



FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA

*Inspiring Trust, Assuring Safe & Nutritious Food*  
Ministry of Health and Family Welfare, Government of India

# Report on FSSAI's participation in 19<sup>th</sup> Organic World Congress

9<sup>th</sup> -11<sup>th</sup> November, 2017  
International Expo Centre and Mart  
Greater Noida

## 1. Introduction:

Food Safety and Standards Authority of India participated in 19<sup>th</sup> Organic World Congress (OWC) from 9<sup>th</sup> to 11<sup>th</sup> November, 2017 at International Expo Centre and Mart, Greater Noida.

### 1.1 19<sup>th</sup> Organic World Congress:

Organic World Congress (OWC) is a significant gathering worldwide that is held after every three years. More than 100 countries come together to discuss the developments in the organic sector. This year India was the host country to conduct 19<sup>th</sup> OWC. It was organized by The Organic Farming Association of India (OFAI), International Federation of Organic Agriculture Movements (IFOAM) and co-organized by Agricultural and Processed Food Products Export Development Authority (APEDA). Representatives from 110 countries with more than 3,000 delegates and farmer/ producer organizations from different parts of the world, along with several other dignitaries participated in the OWC.

FSSAI participated in the OWC for the first time and showcased its initiatives taken recently in the field of Organic Foods.

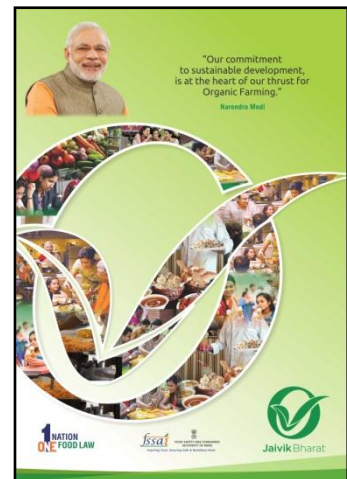
### 1.2 Inaugural Session:

The event was inaugurated on 9<sup>th</sup> November 2017 by Hon'ble Minister Shri Radha Mohan Singh, Ministry of Agriculture & Farmers' Welfare, Govt. of India. The other dignitaries present at the inaugural session were Shri Pawan Kumar Chamling, Chief Minister of Sikkim, Shri Surya Pratap Shahi, Cabinet Minister (Agriculture), UP Government, Ms Rita Teautia, Commerce Secretary and Shri Pawan Agarwal, Chief Executive Officer, FSSAI. Hon'ble Minister for Agriculture & Farmers' Welfare, Shri Radha Mohan Singh formally launched the Food Safety and Standards (Organic Foods) Regulations 2017, along with the 'Jaivik Bharat' Logo and "Indian Organic Integrity Database Portal".



*Hon'ble Union Minister for Agriculture launched FSS (Organic Foods) Regulations 2017 along with other dignitaries*

I. **Food Safety and Standards (Organic Foods) Regulations, 2017** is to ensure the genuineness of food products labelled as Organic. The Regulation covers the labelling, transport, storage, distribution, retail of NPOP or PGS certified Organic Foods. It also covers import of NPOP certified Organic Food.

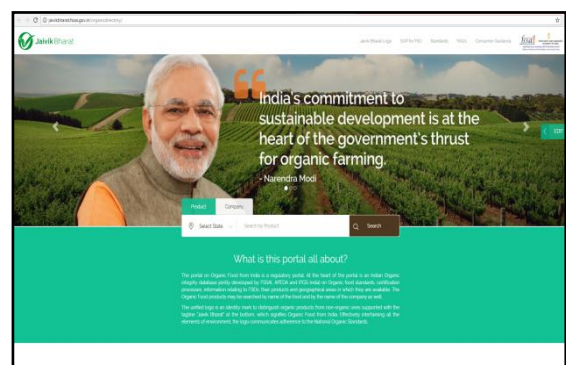


II. **“Jaivik Bharat” Logo** is a symbol of authenticity and trust, a unified logo for Organic Foods.

- The green leaf represents the **nature**
- The circle represents **holistic wellness** at global platform while symbolizing Organic Food
- The green colour symbolizes environment, agriculture, **sustainability & healthy life**
- The tick mark formed with second leaf represents that the **FSSAI** has certified the product as organic



III. The portal **“Indian Organic Integrity Database”** would help consumers verify the authenticity of organic foods. Through this Portal, the consumers can access all information with respect to the producer, the certification system and the availability of certified organic products in specific markets. The 'Jaivik Bharat' badges were presented to the dignitaries and other participants of OWC. A short video on introduction of the unified logo 'Jaivik Bharat' was also shown to the audience.



