

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:4479  
ANSWERED ON:20.08.2010  
ARTIFICIAL FLAVOURS IN ICECREAMS  
Antony Shri Anto

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether the Government has received any representation from vanilla farmers or from any other quarter to give direction to icecream manufacturers to display the usage of synthetic and natural flavours on the labels of icecream products;
- (b) if so, the details thereof;
- (c) the steps taken by the Government in this regard;
- (d) whether the Government has any mechanism to monitor the usage of artificial flavours in icecreams;and
- (e) if so, the details thereof?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI DINESH TRIVEDI)

(a)&(b) Representation has been received from vanilla producers in South India requesting to take action to implement mandatory labelling rules under Prevention of Food Adulteration (PFA) Rules, 1955 to identify natural vanilla flavour from the synthetic vanilla flavour so that the end consumer clearly knows the same.

(c) to (e) The labelling of all packaged food including ice-cream is mandatory under the PFA Rules, 1955. The label has to specify, inter-alia, the name of ingredient used in the product in descending order of composition by weight or volume as the case may be. As per Rule 64 BB of PFA rules, 1955, for declaration of added flavours on the label, the type of flavours, namely, natural flavours or artificial flavouring substance, as the case may be are also required to be given on the label. As far as the implementation of provisions of the PFA Act, 1954 and Rules, 1955 is concerned, power under the Act rests with the Food (Health) Authorities of the States/U.Ts.