Organic food products will now carry a certified logo from FSSAI

Food Safety and Standards Authority of India has launched an ‘Indian Organic Integrity Data Base’ to help consumers verify the authenticity of organic food. The food regulator has even introduced a common logo for organic foods with the tagline ‘Jaivik Bharat’.

The portal has been jointly developed by the FSSAI in collaboration with the Agricultural and Processed Food Products Export Development Authority (APEDA) and Participatory Guarantee System for India (PGS-India) of the Ministry of Agriculture and Farmers Welfare. Through this portal, consumers can access information about the producer, the certification system and the availability of certified organic products.

An official statement stated, “The unified logo is an identity mark to distinguish organic products from non-organic ones, supported with the tagline ‘Jaivik Bharat’ at the bottom, for easy identification of Organic Food from India. Effectively intertwining elements of the environment, the logo communicates adherence to the National Organic Standards.”