



**FSSAI directs FBOs to label 'Atta' as whole wheat flour and 'Maida' as Refined Wheat Flour**

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**E-Paper**

The Food Safety and Standard Authority of India (FSSAI) has directed food business operators (FBOs) to label Atta as Whole Wheat Flour (Atta) and Maida as Refined Wheat Flour (Maida) wherever the same is used as singly or as ingredient in food items.

The directions came when various stakeholders approached FSSAI to issue clarification regarding a common name viz. Wheat flour/Refined Wheat Flour in English for Maida.

FSSAI in a notification said “It has been observed that the Food Business Operators are using term Wheat Flour as English nomenclature for Maida on the label of the food products which does not convey the exact nature of ingredient used for manufacturing of various food items to the consumers as well as enforcement officials.”



Examining the matter, FSSAI said “Atta should be labeled as Whole Wheat Flour (Atta) wherever the same is used as singly or as ingredient in food items and Maida should be labelled as Refined Wheat Flour (Maida) wherever the same is used as singly or as ingredient in food items.”

According to the notification issued, FBO’s are directed to comply with these requirements by April 30, 2019.

FSSAI said “Food Safety Commissioners of States/UTs are requested to ensure compliance

of this order and no legal actions should be initiated in this matter till the implementation of the same as per the timeline mentioned above.”