



FOOD SAFETY AND STANDARDS  
AUTHORITY OF INDIA

*Inspiring Trust, Assuring Safe & Nutritious Food*  
Ministry of Health and Family Welfare, Government of India

# Report on FSSAI's participation in 19<sup>th</sup> Organic World Congress

9<sup>th</sup> -11<sup>th</sup> November, 2017  
International Expo Centre and Mart  
Greater Noida

## 1. Introduction:

Food Safety and Standards Authority of India participated in 19<sup>th</sup> Organic World Congress (OWC) from 9<sup>th</sup> to 11<sup>th</sup> November, 2017 at International Expo Centre and Mart, Greater Noida.

### 1.1 19<sup>th</sup> Organic World Congress:

Organic World Congress (OWC) is a significant gathering worldwide that is held after every three years. More than 100 countries come together to discuss the developments in the organic sector. This year India was the host country to conduct 19<sup>th</sup> OWC. It was organized by The Organic Farming Association of India (OFAI), International Federation of Organic Agriculture Movements (IFOAM) and co-organized by Agricultural and Processed Food Products Export Development Authority (APEDA). Representatives from 110 countries with more than 3,000 delegates and farmer/ producer organizations from different parts of the world, along with several other dignitaries participated in the OWC.

FSSAI participated in the OWC for the first time and showcased its initiatives taken recently in the field of Organic Foods.

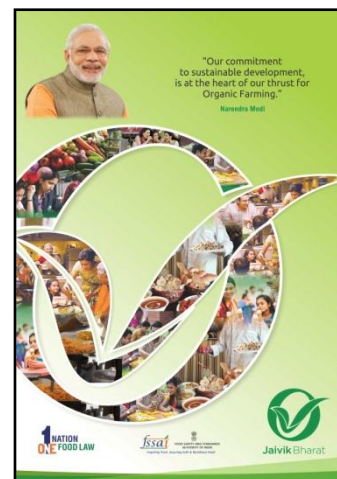
### 1.2 Inaugural Session:

The event was inaugurated on 9<sup>th</sup> November 2017 by Hon'ble Minister Shri Radha Mohan Singh, Ministry of Agriculture & Farmers' Welfare, Govt. of India. The other dignitaries present at the inaugural session were Shri Pawan Kumar Chamling, Chief Minister of Sikkim, Shri Surya Pratap Shahi, Cabinet Minister (Agriculture), UP Government, Ms Rita Teautia, Commerce Secretary and Shri Pawan Agarwal, Chief Executive Officer, FSSAI. Hon'ble Minister for Agriculture & Farmers' Welfare, Shri Radha Mohan Singh formally launched the Food Safety and Standards (Organic Foods) Regulations 2017, along with the 'Jaivik Bharat' Logo and "Indian Organic Integrity Database Portal".



*Hon'ble Union Minister for Agriculture launched FSS (Organic Foods) Regulations 2017 along with other dignitaries*

- I. **Food Safety and Standards (Organic Foods) Regulations, 2017** is to ensure the genuineness of food products labelled as Organic. The Regulation covers the labelling, transport, storage, distribution, retail of NPOP or PGS certified Organic Foods. It also covers import of NPOP certified Organic Food.

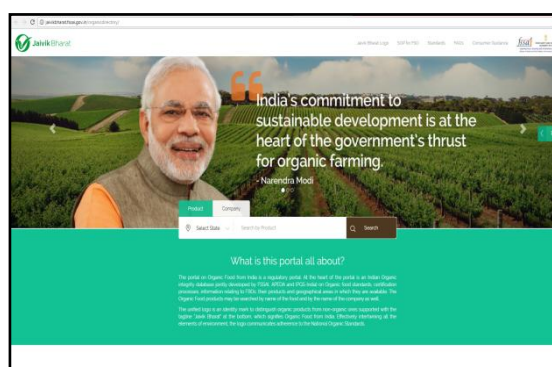


- II. **“Jaivik Bharat” Logo** is a symbol of authenticity and trust, a unified logo for Organic Foods.

