



CONSUMER VOICE

A DRIVE AGAINST MALNUTRITION

Press release

Hyderabad

Dated: 29/06/2015

Work shop on Food Fortification organized by CII-FACE; GAIN; and Consumer VOICE

War on malnutrition can be won through food fortification

Technology for adding micronutrients is very simple –Dr.P.P Chakrabarti Principal Scientist Center for lipid research CSIR-IICT

Food Fortification is an important initiative for consumers –Prof.S.K.Sood President Food Scientist and Technologist India

In food fortification quality control is the real issue –Dr.B V.S.K Rao Hon. Secretary Oil Technologist Association of India Center for lipid research IICT

June 22: Confederation of Indian Industries - Food and Agriculture Center of Excellence (CII-FACE), Global Alliance for Improved Nutrition (GAIN), and Consumer VOICE jointly launched “A drive against malnutrition” by holding a STAKEHOLDER’s Regional Workshop at Hyderabad with local support from Healthy Heart Foods and Illusionz Media India Private Limited.

In this well attended workshop speakers highlighted the need for Food Fortification and its importance for attacking malnutrition as well as life style related health issues. Mr. Ashim Sanyal Chief Operating Officer Consumer VOICE explained why food fortification for micronutrient deficiencies is the need of the hour, how it is done and which staple foods are targeted .

Food fortification is increasingly recognized as an effective complementary strategy to combat malnutrition. Staple food fortification, i.e. through the fortification of commonly consumed staples such as wheat flour, edible oil, milk and salt, offers an ideal mechanism to deliver critical vitamins and minerals, such as iron, folic acid, vitamins A, D, B12 and similar to large populations thereby slowly but surely

building resilience resulting in positive health and nutritional outcomes. In India, there are several examples of staple food fortification with Iodised Salt being the most recognized public nutrition initiative of the Government of India.

There was a very active participation by audience from Industry, Trade, Commerce and Consumers including Mr. B.D Lohiya of Healthy Heart Foods who provided his whole hearted support to this initiative. Media Representatives also attended this workshop in the large number.

We request all our Media Friends to spread the message across.