



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 & amp; 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

- 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.
- Pre- audit of proposed market by FSSAI empanelled auditing agency as per FSSAI checklist to identify gaps.
- Training of vendors and market officials through FSSAI empaneled training partners with a focus on the gaps identified in pre-audit.
- Submission of compliance report by State Government to FSSAI within specified time period.
- 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.
- 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

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



Led by FSSAI under the Ministry of Health and Family Welfare













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







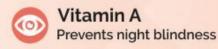
Iron 🥮 Vitamin B12 👍



Folic Acid

Fight Anaemia

Wheat Flour & Rice





Vitamin D Supports strong bones











lodine

Normal growth and brain development

Double Fortified Salt

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











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





Avoid using Vanaspati or margarine

Avoid repeated use of cooking oil

Eliminate trans-fat

Check nutrition label for "trans-fat"

Limit fried foods











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













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



to identify organic food











Eat Safe and Nutritious Food

Led by FSSAI under the Ministry of Health and Family Welfare



Your go-to guidebooks to eating safe and healthy











Look out for Hygiene Rating at restaurants Make an informed choice

VERIFIED



Backed by self-assessment and third-party audits







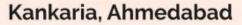
Now Enjoy Clean Street Food



Clean Street Food Hubs certified by FSSAI

Training & certification of street food vendors
Third-party audits







Chappan Dukan, Indore

Look out for the next one in your city



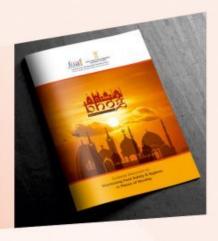






BHOG ensures safe food in places of worship

Guidance document





Third-party audits

Training & certification of Food Safety Supervisors





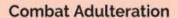
















Dekha Kya?



Aaj Se Thoda Kam



Eliminate Trans-fat



Avoid Reuse of Cooking Oil



No Food Waste



Be a Smart Consumer