*Launch of “Indian Organic Integrity Database Portal” by Hon’ble Minister for Agriculture & Farmers’ Welfare, Shri Radha Mohan Singh*

The OWC had four parallel conference tracks; Main track, Farmers' Track, Scientific Track and Marketing and Quality Assurance Track plus workshops and plenary sessions. The Marketing and Quality Assurance Track was being spearheaded by APEDA. CEO, FSSAI gave keynote address on the domestic Regulations on Organic Foods in India in Marketing and Quality Assurance Track.



*Keynote address by CEO, FSSAI*

## ***2. Physical Description of the stall:***

FSSAI Pavilion was to showcase their initiatives in promoting organic food regulations. The event focused on generating awareness among the public, on the benefits of organic products aiming at sustainable healthy life.

- I. The area of the stall of FSSAI was 36 sq mtr, situated in the Hall No. 6.
- II. The following backlit panels were displayed in the stall keeping in mind the theme of the fair: -
  - NPOP, FSS (Organic Foods) Regulation, PGS-India
  - Jaivik Bharat Logo
  - Food Licensing & Registration system (FLRS)
  - Food Imports
  - Food Safety Training & Certification
  - Consumer Initiatives



### National Programme for Organic Production (NPOP)

The Standards for Organic Production notified in National Programme for Organic Production (NPOP)

Exports as per the provisions in NPOP

28 Accredited Certification Bodies

Covers standards for crops, live stocks & poultry products, aquaculture, apiculture etc.

Certification Bodies are accredited with National Accreditation Body (NAB)

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**On the Label of NPOP Certified Organic Food Products**

FSSAI Logo & License No. India Organic Logo

- » Single Ingredient products to be labelled as 'Organic'
- » Multi-Ingredient products to be labelled as 'Certified Organic' (minimum 95% of ingredients are of certified organic origin)
- » Name and logo of the Accredited Certification Body & Accreditation Number

### Food Safety & Standards (Organic Foods) Regulations, 2017

All foods offered or promoted for sale as 'Organic Food' to comply with any of the requirements of  
i. National Programme for Organic Production (NPOP) & Participatory Guarantee System for India (PGS-India)

Provisions for equivalence agreements based on NPOP for imports

Certification mark of PGS-India or NPOP along with FSSAI Logo & License No.

Distinguishable display by retailers

Direct sales by the small original producer or producer organisation to the end consumer are exempted from compliance.

Traceability up to the producer level.

Comply with Labeling requirements as per FSSAI (Packaging & Labeling) Regulations, 2011 along with NPOP or PGS-India

### Participatory Guarantee System for India (PGS-India)

Decentralised system of certification for quality assurance in the local market implemented by group of farmers.

Embodies active participation of producers & other stakeholders

There are 562 Regional Councils (RCs)

Covers standards for crop production, animal production, food processing, handling & storage etc.

