

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

STARRED QUESTION NO:326

ANSWERED ON:11.12.2009

ADVERTISEMENTS OF FOOD AND BEVERAGE PRODUCTS

Dhruvanarayana Shri R. ;Gandhi Shri Feroze Varun

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

(a) whether the Government proposes to lay down guidelines or enforce self regulation in the food and beverage industry to deal with the questionable claims in advertisements which promise health and fitness benefits to consumers;

(b) if so, the details thereof;

(c) whether the Government has initiated any investigations against some companies for making misleading claims to popularize their products;

(d) if so, the details thereof; and

(e) the measures taken or proposed to be taken by the Government to curb endorsement of misleading advertisements by the doctors, sportsmen and actors?

Answer

THE MINISTER OF HEALTH AND FAMILY WELFARE(SHRI GHULAM NABI AZAD)

(a)to(e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 326 FOR 11TH DECEMBER, 2009

(a),(b)&(e): The Prevention of Food Adulteration (PFA) Rules, 1955, framed under PFA Act, 1954, contain provisions to regulate the advertisements relating to food products. Similar provisions also exists in Food Safety and Standards Act, 2006, which will replace the PFA Act, 1954. In addition, the Food Safety and Standard Authority of India (FSSAI) has drafted a "Concept note on code for self regulation in food advertisements" for the food business operators and advertisers to take note and bring in precautionary and corrective measures in the context of misleading claims and advertisements. The concept note also emphasizes promotion of high standards of business ethics to ensure responsible commercial communication of food and beverages products and scientific substantiation of information about health claims of food products. It also emphasises that Celebrities or prominent people who promote food should recognize their responsibility towards society and not promote food in such a way so as to undermine a healthy diet.

(c)&(d): Based on complaint made by the Central Food Technological Research Institute, Mysore, regarding the claims made on the label of the food product "AMAZE Brain food" of the Hindustan Unilever Ltd. claiming it as the product gives 33% of the key brain nutrients children need daily, the Food Safety & Standards Authority of India has constituted an expert group consisting of 5 members in the month of October,2009, to examine the scientific validity of the claim.