fast-growing food business, making tastier, healthier, easier meals for all consumers to enjoy.

Headquartered in Brussels, Belgium, Mars Food is a leader in producing great tasting products. Our portfolio includes the following brands: UNCLE BEN'S®, DOLMIO®, SEEDS OF CHANGE®, MasterFoods®, SUZI WAN®, EBLY®, ROYCO®, KAN TONG® and RARIS®. In 2013, global sales were approximately \$2 billion.

Our ambition is to become a model business in the areas of health and nutrition and sustainability, as expressed by our purpose: Better Food Today. A Better World Tomorrow.

Mars Food is a segment of Mars, Incorporated.

About Mars, Incorporated

Mars, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world including M&M'S®, PEDIGREE®, DOUBLEMINT® and UNCLE BEN'S®. Headquartered in McLean, VA, Mars has more than \$33 billion in sales from six diverse business segments: Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than

75,000 Associates across 73 countries are united by the company's Five Principles: Quality, Efficiency, Responsibility, Mutuality and Freedom and strive every day to create relationships with stakeholders that deliver growth we are proud of as a company.

For more information about Mars, Incorporated, please visit [www.mars.com](http://www.mars.com). Follow us on Facebook, Twitter, LinkedIn and YouTube.

## About Tata Trusts

Tata Trusts are amongst India's oldest, non-sectarian philanthropic organizations that work in several areas of community development. Tata Trusts seek to be catalysts in development through giving grants to institutions in the areas of Natural Resources Management, Rural Livelihoods, Urban Livelihoods & Poverty, Education, Enhancing Civil Society and Governance, Health and Media Arts, Crafts and Culture.

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**Tata Trusts ties up with Mars for agri-development**

<http://www.uniindia.com/tata-trusts-ties-up-with-mars-for-agri-development/business-economy/news/333718.html>

With an aim to develop agriculture, address malnutrition and improve food safety in India, Tata Trusts and leading global food major Mars today announced their partnership. The two have agreed to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India, Tata Trusts and Mars, companies said in a joint statement. "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of the Tata Trusts.

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Publication:	<b>Bombay News</b>	Edition:	<b>Online Web</b>
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**Tata Trusts and Mars, Incorporated announce collaboration on agriculture development in India**

<http://www.bombaynews.net/index.php/sid/240013755>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India. A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Commodities of particular focus will include mint, peanuts, rice, and legumes. Mars Food, a segment of Mars, Incorporated, will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

"We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children," added Ratan Tata.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

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Publication:	<b>Jagran Post</b>	Edition:	<b>Online Web</b>
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**Tata Trusts joins hands with Mars to work for agriculture development, food safety**

<http://post.jagran.com/tata-trusts-joins-hands-with-mars-to-work-for-agriculture-development-food-safety-1452141039>

Tata Trusts and global food major Mars, yesterday announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India.

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement.

Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities."

Mars Food President Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India."

Tata Trusts and Mars also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

US-based Mars, Incorporated is a private, family-owned business and has over USD 33 billion in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience.

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**Justmeans Tackling Malnutrition and Food Safety in India**

<http://www.justmeans.com/multimedia-with-summary/tackling-malnutrition-and-food-safety-in-india>

Malnutrition is a major public health concern in India, particularly among children. According to UNICEF, over a third of the world's malnourished children live in India, and 46 percent of children under the age of three in the country are too small for their age.

With this sobering information as a backdrop, Mars has formed a collaboration with the Tata Trusts, one of the oldest and most influential philanthropic organizations in India. Together we will aim to find new ways of tackling malnutrition and improving food safety in one of the world's most populous countries.

Food safety is already a top priority for Mars, as evidenced by the 2015 opening of our Global Food Safety Center in China, where we are hard at work researching new and innovative approaches to promote food safety. We will draw on this resource in India as we continue to seek methods to tackle Aflatoxin - a naturally occurring, poisonous chemical that affects raw materials such as the peanut, a key crop in India's food supply chain.

This new collaboration will focus on boosting crop productivity, farm income and the sustainability of key agriculture commodities, as well as improving the availability of safe and affordable raw materials from India. Mars Food, owner of the world's biggest rice brand in Uncle Ben's, will also conduct joint research with the Tata Trusts on nutritional guidelines designed to help address anemia and other forms of malnutrition.