- The green leaf represents the **nature**
- The circle represents **holistic wellness** at global platform while symbolizing Organic Food
- The green colour symbolizes environment, agriculture, **sustainability & healthy life**
- The tick mark formed with second leaf represents that the **FSSAI** has certified the product as organic



- III. The portal **“Indian Organic Integrity Database”** would help consumers verify the authenticity of organic foods. Through this Portal, the consumers can access all information with respect to the producer, the certification system and the availability of certified organic products in specific markets. The 'Jaivik Bharat' badges were presented to the dignitaries and other participants of OWC. A short video on introduction of the unified logo 'Jaivik Bharat' was also shown to the audience.



*Launch of “Indian Organic Integrity Database Portal” by Hon’ble Minister for Agriculture & Farmers’ Welfare, Shri Radha Mohan Singh*

The OWC had four parallel conference tracks; Main track, Farmers' Track, Scientific Track and Marketing and Quality Assurance Track plus workshops and plenary sessions. The Marketing and Quality Assurance Track was being spearheaded by APEDA. CEO, FSSAI gave keynote address on the domestic Regulations on Organic Foods in India in Marketing and Quality Assurance Track.



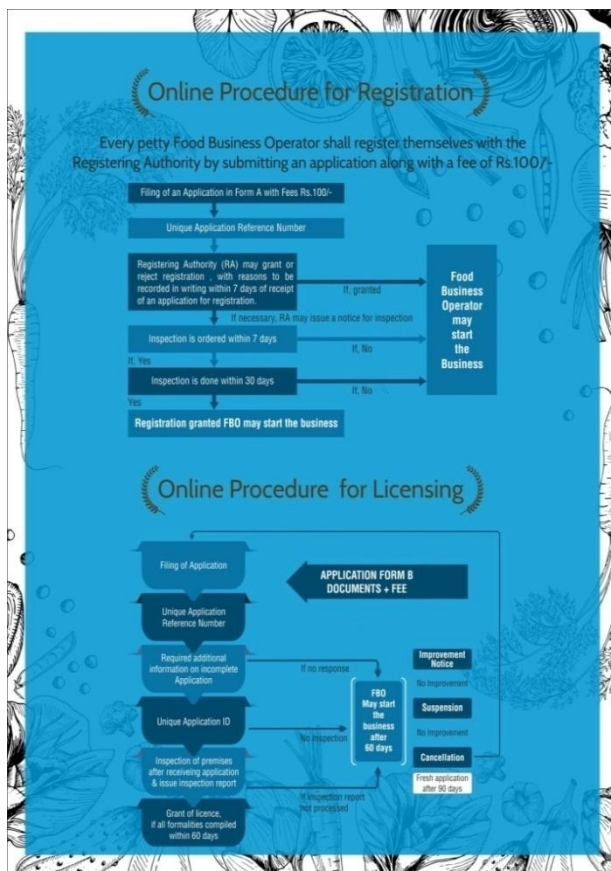
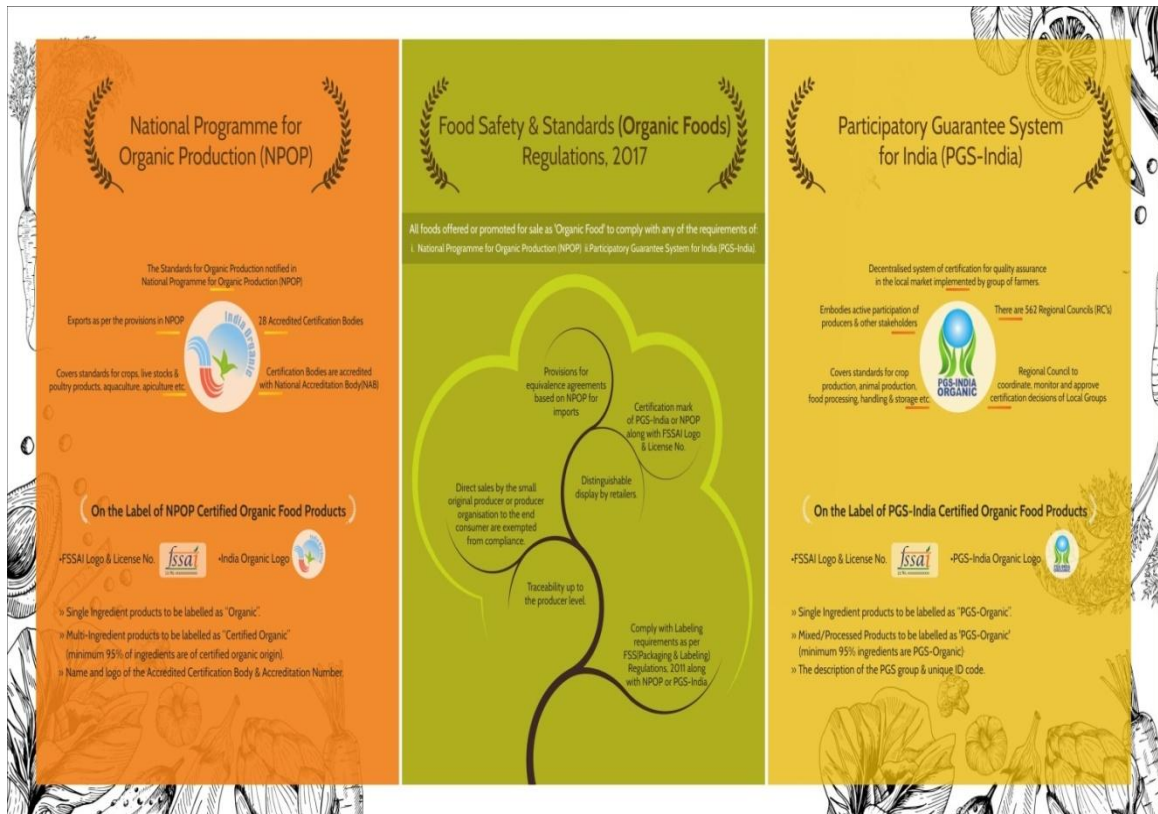
*Keynote address by CEO, FSSAI*

