

DR. LORHO S. PFOZE
Member of Parliament



सत्यमेव जयते

MEMBER

Parliamentary Committee on Health & Family Welfare
Consultative Committee on Roads & Highways
Consultative Committee on Zonal Railway Users (NFR)

MP-II/FSSAI(Ultra-Processed Food)/2022-2023/01

dated the 15th September 2022

**Shri. Narendra Modi,
Hon'ble Prime Minister of India,
South Block, Raisina Hills, New Delhi
Government of India**

Subject: Labelling of unhealthy packaged & ultra processed food products

Respected Sir,

I would like to place on record my deep appreciation and compliments to the Government of India that is currently working to develop a policy for Front-of-Pack Labelling of unhealthy packaged and ultra processed food products. This is truly a laudable step to protect the health of people who are swayed by intense advertising and consumption of such unhealthy food products is rapidly growing. This will no doubt swell the epidemic of non-communicable diseases like diabetes, cancer and heart diseases in the country.

I want to share my thoughts and concerns regarding this policy. I have come to know from several reports in prominent media that the Food Safety Authority, which is developing this policy has decided to include "health star rating" on such products in the draft regulation. This will end up declaring all unhealthy products to be healthy in one stroke and may not reduce the consumption of unhealthy foods, which is the objective of this policy. It is misleading for the people to judge a food product by "stars".

Most of the health professional organisations and consumer organisations recommend that a "warning label" be put on unhealthy food products, which is based on scientific and common sense approach. Israel and many Latin American countries have used Warning label. It can tell in a true manner if the food product is high in sugar or salt. The World Health Organisation has established norms for such labels.

I would like you to intervene and ensure that this policy takes the correct direction and truly protects health of the people in an ever growing market.

Needless to say action is also required to regulate marketing of such products.

In anticipation.

Yours

Sincerely,


(Dr. Lorho S. Pfoze)