ORDER

Subject: Endorsement for +F logo within the FLRS - reg.

Sir/ Madam,

Food Safety and Standards (Fortification of Foods) Regulations, 2018 has been Gazette notified dated 2nd August 2018. As per the regulation, every package of fortified food shall carry the logo on the label, as specified in the schedule II of these regulations.

2. To simplify the ongoing process of +F logo registration on the website of Food Fortification Resource Centre (FFRC), an endorsement procedure has been integrated within the existing FLRS, wherein FBO will be able to endorse their fortified products and obtain CDR file of +F logo.

3. All Food Business Operators (FBOs) engaged in manufacturing/ processing\(^1\) and relabelling/ repacking\(^2\) of fortified food products shall endorse their fortified food product in existing license/ registration. The FBOs shall complete this endorsement by 31\(^{st}\) December 2018. The process flowchart is attached as Annexure-1.

4. This has the approval of the Competent Authority.

Yours sincerely,

(Sanjeev Kumar)
Deputy Director, Regulatory Compliance

To,

(i) Commissioner of Food Safety of all States/UTs.
(ii) All Central Licensing Authority
(iii) All Food Business Operators
(iv) CITO : You are requested to upload it on website and flash a trigger on FLRS in this regard.

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\(^1\)If the manufacturer/processor is not marketing the product in their own name, then they shall not take this endorsement.

\(^2\)Relabeller/ Repacker is the FBO who gets the product manufactured by the third party and sells it under its own packaging and labelling.
Procedure of Endorsement for fortification and use of +F logo

For the use of +F logo on packs of fortified commodities for Wheat Flour, Rice, Edible Oil, Double Fortified Salt and Milk the following procedure is to be followed. This procedure is based on self-compliance and is created to simplify and structure the usage of +F logo.

1. All the Food Business Operators (FBOs) have to mandatorily use +F logo if they are fortifying their products/commodities as per the Food Safety and Standards (Fortification of Foods) Regulations, 2016.

2. The FBOs fortifying their product, shall undertake an endorsement by logging into the FLRS with their existing username and password. The process is as placed in Annexure 1.

3. On filling of details and submission of self compliance certificate, an endorsement on the existing license will be generated online immediately along with a CDR file of the +F logo.

4. It is requested that the FBO furnish their product pack shot for featuring on the FFRC website thereafter through email (fortification@fssai.gov.in).
- **STEP 1** FLRS link to log in to the existing license/registration. [https://foodlicensing.fssai.gov.in/index.aspx](https://foodlicensing.fssai.gov.in/index.aspx)

- **STEP 2** "Click to Endorse Fortified Products" will be displayed on the screen.

- **STEP 3** On Clicking, License/Registration Certificate list will be displayed. FBO has to click on **PROCEED** against License/Registration Certificate number.

- **STEP 4** A pop-up will open with an **Undertaking**. Only after clicking ‘**I AGREE**’ FBO can proceed further.
- **STEP 5** List of commodities as per the FSS, standards of fortification, regulation will be displayed. FBO will select the product and enter the Variant\(^3\) and Brand Name against selected category.

- **STEP 6** Product details along with Fortified Logo along will be given as endorsement mentioning License number.

\(^3\)Variant: e.g. Toned Milk, Double Toned Milk, Soyabean Oil, Sunflower Oil etc.