

Expert Panel Set Up To Review India's Proposed New Packaged Food Labelling Rules

Food Safety and Standards Authority of India (FSSAI) has established a three-member panel after food firms expressed concerns regarding the packaging proposals. The draft regulations stated that packaged food manufacturers and firms will be required to declare nutritional information such as calories, total fat, trans-fat, total sugar and salt per serve, as well as per serve percentage contribution to the recommended dietary allowance. Other rules included a symbol on the label indicating whether it is veg or non-veg food.

Most importantly, it will be mandatory for food products with high fat and sugar content to display a red-coloured mark on the front pack. It also stated, "The food authority may introduce colour coding system in addition to marking foods as red within the specified thresholds from time to time."

RED ALERT

Annotations for the Nutrition Facts label:

- Helvetica Regular 8 point with 1 point of leading
- Franklin Gothic Heavy or Helvetica Black, flush left & flush right, no smaller than 13 point
- 3 point rule
- 7 point rule
- 8 point Helvetica Black with 4 points of leading
- 6 point Helvetica Black
- 1/4 point rule centered between nutrients (2 points leading above and 2 points below)
- All labels enclosed by 1/2 point box rule within 3 points of text measure
- 1/4 point rule
- 8 point Helvetica Regular with 4 points of leading
- Type below vitamins and minerals (footnotes) is 5 point with 1 point of leading
- 8 point Helvetica Regular, 4 points of leading with 10 point bullets.

Nutrition Facts		
Serving Size 1 cup (250ml) Serving Per Container 2		
Amount Per Serving		
Calories 200	Calories from Fat 120	
% Daily Value*		
Total Fat 13g	26%	
Saturated Fat 5g	10%	
Trans Fat 2g		
Cholesterol 30mg	60%	
Sodium 600mg	120%	
Total Carbohydrate 27g	54%	
Dietary Fiber 8g	16%	
Sugars 5g		
Protein 5g		
Vitamin A 4%	Vitamin C 2%	
Calcium 10%	Iron 4%	
*Percent Daily Values are based on a diet of other people's misdeeds.		
Total Fat	Less than 5g	5g
Sodium	Less than 500mg	500mg
Cholesterol	Less than 300mg	300mg
Sugars	Less than 5g	5g
Total Carbohydrate	50g	50g
Dietary Fiber	5g	5g

Furthermore, HFSS food products will be prohibited from advertisement to children. However, Pawan Agarwal, FSSAI CEO said that the proposals would now be looked at again even though the draft has already been sent to the Health Ministry.

These rules were proposed to provide consumers with all the information necessary for them to curb the menace of rising obesity and diabetes in the country.