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‘Frozen desserts that meet FSSAI norms are safe to consume’

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Indore: Indian Ice Cream Manufacturers' Association (IICMA) on Saturday said that frozen dessert products, duly conforming standards set by FSSAI, are totally safe to be consumed by children and adults alike.

IICMA's statement was in response to TOI report of Indore food department starting a drive in city against frozen dessert products being sold as ice creams.

IICMA president Rajesh Gandhi said that it was a regulatory requirement to specifically mention whether the product in question was a "frozen dessert" or "ice cream" on the packaging to enable consumers to make an "informed choice".

"It is mandatory to declare the per cent of milk fat/edible vegetable oil/fat and vegetable protein product on frozen desserts," he said. "Hence, it is incorrect to state that frozen desserts are being sold under name of ice creams when the information has been made clearly available to consumers."

Gandhi said, "We would like to emphasize that frozen desserts contain similar ingredients as ice creams, differing mainly in source of fat. This difference does not change the product experience, palatability and safety of frozen desserts in any way."

During the drive, food department found five cases of misbranding and substandard products in the city in last 10 days. "In one of the cases, the manufacturer was using vegetable oil in a product branded as ice cream," senior food officer Manish Swami said.