

The logo for Corpbiz, featuring a stylized 'C' with a blue and orange gradient, followed by the word 'orpbiz' in a black sans-serif font. The logo is set within a white circular background.

Corpbiz

A close-up photograph of a glass jar filled with bright yellow ghee. A wooden spoon is resting on the rim of the jar, holding a large, solid piece of ghee. The jar is placed on a light-colored, woven mat. The background is softly blurred, showing more of the mat and the jar's base.

FSSAI Notifies Against Misleading Products in the Market in the Name of “Ghee/Butter”

On 23rd January 2023, the Food Safety and Standards Authority of India (FSSAI) issued a Notification in regard to the Misleading Products in the Market in the name of "Ghee/Butter".

FSSAI has noticed that the Dairy Terms are being utilised by certain FBOs for their Non-Dairy products, such as Plant-Based Ghee/Butter, Vegan Ghee/Butter, etc., which are available in the market and E-Commerce Platforms or Websites. Such products are of non-animal origin and usually constitute the blend/mixtures of two or more edible oils/hydrogenated fats, identical natural flavours, etc.

FSSAI has further noticed that such products are also being sold in the market deceptively as "Vegan-Ghee", whereas in accordance with the provisions of Food Safety and Standards (Vegan Foods) Regulations, 2022, ghee, butter, etc., cannot be claimed as vegan foods and the utilisation of the claim "Vegan Food" and the "Vegan Logo" is permitted only after the prior approval of FSSAI.

In accordance with 2.1.1 (3) (f) of FSS (Food Product Standards and Food Additives) Regulations, 2011, which is in regard to the usage of the dairy term, it states -

"In respect of a product which is not milk, a milk product or a composite milk product, no label, commercial document, publicity material or any form of point of sale presentation shall be used which claims, implies or suggests that the product is milk, a milk product or a composite milk product, or which refers to one or more of these products."

Further Sub-Regulation 2.1.1 (3) of FSS (Prohibition and Restriction on Sales) Regulations, 2011 states -

"no person shall either by himself or by any servant or agent shall sell ghee which contains any added matter, not exclusivity derived from milk fat."

In view of the above Regulatory provisions, it is requested that to immediately check the labels of such products being manufactured and/or sold under your jurisdiction, including on online platforms/websites and take enforcement actions against such FBOs who are selling such plant-based products as ghee, butter, etc. or making claims for Vegan Foods/Logo without prior approval of FSSAI, in accordance with the FSS Act, 2006 and the Rules and Regulations enforced thereafter.

The action taken report in the matter may please be shared with the office at the earliest or latest, by 15th February 2023 so that the same is to be appraised to the competent authority.

Official Notification Attached [here](#)



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Legal Researcher