Report on FSSAI participation in 11th edition of BIOFACH India 2019

7-9 November, 2019
India Expo Mart Limited (IEML),
Greater Noida, Delhi-NCR, India
1.0 Introduction:

Food Safety Standard Authority of India (FSSAI) participated in the 11th edition of BIOFACH India 2019 held at India Expo Mart Limited (IEML), Greater Noida, Delhi-NCR, India during 7-9 November, 2019. The event was organized by NuernbergMesse India and APEDA (Agricultural and Processed Food Products Export Development Authority, Ministry of Commerce and Industry) and supported by the Indo-German Chamber of Commerce, International and National stakeholders - International Federation of Organic Agriculture Movement (IFOAM), FSSAI, Organic Farmers Association of India (OFAI), International Competence Centre of Organic Agriculture (ICCOA), Biodynamic Association of India (BDAI) and Association of the Indian Organic Industries (AIIO).

More than 6000 delegates comprising of Exporters, processors, retail chain industry, certification bodies and producers from India and abroad participated in the Biofach 2019, the trade Fair-cum-Exhibition to discuss and have first-hand feel of the Indian organic products including tea, spices, honey, basmati rice, coffee, cereals, dry fruits, vegetables, processed foods and medicinal plant.

The theme of the Farmers Market was “Organic for my plate and palate”. The exhibition was used as an excellent platform by FSSAI to showcase the information related to FSSAI organic food regulation, about Indian Organic Integrity Database portal, Use of Jaivik Bharat Logo and its importance, Organic certification, Labelling, transport, storage, distribution and import of organic foods and Eat Right India Initiatives. FSSAI's logo appeared on the website of Biofach India as supporting partner in all print/marketing collaterals as supporting partner.

2. Inauguration of the Exhibition:

Shri. Paban K Borthakur (IAS), Chairman of APEDA inaugurated the 11th edition of BIOFACH India 2019. Chairman APEDA said that the demand for organic Agri products is on constant increase worldwide as Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticide. He added that on 31st March 2019, total area under organic certification process was 3.56 million hectare and among all the states, Madhya Pradesh has covered the largest area under organic certification followed by Rajasthan, Maharashtra and Uttar Pradesh. During 2016, Sikkim had achieved a remarkable distinction of converting its entire cultivable land (more than 76000 ha) under organic certification.

Those present on the occasion included Dr Tarun Bajaj, General Manager, APEDA and Ms Sonia Prashar, Chairperson of the Board and Managing Director, NuernbergMesse India, Mr Rakesh Kumar, Chairman, India Exposition Mart, Mr Micheal Keasler, Agricultural counsellor, German Embassy in India and Ms Louise Luftknost and Jennifer Chang from International Organic federation.

3. Highlights of Biofach India 2019:

- FSSAI efforts on Organic Regulation, Jaivik Bharat and Endorsement of Organic Products was highly appreciated.
- Farmers Market themed as “Organic for my plate and palate”.
• Themed Pavilion, by APEDA with a vast array of organic products on display
• Pavilion on “Naturals” showcasing natural wellness products.
• International Buyers delegation – 100+ international buyers from all over the world congregate, looking to extend their network, developed new procurement sources and establish business contacts during 3 days of networking.
• Knowledge exchange ensured by a high-quality International Conference that provided insights into the growing organic market in India.

4.0 FSSAI Participation:

FSSAI raised the awareness among the Food Business Operators (FBOs), Organic Farmers, Corporates and general masses by putting up a stall and through its various creatives and IEC materials on Organic Regulation, Jaivik Bharat and Endorsement of Organic Products, Licence and Registration, Import Clearance System Food Safety Training and Certification (FOSTAC), Eat Right Movement, , RUCO, Share Food Share Joy.

