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FSDA to spread awareness about fortifying food items

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Meerut: In a bid to fight malnutrition, the Food Safety and Drugs Association (FSDA) has launched a programme to spread awareness about fortification – adding vitamins or minerals to food to increase its nutrient value – among city's food item manufacturers.

The food department officials have stressed on fortification of oil, milk, rice and wheat, so that the people consuming these food items consume extra nutrients.

“We have launched a programme to spread awareness about fortification so that food items provide more nutrition than they are supposed to have naturally. All fortified items have an F+ sign on them,” said Archana Dheeran, designated officer, FSDA.

Currently only salt and milk are being fortified in Meerut and efforts are being made to rope in big players to encourage fortification.

“Milk is being fortified with Vitamin A and B and salt is being fortified with iodine. This is being done so that the poor and less fortunate people have a way to include more nutrients in their diet,” said Dheeran.