FSSAI launches Trans Fat Free Logo as part of strengthening 'Eat Right India' campaign

As part of strengthening and accelerating 'Eat Right India' movement, Food Safety & Standards Authority of India (FSSAI) has launched a campaign against Trans Fats. Dr. Harsh Vardhan, Union Minister of Health and Family Welfare formally launched the 'Trans Fat Free' logo of FSSAI in Delhi. Food establishments which use trans-fat free fats/oil and do not have industrial trans-fat more than 0.2g/100g of food, in compliance with the Food Safety and Standards (Advertising and Claims) Regulations, 2018 can display 'Trans fat free' logo in their outlets and on their food products. The use of the said logo is voluntary.

Unveiling the Trans Fat Free logo, Dr. Harsh Vardhan, said, "Trans fats are the worst type of fats with known health risks. India is committed to eliminate it from the food supply and is progressing towards its objective of trans fat elimination by 2022; a year ahead of the global target by WHO. FSSAI is committed to reducing the industrially produced trans fatty acids to less than 2% by the year 2022 in a phased manner and geared up to get freedom from trans fats with the motto 'India@75; Freedom from Trans Fats'.

"FSSAI is committed to reducing the industrially produced trans fatty acids to less than 2% by the year 2022 in a phased manner. This is in line with our objective to get Freedom from trans fats - 'India@75; Freedom from Trans Fats'. I am hopeful that Chefs community will work with us in achieving this goal," said Pawan Agarwal, CEO, FSSAI.

Industrial trans fats are made by adding hydrogen to liquid vegetable oils to make them more solid, and to increase the shelf life of foods. Trans fat are largely present in partially hydrogenated vegetable fats/oils, vanaspati, margarine and bakery shortenings, and can be found in baked and fried foods. Globally, industrial trans fat intake leads to more than 540,000 deaths from cardiovascular disease every year and in India the figure reaches to 60,000 number.