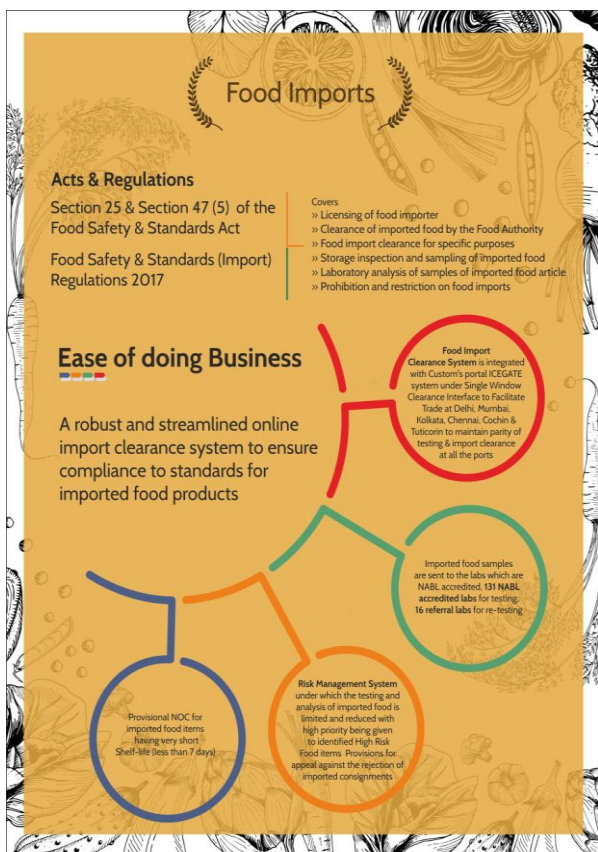
## **2. Physical Description of the stall:**

FSSAI Pavilion was to showcase their initiatives in promoting organic food regulations. The event focused on generating awareness among the public, on the benefits of organic products aiming at sustainable healthy life.

- I. The area of the stall of FSSAI was 36 sq mtr, situated in the Hall No. 6.
- II. The following backlit panels were displayed in the stall keeping in mind the theme of the fair: -
  - NPOP, FSS (Organic Foods) Regulation, PGS-India
  - Jaivik Bharat Logo
  - Food Licensing & Registration system (FLRS)
  - Food Imports
  - Food Safety Training & Certification
  - Consumer Initiatives







III. A 42" LCD screen was installed in the stall wherein "Jaivik Bharat" logo launch video was running.





***FSSAI Stall***

## ***4. Digital platforms at stall:***

### ***4.1. Multi-touch Screen***

A multi-touch programme was developed and installed wherein the user could access all the online portals of FSSAI along with other related information with just a touch.

