Subject: Direction under Section 16 (5) of Food Safety and Standards Act, 2006 regarding operationalisation of logo for fortified food under Food Safety and Standards (Fortification of Foods) Regulations, 2017.

Reference is drawn to the direction issued vide Order No. 11/03/Reg/Fortification/2014 (pt. I) dated 19th May, 2017 regarding operationalisation of standards for fortification of food.

2. Several representations have been received regarding use of fortification logo as specified in Schedule-II of Food Safety and Standards (Fortification of Foods) Regulations, 2017 or as given on ffrc.fssai.gov.in.

3. It is hereby clarified that the "+F" logo shall be displayed on the Fortified Food Labels as given in the Schedule-II of Food Safety and Standards (Fortification of Foods) Regulations, 2017, together with the statement "Fortified with.................. (name of the fortificant)".

4. The statement "SAMPOORNA POSHAN SWASTHA JEEVAN" is optional and may also be given under the logo, as indicated below:

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Fortified with....

SAMPOORNA POSHAN SWASTHA JEEVAN
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Mandatory

Optional
5. This issues with the approval of the Competent Authority in exercise of the power vested under section 16(5) of the Food Safety and Standards Act, 2006.

(S.K Yadav)
Director (Regulatory Compliance)

To

1. All Food Safety Commissioner.
2. All Authorised Officer, FSSAI.
3. All Central Designated Offices of FSSAI.

Copy for information to:

1. PPS to Chairperson, FSSAI
2. PS to CEO, FSSAI
3. All Directors, FSSAI