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## **Opportunities of Peanut Butter**

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Peanuts have considerable nutrients and are consumed in different forms all over the world. Peanut butter is one such product consumed in big quantities especially in Western countries since last many years. It is not very popular in India because the domestic market is dominated by milk butter. Hence, the promoters must target growing export market. The technology is available indigenously and it is advisable to Eng. a technical consultant to ensure quality. Peanuts are rich in unsaturated fats and other nutrient that may improve Glucose and insulin in body. Homeostasis. It also helps in reducing diabetes. It can serve as substitute for red or processed meats. It is very much popular in western countries. There is much scope for export from India.

### **Raw Material Availability**

The major districts in Gujarat where groundnut is grown are Junagadh, Gir Somnath, Bhavnagar, Gonadal, Rajkot, all-important raw material will be good quality groundnuts in shell. Gujarat has good Production of groundnut in the country and it ranks one in the country with 42.30% of the Total production. Indian peanuts are popular all over the world with large exports every year. But unfortunately, our market share is primarily confined to raw peanuts and value-added products like Blanched & roasted peanuts and peanut butter has very negligible contribution.

### **Market Opportunities**

Indian peanuts are popular in all over the world with large exports every year. But unfortunately, our market share is primarily confined to raw peanuts and value-added products like Blanched & roasted peanuts or peanut butter have very negligible contribution. Consumption Of peanut butter is yet to pick up in the country and the project must concentrate on foreign Buyers. Peanut butter is very popular in the USA, the UK, Holland, Australia, New-Zealand, African countries, South East Asian and Gulf countries. These are all very big and growing Markets and can be tapped as majority of them import substantial quantity. There must be a high strict quality control. Around 90% of sale has to be by way of exports and the promoters May like to have registration as an Export Oriented Unit (EOU).

Though India is world's largest producer of peanuts, however, manufacturing of peanut butter is not a significant Activity. There may be one or two units in India which manufacture peanut Butter on medium scale. No large scale unit is still established in the country. The two major Hurdles are 1) peanut butter is not accepted product on mass basis in India because of its Nutty flavour and, 2) huge capital investment required in setting up the unit. It is now right time to set up such units to eat lucrative export revenue. Looking on growing health consciousness for low calorie and high protein food, the Consumption and uses of peanut butter is bound to increase in the coming decade.



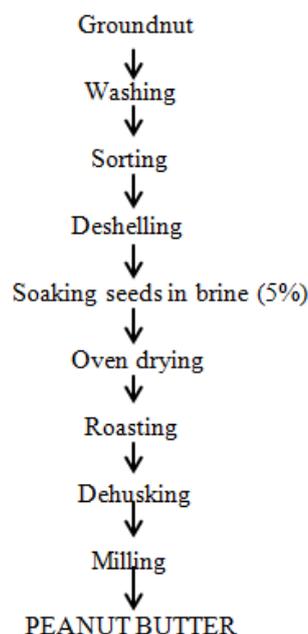
### **Application**

Peanut butter is an ideal substitute for milk butter. It is a low calorie, high protein product. Compared to milk butter, its price is very competitive. It has not yet popular in our country and is rare used by individual consumers. Peanut butter is most commonly used in sandwiches. It is widely used in Bakeries and confectioneries. Other uses are in cookies, cakes, salad Dressing, cupcakes, stuffed celery, , biscuits, soup, peanut butter rolls, Brownies, vegetable sauces, corn bread, meat loaf, boiled custard, sweet potatoes etc. It is also used in chocolates and in ice-cream. It is also used as table butter in USA and other Western countries as being low in calories compared to butter milk.

### **Critical factors for success and achieving better quality**

Quality and variety of whole peanuts play important role in producing peanut butter of optimization of superior quality. Proportion and quality of other ingredients added in the peanut butter also contribute Making butter for better aroma and taste. Operations such as blanching, roasting and high- pressure pressing of peanuts have predominant effects on producing a peanut butter of better consistency ad good quality. Produce peanut butter strictly confirming to the standards as per international specifications and consumer demand. Selection of equipment's and technology play key role in overall success of the project.

It is possible to buy raw peanuts instead of shelled peanuts or peanut pods like below flow chart.





### **Peanut Roasting & Blanching**

This is very a critical stage. Roasting is done at near around 160O C for 45-60 minutes depending upon the moisture contents in peanuts. Roasting reduces water contents to around 1% which increases the Shelf life of peanuts. Which helps is in develop flavor. After roasting operation, peanuts are cooled and then blanched (removal of outer red skin). After blanching each peanut is inspected to remove Discolored (grey or black) nuts.

### **Filling and Packing**

Peanut butter is filled in glass Jars or metal drums as per the instructions of the buyer. Immediately after filling jars, the jars are vibrated to remove any remaining air bubbles. After Keeping jars or drums for around 35-42 hours at near around 20OC, the peanut butter sets completely and can be dispatched.

### **Summary**

Peanut butter is a good source of protein and vitamin B-6. Peanut butter provides a good amount of protein, along with essential vitamins and minerals, such as magnesium, potassium, and zinc. The results found that eating peanut butter is associated with reduced incidence of type 2 diabetes. Peanut butter-Nutrition fact (per 100g) 589Kcal, 24g protein, and 50g fats also it is a good source of magnesium, vitamin B, E and Iron as compere to ordinary butter.