### ***4.2 VR:***

VR developed on journey of food from farm to fork was showcased at stall, wherein six stages of food journey were covered keeping in focus the safety & nutrition of food:

- Post harvest processing
- Manufacturing
- Storage & Transportation
- Retail & Distribution
- Catering
- Consumption by Consumers

## ***5. Distribution Material:***

- I. The following leaflets/pamphlets/booklets were distributed to the visitors at the stall:-
  1. Food Safety and Standards (Organic Foods) Regulation, 2017- Brochure
  2. Organic Food leaflet
  3. Procedure of Licensing & Registration
  4. FoSTaC
- II. “Jaivik Bharat” badges were distributed to visitors.



## 6. Experience and Take away:

FSSAI received an overwhelming response at the Pavilion. Certain issues were raised by the Organic FBOs which are as follows:

- i. Regarding the use of logo NPOP, PGS and 'Jaivik Bharat'
- ii. Criteria for in-conversion organic food products
- iii. Regarding the equivalency agreements under imports
- iv. Regarding Registration/Licensing of existing and new operators for Organic Foods under FLRS
- v. Regarding testing parameters of Organic Foods as per FSSR.

The above issues are under consideration of Standards Division, FSSAI.

Few encouraging comments/views given by the visitors on the FSSAI pavilion are as under:

- i. Very good stall as it was essential for increasing knowledge to the people.
- ii. The portal is very good and informative.
- iii. Very good information received regarding Food Registration/Licensing and Food Safety.
- iv. Nice platform for food processing industries.

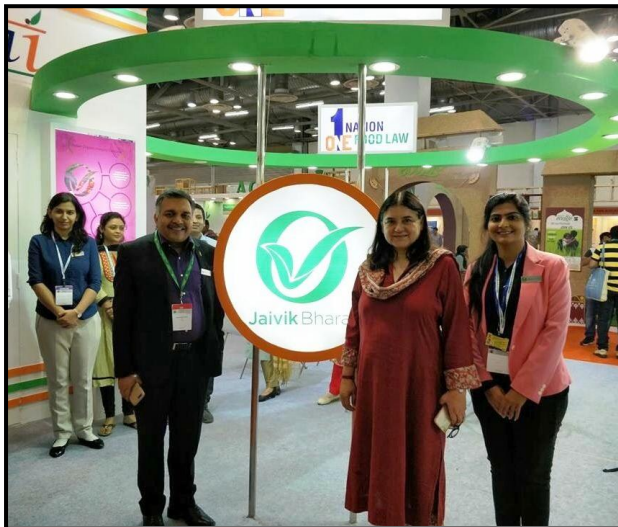


*Queries of visitors being addressed*

## 7. Highlights:

- Hon'ble Minister WCD Smt. Menaka Gandhi visited FSSAI Stall and appreciated launch of "Jaivik Bhara" Logo by FSSAI.
- Ms. Rita Teotia , Secretary, Ministry of Commerce & Industry also visited FSSAI stall and appreciated the initiatives taken by FSSAI





*Hon'ble Minister WCD Smt. Menaka Gandhi visiting FSSAI Stall and promoting "Jaivik Bharat" Logo*



*Ms Rita Teaotia, Commerce Secretary visiting FSSAI Stall*



*CEO FSSAI in discussion with Representatives of Organic India (Partner Company of 19<sup>th</sup> OWC). They were presented with "Jaivik Bharat" badge*

## **8. Conclusion:**

The event provided an excellent opportunity to FSSAI to engage with diverse stakeholders from across the globe and apprising them about initiative taken with regards to Organic Foods.

The Organic logo was unveiled in the presence of representatives from 110 countries with more than 3,000 delegates and farmer/ producer organizations from different parts of the world, along with several other dignitaries. This provided a great visibility and publicity to “Jaivik Bharat” logo.

Participation of FSSAI proved to be a successful effort to ensure that the initiative taken by FSSAI builds consumer confidence in Organic Foods and will also accelerate the growth of Trade and Commerce in Organic Foods both within India and abroad.



## PHOTO GALLERY





