FORTIFICATION MADE EASY
FOR RETAILERS
FOOD FORTIFICATION
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.

NEED FOR FOOD FORTIFICATION
Micronutrient malnutrition in India is a serious health issue affecting all sections of the population, impacting physical and mental growth. India has a very high burden of micronutrient deficiencies caused by Vitamin A, Iodine, Iron and Folic Acid leading to Night Blindness, Goitre, Anaemia and various birth defects. According to the National Family Health Survey (NFHS- 4).

<table>
<thead>
<tr>
<th>National Family Health Survey (NFHS-4) 2015-2016</th>
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<tbody>
<tr>
<td>58.4% children (6 to 59 months) anaemic</td>
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<tr>
<td>35.7 % children (under 5 years) underweight</td>
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<tr>
<td>53% women and 22.7% men in the reproductive age group(15-49years) anaemic(&lt;13.0g/dl)</td>
</tr>
</tbody>
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Fortification is a globally proven intervention to address the much prevalent micronutrient deficiencies in the population. Since staples like (Wheat flour, Rice, Salt, Oil and Milk) are consumed in fairly consistent and sufficiently large amounts by large sections of the population, they act as ideal vehicles for food fortification for addressing key public health concerns like to night blindness, goitre, anaemia and various birth defects.

COMMODITIES FORTIFIED AND HEALTH BENEFITS

<table>
<thead>
<tr>
<th>Fortified Staples</th>
<th>Nutrients</th>
<th>Health Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fortified Milk</td>
<td>Vitamin A and Vitamin D</td>
<td>• Helps against night blindness</td>
</tr>
<tr>
<td>Fortified Edible Oil</td>
<td></td>
<td>• Supports strong bones</td>
</tr>
<tr>
<td>Fortified Wheat Flour</td>
<td>Iron, Vitamin B12 and Folic Acid</td>
<td>• Fights anaemia</td>
</tr>
<tr>
<td>Fortified Rice</td>
<td></td>
<td>• Important for maintaining the normal functioning of the nervous system and blood formation</td>
</tr>
<tr>
<td>Double Fortified Salt</td>
<td>Iron and Iodine</td>
<td>• Important for foetal development and blood</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Fights anaemia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Required for normal growth, thyroid and brain function</td>
</tr>
</tbody>
</table>
ADVANTAGES OF FOOD FORTIFICATION

- Food fortification is a proven, simple, scalable and cost-effective strategy to address micronutrient malnutrition
- Fortified products help provide 30-50% of the recommended daily requirement of the micronutrient added, therefore they are healthier option than regular staples
- Food Fortification has a high benefit-to-cost ratio. The Copenhagen Consensus* estimates that every 1 Rupee spent on fortification results in 9 Rupees in benefits to the economy
- Improves the national economy by increasing productivity and decreasing healthcare expenditures
- Since fortified staples does not require any changes in eating patterns or food habits of people. It is a socio-culturally acceptable way to deliver nutrients to people
- Fortified staples are absolutely safe and have no side effects
- There is no change in the appearance, taste, texture and flavour of fortified staples.
- Fortification has no impact on the shelf-life of a product. The vitamins and minerals have a shelf life of their own although they do become less active over time
- Fortified staples are meant for the entire household. All kinds of people, across age, gender, regions, social and economic classes require micronutrients on a daily basis. It is a matter of choosing a healthier option for the whole family

* Second Copenhagen Consensus 2008: Micronutrient Fortification Best Practice, Sue Horton, Venkatesh Mannar & Annie Wesley

IDENTITY FOR FORTIFIED FOODS

A logo (+F logo) has been notified for the fortified products. Look for +F logo on the label to identify a fortified product. The + F logo on the packets of fortified staple endorses fortification and quality.

COST OF FORTIFICATION

Incremental cost of fortification is relatively low and hence not much change in price is seen. The fortified products have additional benefits.

ADVANTAGES FOR RETAILERS FOR SELLING FORTIFIED PRODUCTS

- A unique opportunity to promote public health
- A chance to be a proactive responsible retailer and be a concept promoter by providing healthier options to consumers
- Giving back to the local community always enhances the image of the business
RECOMMENDATIONS FOR RETAILERS

Dedicated Racks/Sections for fortified food
- Provides more visibility to the product category
- Helpful in creating trial and repeat purchases and those all-important impulse sales

Promotion of +F Logo Retailers’ website
- Promote +F logo on their website and display message around fortification as a banner on retailers’ homepage

Premise Branding: Danglers, Posters, Banners, Standees etc.
- To attract shopper’s attention
- Standees, posters or banners outside the store is a good way to help attract new people that have never seen fortified staples or have not yet bought them

Design a campaign to announce Retail Day for promotion of Fortified Foods
- Structure a Flash Sale Day or something to encourage sale of Fortified Foods

Display Racks

Premise Branding Prototypes
RECOMMENDATIONS FOR RETAILERS FORTIFYING THEIR RANGE OF STAPLES

Live Stations/Demonstrations: Messaging: No organoleptic (Taste, Smell, Texture and Colour) change and increased Nutritional value.
- Demonstrations often create impulse sales
- “Try before you buy” a concept that may enable customers to taste fortified products before choosing to buy them
- Tasting kiosks at mall/shop or take home sample packets

Branded Merchandise & Promotional Schemes- calendars, badges, key chains, bags etc.
- Use of customized gift items
- Free gift inside
- Gift Coupons
- Buy one get another fortified product free

+F logo and messages:
- Eat Right-Eat Fortified
- Get the +F edge
- Be +F fortified
- Choose +F
RECOMMENDATIONS FOR E-RETAILERS

- **On boarding of FBOs** manufacturing fortified staples as per FSSAI Standards to expand fortified products portfolio
- **Separate category for fortified staples:** fortified rice, fortified wheat flour, double fortified salt, fortified edible oil and fortified milk

![Fortified Edible Oil, Fortified Wheat Flour, Fortified Rice, Double Fortified Salt, Fortified Milk](image)

- **Visibility at Homepage:** +F logo and display message around fortification as banners or sliders on E-retailers' website (homepage)

Sample Homepage Screenshot*

* Courtesy - Amazon
• **Promoting the +F logo** as unique identification mark for fortified food products on the product page

Sample Pantry Screenshot

• **Leveraging E-Retailers' social media channels** - Messaging around +F on social media network like Facebook, Twitter, Instagram etc. to create awareness around fortification and fortified foods

• E-Retailers' e-newsletter/mass emails/text messaging to **feature +F Messages**

Sample Messaging

* Courtesy - Amazon
# Courtesy - Big Basket
AVAILABILITY

The key staples being fortified as per FSSAI standards are Wheat Flour, Rice, Edible Oil, milk and Double Fortified Salt. The list of fortified products available in the open market is updated on FFRC Website (http://ffrc.fssai.gov.in/ffrc/food_product_availability_file)

65 TOP COMPANIES

110 MAJOR BRANDS

PAN INDIA & REGIONAL PRESENCE

FOOD FORTIFICATION RESOURCE CENTRE
4th Floor, FDA Bhawan, Kotla Road, New Delhi - 110002

For more information on available fortified brands please visit:
@www.ffrc.fssai.gov.in

fortification@fssai.gov.in
Food Fortification Resource Centre
@ffrc_fssai
FFRC Food Fortification Resource Centre