

SUMMARY

Among the quality factors of a food material, appearance is an important factor. Appearance may be influenced by several factors of which colour is the most important one. The importance of colour measurement lies in product development and quality control that in turn directly affects the consumer acceptability, and marketing. In addition, colour for a number of foods and agricultural commodities is specified by law for quality purposes. These includes Munsell colour meter values for tomato products, Lovibond Tintometer reading for Mustard oil etc. The principles behind those colour measurement equipment lie on several facts. Human eye can recognize three kind of stimuli and thus colour measurement is known as tristimulus colorimetry. It can be concluded that colour measurement in a scientific manner is highly important for quality control and for product development though detailed measurement of colour is a complex process.