



FSSAI for clear labelling of atta, maida on food packages

Dated: - 06th February 2019 (Wednesday)

E-Paper

In a move to help consumers make an informed choice while buying packaged products, the Food Safety and Standards Authority of India (FSSAI) has asked food companies to label atta as 'whole wheat flour' and maida as 'refined wheat flour'.

This is aimed at bringing clarity in labeling, as many packaged food companies use 'wheat flour' as general English nomenclature for atta and maida on product labels.

The move assumes significance as many companies use these nomenclatures to make health claims about their products, mainly in products such as packaged atta, bread and biscuits.

"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," the FSSAI stated in an order.

The food regulator has given food processing companies three months to ensure that the labels of their products are in line with this directive.

"Food business operators are directed to comply with these requirements by April 30," the order issued by the FSSAI stated.