

30th January, 2021/18538

Ms Rita Teotia

Chairperson

Food Safety and Standards Authority of India (FSSAI)

New Delhi.

Sub: To introduce regulations to differentiate dairy from non-dairy products by simple mark or visuals in the interest of dairy producers and common consumer

Respected Madam,

Greetings from Gujarat Chamber of Commerce & Industry.

Gujarat Chamber of Commerce & Industry is the apex body of trade & industry in the state of Gujarat with 6000+ direct members including 200+ regional chambers and business associations, thereby representing more than 2 lakh business entities across the state, ranging from large scale to MSME units and covering almost all key sectors of trade and industry.

Madam, as we all know milk is a complete food which provides overall nourishment to persons of all ages. The Government, through its various programs, is constantly making efforts to popularize the consumption of milk by masses of all ages including infants, children, adults as well as old people. However, we would like to bring to your kind notice certain concerns of the Dairy industry for your consideration:

1. There are number of advertisements of Plant Based Beverage brands such as soft drinks which wrongly use the word 'Milk' in their products.eg. Soya Milk, Almond Milk etc., thereby creating a wrong notion amongst the masses. The Indian Dairy industry should be incentivized so that they can create awareness about milk and its benefits and motivate people to "Think Milk, Drink Milk and Eat Milk".

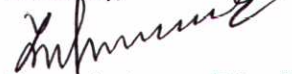
2. Another issue bothering the Dairy industry is the sale of non-dairy products being passed off as dairy products. For e.g. there are a few brands which use the names like Cheeza for Cheese and Paneera for Paneer, but these products are either completely non-dairy products or are a mix of plant-based and dairy products which use cheaper low-priced vegetable fat as against expensive and nutritionally different milk fat. These products are priced lower than pure dairy products but are displayed and stored alongside these dairy products. This is adversely impacting genuine manufacturers producing dairy products using milk fat.

Madam, in view of the above-mentioned concerns, we request you to introduce required regulations to introduce a clear visual mark to differentiate dairy from non-dairy products in the larger interest of dairy sector and consumers too.

We look forward to your favourable intervention and decision in the matter.

With Regards,

Sincerely,



Yogendrakumar Trivedi

Secretary General

Natubhai Patel
President

Hemant N. Shah
Sr. Vice President

K. I. Patel
Vice President

Pathik S. Patwari
Hon. Secretary

V. P. Vaishnav
Hon. Secretary (R)

Sachin K. Patel
Hon. Treasurer