



Eating Fortified

Fortification is a proven and useful supplementary strategy to tackle micronutrient deficiencies. Staple foods that have added vitamins and minerals to improve their nutritional content are called fortified foods. FSSAI has notified regulations on fortification for five staples-wheat flour, rice, oil, milk and salt, wherein standards for the amounts of vitamins and minerals to be added have been defined. A +F logo to help easy identification of fortified staples by consumers has also been created. Educating consumers about the benefits of fortified foods and nudging the food industry to adopt fortified foods can go a long way in addressing large-scale micronutrient deficiencies.

Key Messages



Double Fortified Salt contains added iodine and iron which help to prevent Iodine Deficiency Disorders (IDD) and anaemia.



Fortified wheat flour and rice contain added iron, Vitamin B12 and folic acid, which help prevent anaemia.



Fortified edible oil and milk contain Vitamins A and D, which help fight night blindness and maintain strong bones.



FORTIFIED

SAMPOORNA POSHAN
SWASTH JEEVAN



Food Fortification Resource Centre

The Food Fortification Resource Centre (FFRC) has been set up to scale up food fortification across India. FFRC provides advocacy and technical support, builds awareness and works in partnership with all stakeholders. It has a two-pronged approach:

- Ensure fortified foods in government safety net programmes can deliver essential nutrients to large sections of the population, particularly vulnerable sections.
- Promote fortified foods in the open market to enable consumers to adopt fortified foods to improve their health and nutrition.

Key resources include:

- FFRC portal, which is a resource hub for knowledge dissemination
- FAQs for all stakeholders
- Technical Manuals for food businesses

Convergence with



POSHAN Abhiyaan is the PM's overarching scheme for holistic nourishment, especially to improve nutritional outcomes for children, adolescents, pregnant women and lactating mothers. Its vision is to attain a malnutrition free India by 2022. Anaemia Mukta Bharat is a program to reduce anaemia through 6 key interventions, one of which is providing iron-fortified foods. Food fortification is a much needed supplementary strategy to tackle the widespread micronutrient deficiencies in the country across population groups, and is thus aligned with this vision of holistic nutrition being promoted through other flagship government schemes.