



### **FSSAI orders to mark 'maida' as refined flour**

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**E-Paper**

Food Safety and Standard Authority of India (FSSAI) has ordered all the Food Business Operators to label 'maida' as refined flour and 'atta' as whole wheat flour. The directive has come after it had been observed that many food-packaging companies have been labeling maida as 'wheat flour', which is not correct.

“Food Business Operators are using 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,” stated the order marked to all food business operators; commissioner of food safety of all states/Union Territories; all central licensing authority; and all authorised officers.

There are numerous products in the market that vouch for health benefits and of providing good nutrients through wheat flour, but it really needs to be mentioned whether the product used contains any maida for 'informed' dietary choices, say experts.

“It is strongly suggested for women with PCOS to avoid consumption of maida. Polycystic Ovarian Syndrome (PCOS) is a condition that is common in women and can lead to harmful health effects like hormonal imbalances. This condition causes to overproduce hormones in women living with PCOS and form small cysts in their ovaries. PCOS has been known to cause women to produce higher levels of insulin than it is required. Therefore, it is important to eat foods that help maintain your blood sugar levels properly and avoid refined foods that could spike them,” said a senior gynecologist.

“Atta should be labelled as whole wheat flour (atta) wherever the same is used as single or as an ingredient in food items. Maida should be labelled as refined wheat flour (maida) wherever the same is used as single or as an ingredient in food items,” stated the order.

The business operators have now been asked to comply with the order in next three months latest by April 30, 2019. Food Safety Commissioners of States/UTs have been asked to ensure compliance of the order to avoid any legal action.

### **HEALTHY CHOICE**

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