



## FORTIFICATION MADE EASY

- Food fortification is the addition of one or more essential nutrients to food, whether or not it is normally present in the food, for the purpose of preventing or correcting a demonstrated deficiency of one or more nutrients in the population.
- It is a proven, simple, scalable and cost-effective strategy to address micronutrient malnutrition, thus it provides a unique opportunity to promote public health
- A logo (+F logo) has been notified for the fortified products. The + F logo on the packets of fortified staple endorses fortification and quality.
- The key staples being fortified as per FSSAI standards are Wheat Flour, Rice, Edible Oil, milk and Double Fortified Salt. A list of all the brands available in the open market may be downloaded from <https://ffrc.fssai.gov.in>
- A chance to be a proactive, responsible retailer and a concept promoter by providing healthier options to consumers
- Giving back to the local community always enhances the image of the business
- Key recommendations for retailers': On-board FBOs who manufacture fortified staples as per FSSAI standards
- Retailers' to have dedicated racks/ sections for display of fortified food. E-Retailers' to create a separate category for fortified staples. This enhances visibility of the product category
- Premise branding: Retailers' are encouraged to promote +F logo and fortified staple by display of posters, danglers, and standees'.  
E-retailers may display +F logo and additional food fortification related information on their homepage. Distribution of flyers at billing counters or home deliveries. Communications prototypes to be shared by FFRC-FSSAI
- Engagement on social media and awareness building – Leveraging E-Retailers' social media channels - Blog, Facebook, Twitter, Instagram to create awareness around fortification and fortified foods. FFRC-FSSAI to share the creatives and messaging around food fortification

- Primary Social media handle – Facebook, Twitter, blog, Instagram, YouTube to create awareness around food fortification
  - Cook offs (video and recipes) to be made highlighting use of fortified staples
  - Awareness campaign (display banner) through communication collateral prototypes to be shared by FFRC-FSSAI for their website and the newsletter
  - Distribution of fortification literature and flyers through their channels and home deliveries- Communication prototypes to be provided by FFRC-FSSAI
  - Creatives developed in Vernacular languages to be shared with Retailers
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- Retailers who want to fortify their own brands of staples. FFRC to provide the technical support to initiate fortification- process guidance, training, linking to premix suppliers, list of NABL labs, standards of fortification, list of label claims approved by FSSAI etc