



FSSAI directs state officials to conduct surveillance to prevent sale of counterfeit food products

13/03/2020

FSSAI directs state officials to conduct surveillance to prevent sale of counterfeit food products

New Delhi, Mar 13 (KNN) The Food Safety and Standards Authority of India (FSSAI) has directed all state food safety officers to conduct market surveillance to prevent sale of counterfeit food products. It has also asked the authorities to conduct regular surveys to identify foreign food products that are being “clandestinely imported” without FSSAI approval. In a letter sent out to Food Safety Commissioners of all States and UTs, as well as authorised food safety officers, FSSAI said, “Counterfeit of food items is a serious challenge. Per se, the act of counterfeiting is an infringement of IP laws which is not in the domain of the Food Safety and Standards Act 2006, however, since counterfeit food items are likely to be sub-standard and sometimes even unsafe, state food safety administrations have to be vigilant about it.”

FSSAI has also asked them to focus on developing local intelligence to identify commodities, hotspots and trends in counterfeit food products and coordinate with major brands to “generate actionable information.” “E-commerce players will need to put in place mechanisms to prevent the sale of counterfeit food goods and illegal imported goods on their platforms. They must ensure that sellers of food goods on their platform must be FSSAI registered/licensed. Besides, in case of packaged goods, only goods which have FSSAI registration/licence indicated (on labels) must be allowed for sale,” the food safety authority emphasised.

The easy availability of such goods on e-commerce platforms, reputed malls and food retail outlets conveys an impression of sanctity to consumers,” the letter read further. FSSAI has also urged state administrations to identify the number of posts required for food safety activities and take steps to create and fill them, so that enough manpower will be there, for the said surveillance.