PROMOTION OF FOOD FORTIFICATION

STRATEGY FOR RETAILERS

Food Fortification Resource Centre Team | July 03, 2018
INDIA’S HEALTH CHALLENGES

UNDER-NUTRITION - Global
Hunger Index 2017: India is #100 out of 119 countries

MICRONUTRIENT MALNUTRITION - Over 70% of the Indian population still consumes less than 50% of the RDA for micronutrients

OVER-NUTRITION & OBESITY - 30 million Indians are obese. India and China have 15% of obese people in the world.

According to the National Family Health Survey (NFHS) – 4

- 58.4% of children (6-59 months) are anaemic
- 53.1% women in the reproductive age group are anaemic
- 22.7% men are anaemic
- 35.7% children under 5 yrs. are underweight
Micronutrient Deficiencies can be addressed through coordinated and complementary strategies of

- Diet Diversification
- Supplementation
- Fortification
**SOLUTION – FOOD FORTIFICATION**

**Wheat flour & Rice**
- **Iron** (Fights Anaemia)
- **Vitamin B12** (Normal Blood Formation and Nervous System)
- **Folic Acid** (Foetal Development and Blood Formation)

**Milk & Oil**
- **Vitamin A** (prevents Night Blindness)
- **Vitamin D** (for Strong Bones)

**Double Fortified Salt**
- **Iron** (Fights Anaemia)
- **Iodine** (Normal Growth, Thyroid and Brain Function)
### ADVANTAGES OF FORTIFICATION

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<th>Proven-efficacy and effectiveness</th>
<th>Simple</th>
<th>Scalable</th>
<th>Cost-effective</th>
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<tbody>
<tr>
<td>Sustainable</td>
<td>Does not alter the characteristics of food</td>
<td>Does not require any changes in food habits and eating patterns</td>
<td>Technology and know-how exists in the country</td>
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<td>Enabling policy framework for food fortification exists</td>
<td>Standards and regulations prevail in the country</td>
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For businesses fortifying their product range, registration procedure for +F logo on FFRC Website
OPEN MARKET AVAILABILITY

65 TOP COMPANIES

110 MAJOR BRANDS

PAN INDIA & REGIONAL PRESENCE

Fortified Wheat Flour

Fortified Edible Oil

Fortified Rice

Double Fortified Salt

Fortified Milk
A unique opportunity to promote public health

A chance to be a proactive responsible retailer.

Be a concept promoter by providing healthier options to consumers.

Giving back to your community enhances the image of the business.
BRANDING OPPORTUNITIES FOR RETAILERS

On-boarding of FBOs manufacturing fortified staples as per FSSAI Standards

Dedicated Racks/ Sections for fortified food

Promotion of +F Logo
BRANDING OPPORTUNITIES FOR RETAILERS cntd

Premise Branding Samples: Danglers, Posters, Banners, Standees etc

Live Demonstrations
Tasting Kiosks or take home sample packets
SUCCESS STORY - Retailers

- **KENDRIYA BHANDARS**: Communication Collaterals around +F and food fortification shared with Kendriya Bhandar to be showcased across 100 plus stores in Delhi
On-boarding of FBOs manufacturing fortified staples as per FSSAI Standards

Create separate category for fortified staples

Promote the +F logo as benchmark for good health

Display +F logo, messages, short clips/GIFs on food fortification on homepage

Leveraging E-Retailers’ social media channels and other mediums like blogs, e-newsletter to promote fortification.

Distribution of Pamphlets/ messages on benefits of fortified products at the time of home deliveries
SUCCESS STORY – E-Retailers

- **AMAZON**: The Amazon Pantry now features a separate section the fortified product range since March 2018
FFRC SUPPORT TO RETAILERS

Technical Assistance
Technical manuals, advocacy material, standards of fortification, and protocols for testing fortified foods for quality assurance and quality control

Training and Capacity Building
Training workshops in collaboration with development partners

Connect
- NABL Accredited labs
- Premix suppliers
- Equipment manufacturers
- Accredited manufacturers/FBOs

Communication Collaterals
FFRC to share prototypes for communication collaterals on food fortification

For more information log on to http://ffrc.fssai.gov.in/ffrc/home
# KEY ASKS - FOOD FORTIFICATION

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<th>To generate awareness and promote fortified products and associated health benefits</th>
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<td>To ensure supply of fortified staples in the open market</td>
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<td>Popularize +F Logo</td>
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<td>Organize Retail Day/Flash Sale Day for promotion of Fortified Foods</td>
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<td>Distribution of Flyers, pamphlets on food fortification and its health benefits at billing counters</td>
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SOCIAL MEDIA – FFRC PRESENCE

Facebook Page - https://www.facebook.com/Food-Fortification-Resource-Centre-160145448028606/

Twitter - https://twitter.com/ffrc_fssai

LinkdIn - https://www.linkedin.com/in/ffrc-food-fortification-resource-centre-306002160/
OPEN HOUSE WITH RETAILERS

• GUIDELINES FOR BEST PRACTICES BY RETAILERS
  • Created by FSSAI
  • Available on
  • Implementation status report

• STATUS REPORT BY E-RETAILERS:
  • Implementation of Guidelines for operations of E-commerce Food Business Operators notified w.e.f 2nd Feb, 2017.
  • Licensing and regulations operationalized in 2018

• JAIVIK BHARAT:
  • Unified Logo launched by FSSAI
  • For information on certification, visit https://jaivikbharat.fssai.gov.in/
THANK YOU!