Having invested in India for over 20 years, Mars already has a strong presence in the country. Our Petcare, Wrigley and Chocolate segments each have manufacturing facilities there, employing more than 1,000 Associates. This new collaboration is further evidence of our commitment to growth and sustainable development in the region, and to food safety on a global scale.

Mars Food President Fiona Dawson and Mars family member Stephen Badger traveled to Mumbai on January 6 to sign a Memorandum of Understanding (MOU) with the Tata Trusts and meet with its Chairman, Ratan Tata.

"Today's MOU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety and sustainability in India," said Fiona. "The Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, make them a natural partner for Mars.

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**Tata Trusts, Mars to jointly work on agri development in India**

[http://www.indiaonline.com/article/news-top-story/tata-trusts-mars-to-jointly-work-on-agri-development-in-india-116010700179\\_1.html](http://www.indiaonline.com/article/news-top-story/tata-trusts-mars-to-jointly-work-on-agri-development-in-india-116010700179_1.html)

Tata Trusts and Mars Inc. on Wednesday signed a Memorandum of Understanding (MOU) to work together to advance agriculture development, address malnutrition, and improve food safety in India.

Mars plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India.

Commodities of particular focus will include mint, peanuts, rice, and legumes.

Mars Food will also conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's food supply chain.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration would have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of Tata Trusts.

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**Tata Trusts and Mars, Incorporated Announce Commitment to Collaborate on Agriculture Development, Nutrition, and Food Safety in India**

<http://www.prnewswire.com/news-releases/tata-trusts-and-mars-incorporated-announce-commitment-to-collaborate-on-agriculture-development-nutrition-and-food-safety-in-india-300200125.html>

Tata Trusts and Mars, Incorporated today announced their joint entry into a Memorandum of Understanding to work together to advance agriculture development, address malnutrition, and improve food safety in India.

A leading coalition of philanthropic trusts headquartered in India, the Tata Trusts pursues a mission to improve the quality of life of the communities it serves in India. The Trusts include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and Navajbhai Ratan Tata Trust.

As one of the world's leading food manufacturers, Mars, Incorporated plans to work with the Tata Trusts to develop methods and tools to increase crop productivity, farm income, and sustainability of select agriculture commodities, and to collaborate on the availability of safe, affordable, and sustainable raw materials from India. Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition.

"Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," said Ratan Tata, Chairman of the Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children.

Mars and the Tata Trusts also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin - a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India. Mars has unique expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area.

"Today's Memorandum of Understanding with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," said Fiona Dawson, President of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars."

**About Mars Food**

Mars Food is a fast-growing food business, making tastier, healthier, easier meals for all consumers to enjoy.

Headquartered in Brussels, Belgium, Mars Food is a leader in producing great tasting products. Our portfolio includes the following brands: UNCLE BEN'S, DOLMIO, SEEDS OF CHANGE, MasterFoods, SUZI WAN, EBLY, ROYCO, KAN TONG and RARIS. In 2013, global sales were approximately

\$2 billion.

Our ambition is to become a model business in the areas of health and nutrition and sustainability, as expressed by our purpose: Better Food Today. A Better World Tomorrow.

Mars Food is a segment of Mars, Incorporated.

## About Mars, Incorporated

Mars, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world including M&M'S, PEDIGREE, DOUBLEMINT and UNCLE BEN'S. Headquartered in McLean, VA, Mars has more than

\$33 billion in sales from six diverse business segments: Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 75,000 Associates across 73 countries are united by the company's Five Principles: Quality, Efficiency, Responsibility, Mutuality and Freedom and strive every day to create relationships with stakeholders that deliver growth we are proud of as a company.