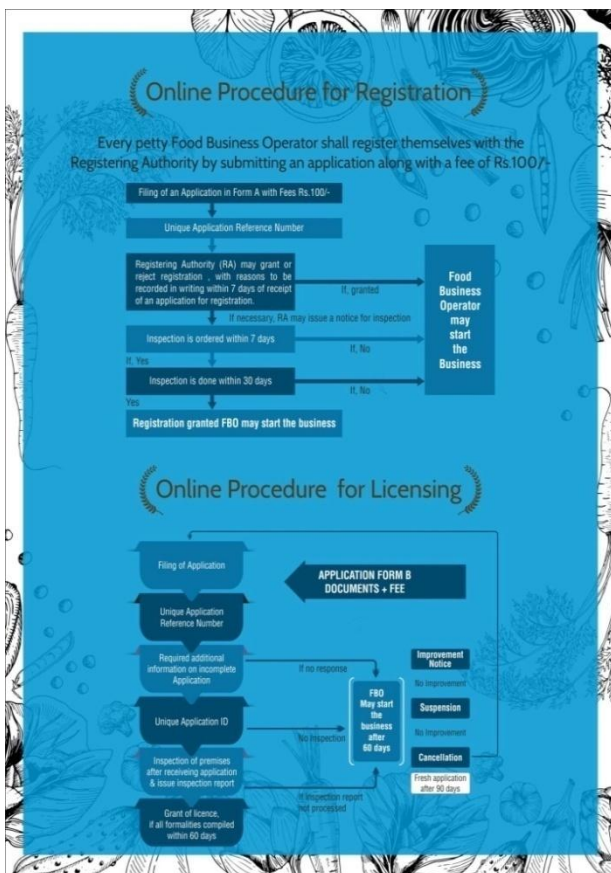
Regional Council to coordinate, monitor and approve certification decisions of Local Groups

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**On the Label of PGS-India Certified Organic Food Products**

FSSAI Logo & License No. PGS-India Organic Logo

- » Single Ingredient products to be labelled as 'PGS-Organic'
- » Mixed/Processed Products to be labelled as 'PGS-Organic' (minimum 95% ingredients are PGS-Organic)
- » The description of the PGS group & unique ID code.



The tick mark formed with second leaf represents that the FSSAI has certified the product as organic.

The circle represents **holistic wellness** at a global platform while symbolizing Organic Food

The green leaf represents the **nature**.

The green color symbolizes environment, agriculture **sustainability & healthy life**.

## Jaivik Bharat

The logo showcases that the product bearing it has been authenticated as organic for the choice for consumption. Effectively intertwining all the elements of environment, the logo communicates adherence to the National Organic Standards.

Use of this logo will come into effect once it is notified in the Gazette of India

## Food Imports

**Acts & Regulations**  
Section 25 & Section 47 (5) of the Food Safety & Standards Act

**Food Safety & Standards (Import) Regulations 2017**

Covers

- » Licensing of food importer
- » Clearance of imported food by the Food Authority
- » Food import clearance for specific purposes
- » Storage inspection and sampling of imported food
- » Laboratory analysis of samples of imported food article
- » Prohibition and restriction on food imports

**Ease of doing Business**

A robust and streamlined online import clearance system to ensure compliance to standards for imported food products

Food Import Clearance System is integrated with Custom's portal ICEGATE system under Single Window Clearance Interface to Facilitate Trade at Delhi, Mumbai, Kolkata, Chennai, Cochin & Tuticorin to maintain parity of testing & import clearance at all the ports

Imported food samples are sent to the labs which are NABL accredited, 131 NABL accredited labs for testing, 16 referral labs for re-testing

Risk Management System under which the testing and analysis of imported food is limited and reduced with high priority being given to identified High Risk Food items. Provisions for appeal against the rejection of imported consignments

Provisional NOC for imported food items having very short Shelf-life (less than 7 days)

## Food Safety Training & Certification

To ensure food safety & hygiene in each premise

Every Food Business is advised to have at least 1 trained & certified Food Safety Supervisor for every 25 food handlers.

Basic	Advance	Special
Street Food vending	Retail & Distribution	Bakery, Oil
Retail & Distribution	Storage & Transport	Fish & seafood
Storage & Transport	Manufacturing	Packaged water
Catering, Manufacturing	Catering	Meat & Poultry
		Milk & Milk products

**foSTaC**  
Courses

Be a Food Safety Supervisor

## Consumer Initiatives

**Smart Food Consumers.**  
A Consumer Education portal for Consumer Rights, Claim Builder, Grievance Redressal.

**Food Smart Consumer**

**Safe and Nutritious Food.**  
A 360 Degree approach for citizen guidance and behavioral change in every sphere of home, school, workplace or eating out.

