

Clean & Fresh Fruit and Vegetable Market

Objective

Clean and fresh fruits & vegetable is the right of every citizen. FSSAI has developed the framework for “Clean and Fresh Fruits & Vegetables Market” to address the safety and hygiene issues in the unorganised fresh fruits and vegetables markets through cluster approach across the country.

Concerns in fresh fruits and vegetables market

- Lack of hygiene and sanitation
- Poor waste disposal system
- Use of non-permitted colours and harmful chemicals
- Use of banned ripening agents
- Sale of non-organic fruits and vegetables as organic product
- Use of non-potable water for sprinkling on fruits & vegetable
- Lack of good storage and transport practices

What is Clean and Fresh Fruits & Vegetable Market

A Clean and Fresh Fruits & Vegetable Markets may be defined as “A market or cluster of permanent vending shops/stalls/carts/kiosk selling fresh fruits and vegetables having adequate infrastructure and meet the basic hygiene and safety requirements. It excludes wholesale markets.”

Steps for Adoption of Initiative

1

Identification of any specific road, mandi or area with an aggregation of fruits and vegetables retail vendors and submission of details in Enrolment Proforma to FSSAI.

2

Pre- audit of proposed market by FSSAI empanelled auditing agency as per FSSAI checklist to identify gaps.

3

Training of vendors and market officials through FSSAI empaneled training partners with a focus on the gaps identified in pre-audit.

4

Submission of compliance report by State Government to FSSAI within specified time period.

5

Final audit of market by FSSAI empanelled auditing agency and it's certification as “Clean and Fresh Fruits and Vegetables Market” for validity period of one year.

6

Renewal of certificate will be done on the basis of report of audit conducted before expiry of certificate.

Combat Food Adulteration

DART Book:
check food adulterants
at home



Food Safety on Wheels:
Mobile food-testing lab



**100+ tests of
food adulterants for
schoolchildren**



**275+
notified labs for
all tests**



**Eat local
Eat seasonal
Eat variety**





Dekha Kya?

Eat fortified foods with added vitamins and minerals for your daily needs



Iron



Vitamin B12



Folic Acid

Fight Anaemia

Wheat Flour & Rice



Vitamin A

Prevents night blindness



Vitamin D

Supports strong bones



Oil & Milk



Iron

Fights Anaemia



Iodine

Normal growth and brain development

Double Fortified Salt

No change in taste, smell, appearance, cooking and storing methods



www.ffrc.fssai.gov.in





Aaj se thoda kam

Reduce salt, sugar and oil to decrease risk of diabetes, hypertension and heart diseases

**Avoid sprinkling salt or
sugar over food**



**Limit salty, sweet and
oily foods**



**Replace with
healthier options**



**Use smaller
measuring spoons to add
salt, sugar and oil**



**Buy limited
quantity**



Trans-fat: A silent killer



Repurpose Used Cooking Oil (RUCO)



Ideally, use cooking oil only once for frying. Oil heated and used repeatedly may have harmful substances and trans-fats

Tips to use cooking oil



Consume used frying oil within two days



Fry at the lowest frying temperature. Oil should not give off smoke



While frying, remove food particles frequently from the oil before they turn black

RUCO
— Repurpose Used Cooking Oil —



No Food Waste

Responsible buying



Right storage



Reduce serving sizes



Recycle into compost



Reuse leftover food



Redistribute surplus food



Be a smart consumer

Read what you eat



FSSAI: Empowering consumers to read labels



Organic Food

Look for



Jaivik Bharat

to identify organic food



Eat Safe and Nutritious Food

@School



@Home

@Workplace

Your go-to guidebooks to eating safe and healthy





Look out for Hygiene Rating at restaurants
Make an informed choice

VERIFIED

HYGIENE RATING



Very Good

Backed by self-assessment and third-party audits



www.fssai.gov.in/hygieneRating/





Now Enjoy Clean Street Food

Clean Street Food Hubs certified by FSSAI

Training & certification of street food vendors
Third-party audits



Kankaria, Ahmedabad



Chappan Dukan, Indore

Look out for the next one in your city



www.fssai.gov.in/CleanStreetFood



BHOG ensures safe food in places of worship

Guidance
document



Third-party
audits



Training &
certification of
Food Safety
Supervisors





Combat Adulteration



Eat Local, Eat Seasonal,
Eat Varied



Dekha Kya?



Aaj Se Thoda Kam



Eliminate Trans-fat



Avoid Reuse of
Cooking Oil



No Food Waste



Be a Smart Consumer



Clean Street Food Hub

