



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

## Report on FSSAI participation in 11<sup>th</sup> 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 (AIOI).

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 Endorcement 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.



FSSAI Stall

**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)

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

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

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

**Agriculture Horticulture Poultry**

**Aquaculture Livestock Apiculture**

[jaivikbharat.fssai.gov.in](http://jaivikbharat.fssai.gov.in)

**Indian Organic Integrity Database**

**Jaivik Bharat**

A single point of reference for accessing the information on Organic Foods.

Building trust of consumers in the foods labelled as 'Organic'.

Information access based on: FBOs, Products & Places of Availability

[jaivikbharat.fssai.gov.in](http://jaivikbharat.fssai.gov.in)

**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

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

39 Accredited Certification Bodies

Certification Bodies are accredited with National Accreditation Body (NAB)

•FSSAI Logo & License No.

•FSSAI Organic logo

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

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

Provisions for equivalence agreements based on NPOP for exports

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

Direct sales by the small original producer or producer organisation to the end consumer are exempted from certification under NPOP or PGS-India.

Distinguishable display by retailers.

Traceability up to the producer level.

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

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

Quality assurance system outside the framework of third party certification.

Embodies active participation of producers & other stakeholders

There are 326 active Regional Councils (RC)

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

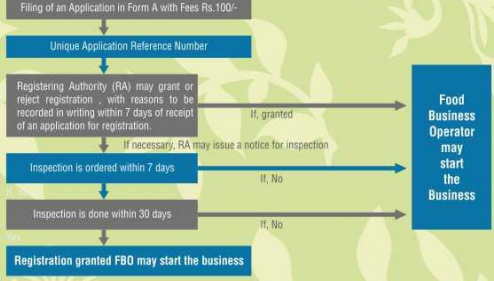
Regional Council coordinate, monitor and approve certification decisions of Local Groups.

•FSSAI Logo & License No.

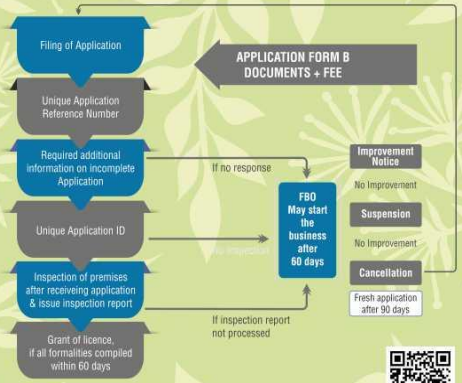
•FSSAI Organic logo

## ONLINE PROCEDURE FOR REGISTRATION

Every petty Food Business Operator shall register themselves with the Registering Authority by submitting an application along with a fee of Rs.100/-



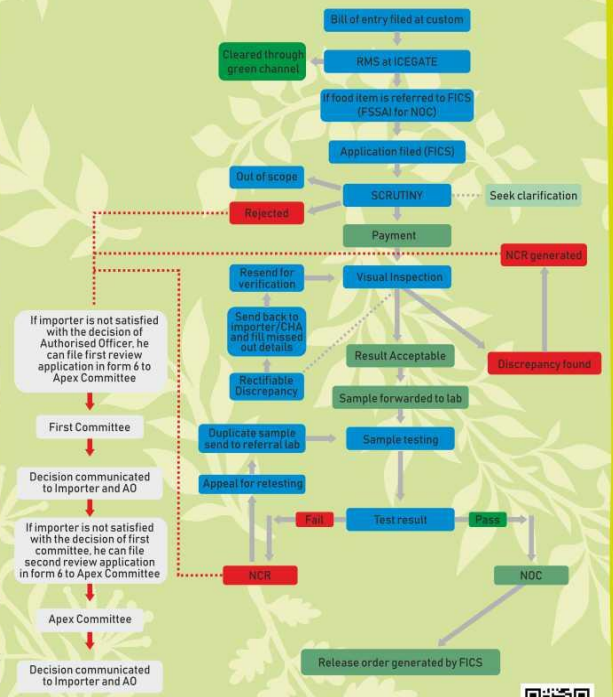
## ONLINE PROCEDURE FOR LICENSING



foodlicensing.fssai.gov.in

## Imported Food Products

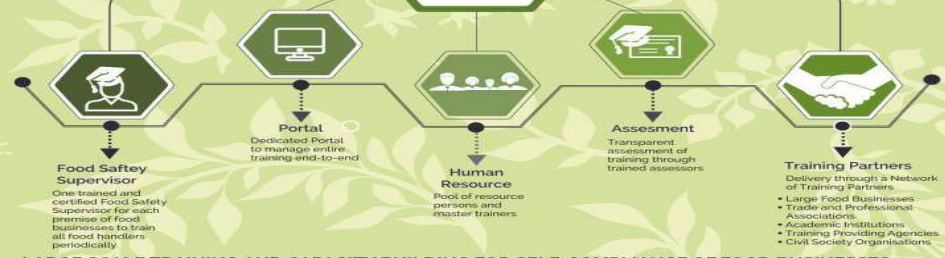
### Food Import Clearance Process



fics.fssai.gov.in

## foSTaC

Food Safety Training & Certification



- LARGE SCALE TRAINING AND CAPACITY BUILDING FOR SELF-COMPLIANCE OF FOOD BUSINESSES**  
 Through centrally-developed competency-based food safety training courses covering entire food value chain
- Basic** Street Food vending | Retail & Distribution | Storage & Transport | Catering | Manufacturing
  - Advanced** Retail & Distribution | Storage & Transport | Manufacturing | Catering
  - Special** Bakery | Oil | Fish & seafood | Packaged water | Meat & Poultry | Milk & Milk products



foSTaC.fssai.gov.in

## Complimentary Cost-effective Sustainable Scalable Strategy to tackle major public health concerns



**FORTIFIED**

*dekh  
kya...*

**Look for Fortified products with added micronutrients**



**Vitamin A**  
Prevents night blindness

**Vitamin D**  
Supports strong bones

**Iron**  
Fights anemia

**Iodine**  
Normal growth, thyroid and brain function

**Folic Acid**  
Foetal development and blood formation

**Vitamin B12**  
Normal functioning of nervous system and blood formation



frc.fssai.gov.in



## Simply 3 Things



eatrightindia.gov.in



**Eat Safe**



**Eat Healthy**



**Eat Sustainable**



Food Hygiene & Safety Practices



Capacity building of FBOs



Avoid reuse of used cooking oil



Empowering consumers & promoting transparency



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



Use local & seasonal ingredients



Prevent Food Loss & Promote Surplus Food Donation



Reduce, recycle & Reuse plastic



Reduce & Conserve water in food processing





eatrightindia.gov.in



Reduce **Salt, Sugar & Fat**  
in your daily diet. Start from today!  
**EAT SAFE. EAT HEALTHY. EAT FORTIFIED**



# Eat Right India

सही भोजन. बेहतर जीवन.



**Eat Right India**  
सही भोजन. बेहतर जीवन.

#AajSeThodaKam #EatRightIndia



eatrightindia.gov.in



खाना Plus और Minus का खेल है !

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



- Eat Right Campus
- Share Food Share Joy
- Hygiene rating

## 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



