



Jaivik Bharat

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**ORGANIC FOODS & AYURVEDIC AAHARA
IN VIEW OF
FOOD SAFETY & STANDARDS ACT 2006**

**Food Safety Administration
Madhya Pradesh**

Organic food

Organic Foods are products of holistic agricultural practices focusing on biodiversity, Soil health, chemical free inputs etc. with an environmentally and socially responsible approach that have been produced in accordance with organic production standards.

Definition of Organic Food in FSA

Food Safety and Standards Act 2006 define Organic Food under section 22 - **“Organic food” means food products that have been produced in accordance with specified organic production standards”.**

Jaivik Bharat Logo

Multiplicity of the logos in the market may confuse the consumers and create doubt about the genuineness of the Organic products. There is need to have unified logo which represents both the systems of certification i.e. NPOP and PGS-India. The unified logo being launched by FSSAI.



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What consumer should look on the label of NPOP Certified Organic Food Products

- FSSAI Logo and License Number.
- **India Organic Logo.**
- Single ingredient products to be labeled as **“Organic”**.
- Multi ingredient products to be labeled as **“Certified Organic”**
(Minimum 95% of ingredients are of certified organic origin.)
- Name and Logo of the Accredited Certification Body and Accreditation Number.

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Lic No. XXXXXXXXXXXXXXXXXXXX



What consumer should look on the label of PGS-India Certified Organic Food Products

- FSSAI Logo and License Number.
- India Organic Logo
- Single ingredient products to be labeled as **“PGS-Organic”**.
- Mixed / Processed products to be labeled as **“PGS-Organic”**
(Minimum 95% of ingredients are PGS-organic.)
- The description of the PGS group and unique ID Code.

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Food Safety and Standards (Organic Foods) Regulation, 2017

- All foods offered or promoted for sales as '**Organic Food**' to comply with any of the requirements of :
 - National Programme for Organic Production (NPOP)**
 - Participatory Guarantee System for India (PGS-India)**
- Traceability shall be established up to the producer level as applicable under the systems mentioned above.
- Direct sales of Organic Food by the small original producer or producer organization to the end consumer exempt from verification compliance.
- All the Organic Food shall comply to the Labeling requirements as per FSS (packaging and labeling) Regulations, 2011 along with NPOP or PGS-India requirements.
- Organic Food Label to have a certification mark of **PGS-India or NPOP** along with **FSSAI logo with license No.**
- Organic Foods to comply with product standards and limits of contaminants as prescribed in Food Safety and Standards regulations 2017.
- Retailers to display organic foods distinguishable from conventional foods.
- Provision for bilateral or multilateral equivalence agreements based on NPOP for imports.

Ayurvedic Aahara

FSSAI & MoA formulates regulations for '**Ayurveda Aahara**' products Strict safety & quality standards to bring standardization in manufacturing and marketing of '**Ayurveda Aahara**'.

In order to recognize India's age old principles of Ayurveda and the Aahara prepared as per ancient texts, FSSAI has formulated Food Safety and Standards (Ayurveda Aahara) Regulations, 2022 in consultation with the Ministry of Ayush and notified the regulations in the official gazette on 5th May, 2022.

Ayurvedic Aahara in FSA

The regulations define "**Ayurveda Aahara**" a food prepared in accordance with the recipes or ingredients or processes as per method described in the authoritative books of Ayurveda listed under '**Schedule A**' of these regulations.

The Regulations, inter-alia, exclude: Ayurvedic drugs or proprietary Ayurvedic medicines and medicinal products, cosmetics, narcotic or psychotropic substances, Herbs listed under **Schedule E-1 of Drugs & Cosmetics Act, 1940**.

Metal based Ayurvedic drugs or medicines, bhasma or pishti, Any other ingredients notified by the Authority from time to time, Food items in daily use (pulses, rice, flour, vegetables) without addition of Ayurveda ingredients.

Ayurvedic Aahara Logo

- According to the regulation, manufacturing and marketing of ‘**Ayurveda Aahara**’ products will now adhere to strict FSA (Ayurveda Aahara) Regulations, 2022 rules.
- This will be available in market only after license/approval from FSSAI.
- A special logo has been created for “**Ayurveda Aahara**” category, which will enable easier identification and reinforce quality in Ayurveda food products.



- For ease of identification and assurance about genuineness of the product, all such products shall carry word “**AYURVEDA AAHARA**” in close proximity to the product; and the specified logo in front of the pack of the label.
- The label shall carry statutory warning – ‘**ONLY FOR DIETARY USE**’. Other labeling requirements have also been specified.

- According to the regulations, all food prepared in accordance with the recipes /ingredients/processes described in the authoritative books of Ayurveda will be considered as **“Ayurveda Aahara”**.
- Food recipes and ingredients for promoting health, specific physiological needs & foods specified for consumption during or post specified diseases, disorders referred as Pathya in Ayurved are covered under these regulations.
- **The labeling of ‘Ayurveda Aahara’** shall specify the intended purpose, the target consumer group, recommended duration of use and other specific requirements.
- Health claims and disease risk reduction claims for the different categories of 'Ayurveda Aahara' and their approval process shall be in accordance with the requirements specified in regulations.
- However, 'Ayurveda Aahara' will not include Ayurvedic drugs or proprietary Ayurvedic medicines and medicinal products, cosmetics, narcotic or psychotropic substances and herbs. Further, **Ayurveda Aahara is also not recommended to young children below age 2 years.**

THANK YOU