

Atta whole wheat flour and maida refined wheat flour, FSSAI tells FBOs

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E-Paper

FSSAI, the country's apex food regulator, has directed FBOs (food business operators) to use the English nomenclature of whole-wheat flour for atta and refined wheat flour for maida in the labelling of such products, where the same is used either singly or as an ingredient in the food items.

The order said that the use of the term wheat flour or whole wheat flour and refined flour, wherever used either singly or as an ingredient in food items, on the labels of packaged food products has been examined in detail and it was decided that atta should be labelled as whole-wheat flour (atta) and maida should be labelled as refined wheat flour (maida), wherever the same is used singly or as an ingredient.



A senior official with the Food Safety and Standards Authority of India (FSSAI) stated that there were reports that some FBOs were using the term wheat flour for maida, which does not reflect the right nature of the ingredient, and therefore, it becomes confusing for the consumers and for the enforcement agencies as well.

The order said, "It has been observed that FBOs are using the term wheat flour as the English nomenclature for maida on the label of the food products, which does not convey the exact nature of the ingredients used in the manufacturing of various food items to the consumers as well as enforcement officials."

The official stated that several representations were received from the stakeholders with regards to the issuance of clarification regarding a common name, viz. wheat flour/refined wheat flour in English for maida.

Meanwhile, the order said, "Food businesses have been directed to comply with the requirements by April 30, 2019. The state machinery has also been asked to ensure compliance with this order. No action shall be initiated against the FBOs until the time limit ends."

The standards for maida are prescribed in Sub-regulation 2.4.2 of the Regulation for Food Products and Food Additives under the Food Safety and Standards Regulations, 2011.