

Pawan Agarwal, IAS
Additional Secretary & Chief Executive Officer

D.O. No. FFRC/Fortification/FSSAI/2017/06
Dated the 12th June, 2017

Dear Sir,

This is in continuation of letter dated 7th March 2017, from Chairperson FSSAI on food fortification. In his letter, the Chairperson had referred to the release of standards and logo, and adoption of fortified staples in government nutrition programs and the open market. I would now like to share progress made since then.

Food fortification has now gained momentum. Forty percent of all oil and milk available in the organized market is now fortified. Leading wheat flour brands, as well as at least 10 roller flour mills have committed to fortifying their wheat flour this month. While a leading brand of double fortified salt is already available in the market, fortified rice will be available soon. In a public event on 16th May, FSSAI recognized and awarded early adopters of fortification, both from the private sector and the State governments.

This included several States that have adopted fortified staples in various social safety net programs. In Odisha, rice fortification is being scaled up to 14 districts through the mid-day meal (MDM) program. Karnataka is also providing fortified rice through its MDM program in 7 districts. Haryana has been providing double fortified salt through the ICDS scheme. Rajasthan has taken the lead in fortified oil and fortified milk, which are being sold across the entire state. West Bengal has incorporated fortified wheat flour in the Public Distribution System (PDS). Details of all the awardees and special mentions can be found on the website (<http://ffrc.fssai.gov.in/>) of the Food Fortification Resource Centre (FFRC), which is the resource hub for all fortification-related activities and information.

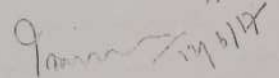
I am sure that you have also reviewed the status of fortification in your State and appointed a Nodal Officer as suggested in letter dated 7 March 2017. You may keep us apprised of developments in the State on fortification – both for the rollout in the nutrition programs and the open market. We would be happy to showcase your work on our website and provide recognition to food businesses voluntarily adopting fortification for the open market.

The FFRC and FSSAI teams remain available for any support you may need including training, capacity building and technical support. Smita Mankad, Principal Head FFRC (smita.mankad@gmail.com), and Rohini Saran, Project Lead at FFRC (rohini.fssai@gmail.com) are the resources dedicated to support all fortification initiatives in your State.

I am enclosing our recent report on the status of fortification for your information. I look forward to your continued commitment and support to help address the issue of micronutrient malnutrition in the country.

with regards,

Yours sincerely,



(Pawan Agarwal)

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