

Business Standard

FSSAI asks food companies to voluntarily cut salt, sugar, fat in packaged products

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To promote safe and healthy food, regulator [FSSAI](#) today asked industry to voluntarily reduce salt, sugar and [saturated fat](#) in packaged [food](#) products as it would take about an year to make labelling norms operational.

The [Food Safety and Standards Authority of India](#) (FSSAI) today launched a national campaign 'The Eat Right Movement' to improve public [health](#) and [combat lifestyle diseases](#).

Edible oil industry, bakeries and FMCG companies, including Nestle India, [HUL](#) and Patanjali, took pledge to reduce the level of salt, sugar and fat in [food](#) products.

To kick start and popularise the movement, [FSSAI](#) has roped in [film actor Rajkummar Rao](#) for a short video that encourages citizens to reduce salt, sugar and fat. The video would be telecast on television channels and circulated through other [mass media](#) including [social media](#).

"We have come out with [draft food labelling regulation](#). It is with the [Health](#) Ministry now," FSSAI's [CEO Pawan Kumar Agarwal](#) said at the launch of this movement which was attended by top officials of Nestle India, [Patanjali](#) and [HUL](#) among others.

"It will take at least one year to be operational. Until then, this is the opportune time for the [food industry](#) to reformulate their products," he added.

Agarwal said the regulator would get an actual feedback from the industry while finalising the labelling norms if [food business operators](#) start following the draft rules.

The [FSSAI CEO](#) said that it would take about 4-5 months to finalise the packaging and labelling norms and then at least six months would be given to the industry for compliance.

While launching 'The Eat Right Movement', he said the campaign is built on two broad pillars of 'Eat Healthy' and 'Eat Safe'.

On the demand side, the movement focuses on empowering citizens to make the right [food choices](#). On the supply side, it nudges [food businesses](#) to reformulate their products, provide better nutritional information to consumers and make investments in [healthy food](#) as [responsible food businesses](#).

While the edible oil industry, bakeries and halwais' committed to phase out trans-fats by 2022, major food companies pledged to reformulate packaged foods to reduce the level of salt, sugar and [saturated fat](#).

The [food services sector](#) promised to provide [healthier food options](#) and introduce menu-labelling, even as major [food retail players](#) including [e-commerce players](#) agreed to promote [healthier food options](#) and [responsible retail practices](#).

This movement could not have come at a better time, with [Non-Communicable Diseases](#) (NCDs) accounting for 1 in 5 disease-related deaths, widespread anaemia and other micronutrient deficiencies on the rise and [India](#) becoming the [diabetes](#) capital of the world, the FSSAI said.

Speaking on the occasion, K Vijay Raghavan, [Principal Scientific Advisor](#) to the government, said there is a need to complement reduction of salt, sugar, fat with lifestyle changes such as eating a more plant-based, natural diet.

The industry is a big player in supporting this movement therefore synergy between government, [civil society](#) and the industry is critical to its success, he added.

Suneeta Narain, DG, Centre for Science and Environment, said the FSSAI should "move ahead with the labelling regulations as fast as possible." She favoured government regulations to deal with junk foods and not voluntary commitments from the industry.

FSSAI [Chairperson Ashish Bahuguna](#) said these voluntary [nutrition](#) commitments are a giant leap forward to combat negative [nutrition](#) trends in society.