4.1 Stall description:

• FSSAI had acquired the booth space of 42 sqm to conduct promotional or informative activity with the organic food industry and organic farmers and to showcase the FSSAI initiatives such as Eat Right India Movement, Share Food Share Joy, etc. Also, information regarding FSSAI Licensing and Regulation, Import regulations and guidelines, Food Safety, Training and Certification (FoSTAC), and other relevant FSSAI initiatives were shared to the visitors by FSSAI Officials.
• The thematic stall had backlit display panels exhibited the clear features in a simplified manners. Two 42” LED screen was installed in the stall wherein corporate movie of Jaivik Bharat, Eat Right India (AAJ Se Thoda Kam), RUCO, Fortification.
4.2 The Key Panels highlighted: The following backlit panels were displayed in the stall keeping in mind the visitor and exhibitor profile of the fair:

- Jaivik Bharat
- India Organic Integrity Database Portal.
- Organic Food Regulation.
- Online Procedure for Licensing & Registration
- Online Food Import Clearance System
- FoSTaC
- Food Fortification (+F)
- Eat Right India (3 Pillars)
- Eat Right India (Aaj Se Thoda Kam)
- Eat Right India (Virat Kohli)
Complimentary Cost-effective Sustainable Scalable Strategy to tackle major public health concerns

Look for Fortified products with added micronutrients

Simply 3 Things

Eat Safe
- Food Hygiene & Safety Practices
- Capacity building of FBOs
- Avoid reuse of used cooking oil
- Empowering consumers & promoting transparency

Eat Healthy
- India@75: Freedom from Trans Fats
- Limit Salt, Sugar and Fat, Eliminate Trans Fat
- Balance Diet & Diet Diversification
- Use fortified staples to address micronutrient deficiencies

Eat Sustainable
- Use local & seasonal ingredients
- Prevent Food Loss & Promote Surplus Food Donation
- Reduce, recycle & Reuse plastic
- Reduce & Conserve water in food processing
Reduce Salt, Sugar & Fat in your daily diet. Start from today!

EAT SAFE. EAT HEALTHY. EAT FORTIFIED

FSSAI’s Eat Right Message
4.3 Key attractions:

One LED TV was displaying video and audio of Jaivik Bharat Logo and various other initiatives of FSSAI. Testing methods of Adulteration of Food, Eat right Movement, FoSTaC was telecasted in 42 inch TV and another with the corporate Movie of FSSAI.

**Digital platforms at stall:**

A 42” touch screen was installed at FSSAI stall where an audio video on FLRS was displayed. The AV is a digital walkthrough for FBOs as well as visitors interested in starting food business, to provide an interactive, easy to understand demonstration of working of FLRS. It attempts to address basic queries like:

- Who is Food Business Operator
- Difference between Registration/State license/Central license
- Eligibility Criteria
- Procedure to apply for Registration/State license/Central license
- Endorsement of Organic Foods

4.4 Distribution Material:

The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-

- Organic Food regulation.
- Jaivik Bharat Logo
- User Manual for Endorsement of Organic Products for Food Business Operators
- Procedure for Licensing & Registration
- Procedure for Food Import Clearance system.
- Thoda Kam, tel, cheeni, namak
- Food Fortification
- FoSTaC
5. Experience and Take away:

The FSSAI stall was visited by a large number of people which included Food Business Operators from various parts of the country and from other countries particularly organic food produces, farmers, importers, consumers of various groups like Women, youngsters, School children, College Students etc. The visitor's discussion with the FSSAI officials was on various sectors of FSSAI. Clarifications on all the aspects were addressed by our officials. The major concerns were on

- Organic Food regulation
- Certification under two systems
- Jaivik Bharat
- Endorsement of Organic Products for Food Business Operators.
- Food Regulatory Compliance
- Import Regulations
- Hygiene Ratings
- FoSTaC Trainings
- Eat Right Initiatives.

All the queries were addressed with utmost attention by the FSSAI officials with pictures and explanation using pamphlets and display boards.
Queries of visitors being addressed
6. Conclusion:

Various visitors including organic farmers, organic food marketers and importers, students, and delegates from national and international visited the FSSAI stall. The exhibition provided an excellent platform to FSSAI to engage with these diverse stakeholders. The platform was successfully utilized for developing strong engagements with stakeholders and for public awareness.

FSSAI’s effort to make FBOs and consumers understand about Organic Food Regulations, Jaivik Bharat, Organic Food Product Endorsement, FLRS, FICS, and FOSTaC Trainings, RUco and Eat Right initiatives were highly appreciated by the visitors. The design, concept and information available and provided in the stall were appreciated by various visitors who visited the stall. Overall Biofach 2019 was a great platform where FSSAI showcased its work and initiatives to ensure food safety in India.

PHOTO GALLERY