**Diet4Life.**  
A unique platform for parents to find timely medical support and treatment to address the unique challenge of Indian Cases of Metabolism (ICM), a life threatening condition that affects many infants in India.

**Save Food, Feed Hungry -**  
Indian Food Recovery Alliance (IFRA). A coalition of food recovery partners in country to fight issue of hunger and also prevent food loss and food waste in India.

**Safe water portal**  
Consumer can initiate the test reports of their packaged drinking water.

**Indian Food Culture -**  
"Indian Food Culture - Let's bring the goodness back" is a collaborative project to promote safer & wholesome food through showcasing regional cuisines, reaffirming our ancient culinary heritage and reconnecting people with their rich cultural past.

**Food Fortification.**  
The addition of essential vitamins and minerals to our food intake is a viable, sustainable and cost effective way to address the issue of micronutrient malnutrition - the deficiency of essential vitamins and minerals.

**FOOD SAFETY CONNECT**

**Food Safety Connect.**  
A Consumer Choice App & an online portal to raise concerns related to food safety and hygiene.

III. A 42" LCD screen was installed in the stall wherein "Jaivik Bharat" logo launch video was running.





**FSSAI Stall**

#### **4. Digital platforms at stall:**

##### **4.1. Multi-touch Screen**

A multi-touch programme was developed and installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.

##### **4.2 VR:**

VR developed on journey of food from farm to fork was showcased at stall, wherein six stages of food journey were covered keeping in focus the safety & nutrition of food:

- Post harvest processing
- Manufacturing
- Storage & Transportation
- Retail & Distribution
- Catering
- Consumption by Consumers

#### **5. Distribution Material:**

- I. The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-
  1. Food Safety and Standards (Organic Foods) Regulation, 2017- Brochure
  2. Organic Food leaflet
  3. Procedure of Licensing & Registration
  4. FoSTaC
- II. “Jaivik Bharat” badges were distributed to visitors.



## 6. Experience and Take away:

FSSAI received an overwhelming response at the Pavilion. Certain issues were raised by the Organic FBOs which are as follows:

- i. Regarding the use of logo NPOP, PGS and 'Jaivik Bharat'
- ii. Criteria for in-conversion organic food products
- iii. Regarding the equivalency agreements under imports
- iv. Regarding Registration/Licensing of existing and new operators for Organic Foods under FLRS
- v. Regarding testing parameters of Organic Foods as per FSSR.

The above issues are under consideration of Standards Division, FSSAI.

Few encouraging comments/views given by the visitors on the FSSAI pavilion are as under:

- i. Very good stall as it was essential for increasing knowledge to the people.
- ii. The portal is very good and informative.
- iii. Very good information received regarding Food Registration/Licensing and Food Safety.
- iv. Nice platform for food processing industries.



*Queries of visitors being addressed*

## 7. Highlights:

- Hon'ble Minister WCD Smt. Menaka Gandhi visited FSSAI Stall and appreciated launch of "Jaivik Bharat" Logo by FSSAI.
- Ms. Rita Teotia , Secretary, Ministry of Commerce & Industry also visited FSSAI stall and appreciated the initiatives taken by FSSAI





*Hon'ble Minister WCD Smt. Menaka Gandhi visiting FSSAI Stall and promoting "Jaivik Bharat" Logo*



*Ms Rita Teatota, Commerce Secretary visiting FSSAI Stall*



*CEO FSSAI in discussion with Representatives of Organic India (Partner Company of 19<sup>th</sup> OWC). They were presented with "Jaivik Bharat" badge*

## **8. Conclusion:**

The event provided an excellent opportunity to FSSAI to engage with diverse stakeholders from across the globe and apprising them about initiative taken with regards to Organic Foods.

The Organic logo was unveiled in the presence of representatives from 110 countries with more than 3,000 delegates and farmer/ producer organizations from different parts of the world, along with several other dignitaries. This provided a great visibility and publicity to “Jaivik Bharat” logo.

Participation of FSSAI proved to be a successful effort to ensure that the initiative taken by FSSAI builds consumer confidence in Organic Foods and will also accelerate the growth of Trade and Commerce in Organic Foods both within India and abroad.



# PHOTO GALLERY





