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](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.

- 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

- 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