An autonomous body established under the Ministry of Health & Family Welfare, the Food Safety and Standards Authority of India (FSSAI) has recently raised the proposal of stringent norms to be applied to the organic food in the country.

The draft regulation aims at strengthening the labelling and certification norms for organic food products so that the full and accurate information on the organic status of the product is conveyed to buyers. “Such product shall carry a certification/quality assurance mark of one of the systems” that certify organic food, mentioned the draft.

“Any seller of organic food either exclusively or as part of their retail merchandise shall display such food in a manner distinguishable from the conventional food so that the consumers are not misled,” the draft regulations stated.

The regulator has also warned the organic food producing companies that any breach will attract heavy penalty.