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**Mars, Tata Trusts to Address Food Safety in India**

<http://www.foodsafetymagazine.com/news/mars-tata-trusts-to-address-food-safety-in-india/>

Tata Trusts and Mars, Inc. have announced a new partnership solidified by a Memorandum of Understanding that will allow them to join forces to improve food safety, malnutrition and agricultural development in India, one of the world's most populous countries. A global, philanthropic enterprise headquartered in India, Tata Trusts is comprised of over 100 independent operating companies serving in more than 100 countries across six continents. The group's mission is "to improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust." In working with Tata Trusts--one of the oldest and most influential philanthropic organizations in India--Mars plans to find ways to increase crop productivity, farm income and sustainability of some agricultural commodities. The two entities also plan to discover affordable, safe and sustainable raw materials in India. Another goal is to address the prominence of Aflatoxin--a naturally occurring chemical usually produced by mold--contamination in India's supply chain. Mars has experience addressing Aflatoxin contamination based on their recent work with China's Global Food Safety Center. "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities," says Ratan Tata, chairman of the Tata Trusts. "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children." Today's Memorandum of Understanding with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India," says Fiona Dawson, president of Mars Food. "Tata Trusts' strong commitment to improving the quality of life in India, and the depth and breadth of their expertise, makes them a natural partner for Mars." Mars has already established strong ties in India. The company's Petcare, Wrigley and Chocolate segments all have manufacturing facilities based in India, employing more than 1,000 people.

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## Tata Trusts, Mars join hands for agri development in India

<http://economictimes.indiatimes.com/industry/cons-products/food/tata-trusts-mars-join-hands-for-agri-development-in-india/articleshow/50465876.cms>

Fiona Dawson said: "Today's MoU with the Tata Trusts is an important step in Mars' journey to improve nutrition, food safety, and sustainability in India." Tata Trusts and global food major Mars, Incorporated, today announced a partnership to work for advanced agriculture development, address malnutrition and improve food safety in India.

The two have signed an MoU to develop methods and tools to increase crop productivity, farm income and sustainability of select agriculture commodities, among others, Tata Trusts and Mars, Incorporated said in a joint statement.

Besides they will also collaborate on the availability of safe, affordable, and sustainable raw materials from India.

"Mars Food, a segment of Mars, Incorporated, also intends to conduct joint research with the Tata Trusts on nutritional guidelines that can help address anemia and other forms of malnutrition," the statement said.

Chairman of the Tata Trusts Ratan Tata said: "Given Mars' global leadership in nutritive foods and sustainable agriculture, the Tata Trusts believes this collaboration will have lasting, meaningful benefits for Indian communities."

He further said: "We are particularly inspired by Mars Food's commitment to addressing malnutrition in India - a challenge of growing concern in this country, particularly among children."

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Tata Trusts and Mars also plan to collaborate on reducing Aflatoxin contamination in India's supply chain. Aflatoxin is a naturally occurring, poisonous chemical produced by certain molds - is a critical food safety issue in India.

Tata Trusts is a coalition of philanthropic trusts headquartered in India, working to improve quality of life of the communities it serves in India. It include the Sir Dorabji Tata Trust, Sir Ratan Tata Trust, and NavajbhaiRatan Tata Trust.

Mars has expertise in addressing Aflatoxin contamination and can draw on its Global Food Safety Center in China to conduct future research in this area, the statement said.

US-based Mars, Incorporated is a private, family-owned business and has over \$33 billion in sales from six diverse business segments - petcare, chocolate, wrigley, food, drinks and symbioscience



It owns global brands as M&M'S, Pedigree, Doublemint and Uncle Ben.

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[http://www.business-standard.com/article/pti-stories/tata-trusts-mars-join-hands-for-agri-development-in-india-116010600324\\_1.html](http://www.business-standard.com/article/pti-stories/tata-trusts-mars-join-hands-for-agri-development-in-india-116010600324_1.html)

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## Tata Trusts, Mars join hands for agri development in India

<http://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/tata-trusts-mars-join-hands-for-agri-development-in-india/50466038>

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## Tata Trusts, Mars join hands for agri development

[http://www.ptinews.com/news/6939951\\_Tata-Trusts--Mars-join-hands-for-agri-development.html](http://www.ptinews.com/news/6939951_Tata-Trusts--Mars-join-hands-for-agri-development.html)

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**Tata Trusts, Mars join hands for agri development in India**

<http://indiatoday.intoday.in/story/tata-trusts-mars-join-hands-for-agri-development-in-india/1/563614.html>

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