

Press Release

National Consultation on Scaling up Oil Fortification: Paving the Way towards a Fortified Future

New Delhi, 18 September 2018: To mark over two years of successful adoption of voluntary edible oil fortification in the country, Food Fortification Resource Centre (FFRC), FSSAI in collaboration with TATA Trusts and Global Alliance for Improved Nutrition (GAIN) organised a 'National Consultation on Scaling up Oil Fortification' today at Vivanta by Taj - Ambassador, New Delhi. Edible oil fortified with Vitamin A and D, is a recognized effective complementary strategy to provide sustainable supply of micronutrients to the population. Currently, 47 percent of the vegetable oil produced by top players in the refined packaged oil market is being fortified.

The consultation saw a participation of over 50 oil industries from across the nation. On the occasion, representatives from FSSAI, Tata Trusts, and GAIN shared their experiences and progress on edible oil fortification. The objective of the consultation was to encourage top oil players to adopt fortification towards their entire portfolio of edible oil variants. As a part of the consultation, edible oil industries from the states of Haryana, Punjab, Rajasthan, Madhya Pradesh, Gujarat and Maharashtra were felicitated for their proactive adoption and sustainable work on fortification. The oil industries were selected basis eagerness to fortify, compliance to standards, high production and high-fortified tonnage.

Dr Chandrakant Pandav, President, Association for Indian Coalitions for Control of Iodine Deficiency Disorders (ICCIDD), special guest at the consultation remarked that FSSAI has technical expertise to formulate standards after careful deliberation for fortified foods. He emphasized on the key principles of the PPP model wherein interest of the people is at center stage for effective implementation of government led programs

Mr Pawan Agarwal, CEO, FSSAI during his special address congratulated the oil industry for its performance in leading voluntary edible oil fortification. He also appreciated the industry readiness towards mandatory edible oil fortification. Through an open house discussion, he sought challenges that the industry might face for its effective implementation. During the open forum, the industry representatives conveyed their readiness for mandatory edible oil fortification. They highlighted that through innovative practices such as availability of small volume pouches, awareness campaigns and state directives the drive can be further strengthened.

The consultation paved way for a fortified future and ended with all the participating industries assuring their full support to propel and amplify the initiative and help improve the health and well-being of all our citizens.

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