



Press Release

PRIVATE DAIRIES TAKE THE LEAD IN MILK FORTIFICATION

New Delhi, 12th December, 2017: Milk fortification is gaining a lot of traction after FSSAI had operationalised standards in October 2016. After a series of consultations and workshops held with milk processors pan India and other relevant stakeholders, FSSAI has succeeded to align multiple state cooperatives to start fortifying standardized, toned and double toned milk with Vitamin A and Vitamin D.

With an added advantage of minimal cost of fortification (less than 2 paisa per liter) and no additional expenditure on technological front, many cooperative giants like Mother Dairy Fruit & Vegetable Pvt. Ltd. took the lead in fortifying their toned and double toned milk as per the standards starting February 2017 and launched their new packs with the +F logo. Following suit, other cooperatives in various states namely Vita (Haryana), Verka (Punjab), Medha (Jharkhand), Purabi (West Assam) also started fortifying milk as per the standards with +F logo on their packs. Amongst private dairies, Creamline dairy have also forayed into fortification. Other key players like Sanchi (Madhya Pradesh), Aavin (Tamil Nadu), Nandini (Karnataka), Nestle will launch fortified milk in the open market within the next few months.

In order to bring more private dairies on board, a consultation held on 12th December at FSSAI under the chairmanship of Pawan Agarwal, CEO, FSSAI, was with the private dairies like Chanakya Dairy, VRS Foods (Paras Dairy), Paayas Dairy, Hatson Agro product and Delhi Milk Scheme who conveyed their commitment to start fortification of milk. At the same time, TATA Trusts and Global Alliance for Improved Nutrition (GAIN) agreed upon extending their support to dairies on the technical front like premix procurement, training on process of fortification and quality testing.

These businesses were also given clarity on labeling declaration of fortified milk w.r.t nutritional information, placement of +F logo and other related queries. FSSAI also convinced these businesses to go aggressive on the awareness campaign of fortification and +F logo.

FSSAI is also engaging with leading dairy associations to reach out to larger number of small dairies in India in terms of conducting zonal consultations for small dairies.

The meeting ended with all the Industry partners assuring their support for the cause.