



Press Note

Food Fortification Gains Momentum- FSSAI Awards Early Adopters

New Delhi: The operationalisation of comprehensive regulations on fortification of food and the launch of the logo for fortified foods at the National Summit in October 2016 has firmly placed food fortification on the national agenda and created a rallying point for industry to adopt fortification voluntarily. On May 16th, 2017, food fortification gained further momentum with FSSAI recognizing and awarding early adopters, from both the private sector and State governments, at its National Summit on “Transforming the Food Safety and Nutrition landscape”.

Across the 5 commodities were a number of early and voluntary adopters of fortification from amongst food businesses. FSSAI commends their commitment to addressing this public health issue of micronutrient malnutrition that affects 70% of Indians.

Future Consumer Ltd. and Navbharat Flour Mills were awarded for being early adopters of wheat flour fortification. While Future Consumer Ltd. is selling fortified atta under the brand name ‘Golden Harvest’ across India in all the Big Bazaar stores, Navbharat Flour Mills is selling its brand ‘Vitamin +’ across 4 Northern states.

LT Foods, a key market player in rice, was awarded for its production of fortified rice kernels for the government of Odisha and they are launching fortified rice in the open market as well.

Cargill India Private Limited and Adani Wilmer have fortified all their edible oil brands available in the open market and were recognized for this achievement.

In the milk category, Mother Dairy and Kwality Dairy were awarded for the pan-India coverage of their fortified milk variants. Mother Dairy was the first to adopt the +F logo on all their toned and double toned milk.

Very soon, 50% of all oil and milk available in the organised market will be fortified – a huge leap for fortification.

In the salt category, Tata Chemicals already has a double fortified salt brand in the market called “Tata Plus”.

For each of the commodities, a number of special mentions were also given out to other key private sector players. For wheat flour, General Mills, Kumar Atta Chakki and ITC received special mentions, while for rice DCP India was the special mention recipient. Marico received a special mention in the oil category and Ankur Chemicals and TATA Trusts in the salt category. The milk industry, which was one of the earliest adopters of fortification, had three special mentions - Haryana Dairy Development Cooperative Federation (Vita), Punjab Milk Federation (Verka) and Jharkhand Milk Producers Federation (Medha).

In addition to the private sector, a number of State governments were also recognized and awarded for adopting fortified staples through the various social safety net programs. In Odisha, rice fortification started in one district and is being scaled up to fourteen additional districts through the mid-day meal (MDM) program. Karnataka is also providing fortified rice through its MDM program in seven districts. Haryana has been providing double-fortified salt through the integrated child development services (ICDS) scheme and reaching over 2 lakh anganwadi centres. It is currently also in the process of fortified wheat flour procurement. Rajasthan has taken the lead in fortified oil and fortified milk, which are being sold across the entire state.

A special mention was given to West Bengal for being the first in the country to incorporate fortified wheat flour into the Public Distribution System (PDS).

Details of all the awardees and special mentions can be found on the website (<http://ffrc.fssai.gov.in/>) of the Food Fortification Resource Centre (FFRC). The website is also the resource hub for all fortification-related activities and information.

This is the first time that a nation-wide, integrated initiative on staple food fortification has been launched to fight against micronutrient malnutrition. The recognition of such a large number of stakeholders at the award ceremony served as a promising sign that the initiative continues to gain momentum.