

Dated, the 15th February, 2019

ORDER

Subject: Direction under Section 16(5) of Food Safety and Standards Act, 2006 regarding use of the term Wheat Flour/Whole Wheat Flour/Refined Wheat Flour as English nomenclature for Atta/Maida on the packaging label of food products - reg.

The standards for Maida are prescribed in the sub-regulation 2.4.2 of Food Safety and Standards (Food product Standards and Food Additives) Regulations, 2011 wherein the clause 3 relating to protein rich maida mentions the term “maida (wheat flour)”. However, 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.

2. Representations from various stakeholders have been received with regard to issuance of clarification regarding a common name viz. Wheat flour/Refined Wheat Flour in English for Maida.

3. The issue of usage of the term Wheat Flour/ Whole Wheat Flour/Refined Flour, wherever the same is used as singly or as ingredient in food items, on the packaging label of food products has been examined in detail and following has been decided for strict compliance by food business Operators:-

- (i) Atta should be labelled as Whole Wheat Flour (Atta) wherever the same is used as singly or as ingredient in food items.
- (ii) Maida should be labelled as Refined Wheat Flour (Maida) wherever the same is used as singly or as ingredient in food items.

4. Food business operators are directed to comply with these requirements by 30th April, 2019. Food Safety Commissioners of States/UTs are requested to ensure compliance of this order and no legal actions should be initiated in this matter till the implementation of the same as per the time line mentioned above.

5. This issue with approval of the competent Authority in exercise of the power vested with Food Authority under Section 16(5) of the FSS Act, 2006.

Yours sincerely,


(Parveen Jargar)

Joint Director, Regulatory Compliance

To,

- (i) Commissioner of Food Safety of all States/UTs.
- (ii) All Food Business Operators
- (iii) All Central Licensing Authority
- (iv) All Authorized Officer
- (v) CITO, FSSAI : For uploading this direction on FSSAI website.