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Wardha FDA withdraws Satara infant food for violations

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Nagpur: The Wardha unit of the Food and Drugs Administration (FDA) has withdrawn the entire material of an infant food product with brand name 'Healthy Magic Brand' for various violations of the Food Safety and Standards Authority of India (FSSAI) Act. The manufacturer, M/S Anupreet Product from Karad in Satara district, has been producing the product even without the basic permission of Bureau of Indian Standards (BIS). Food safety officer Raviraj Dhabarde, who is the investigation officer, told TOI that the product is wrongly branded. Infant foods are to be given to children above the age of six months but this brand is being sold for children below four months of age. The infant food is available in two brands — Real mix vegetable-Infant Food-Anupreet Healthy Magic Brand and real Mix Fruits again with same brand name.

Dhabarde said that the samples have been sent to adjudication officer SR Kekare, the FDA joint commissioner at Nagpur. If violation is established, the manufacturer will be liable for at least a Rs10 lakh fine. The raid was carried out under the guidance of GB Gore, the FDA additional commissioner (food) at Wardha.

As per the FSSAI regulation, the product should not carry the picture of a mother or a child whereas this product carries a photo of children.

There are also irregularities in packaging and labelling, said Dhabarde. He said that it was mandatory for the manufacturer to mention that 'mothers milk best for your baby', which is missing from the label. The packet should also carry a warning that the food should be used only on the advice of a health worker. It should also carry a warning that infant food is a milk substitute or it is not the sole source of nourishment for an infant.

There should also be a statement on the process of manufacture (eg spray dried) except in case of infant foods where it is replaced by warnings about the health hazards associated with

improper hygiene while preparing the food for the baby. It should carry warnings like use of clean utensils, bottles and teats.

It should also say that not to use fewer scoops as it would dilute the required concentration of the food and not provide sufficient nutrients required by the baby's body. The pack should also carry directions of use and instructions for the discarded or the leftover feed. The pack should never mention words like 'energy food' full protein food, complete food, health food etc.