

FSSAI introduces new logo for ‘vegan’ products

The Food Safety and Standards Authority (FSSAI) of India on September 21 introduced a new logo to identify vegan products in the country. The new logo, green in colour, has a V inscribed in the middle with a small plant on top of it and Vegan written at the bottom. The design is such, informed FSSAI, that it resonates with the current logo (that has a dot in the middle of a square) for vegetarian and non-vegetarian products. The food regulator already has logos for vegetarian and non-vegetarian products, which are dots in green and brown colours, respectively.

Veganism is a lifestyle in which consumers abstain from using animal products in all forms including milk. The movement has been gaining steam in India of late and several companies have been launching products such as plant-based meat, plant-based beverages. GoodDot, Urban Platter, RAW Pressery, Epigamia, Ahimsa Food, Vegeta Gold and Vegitein are some of the companies catering to the segment.