

Food Standards, Consumer Expectations and Confidence: Challenges Ahead

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Consumer Expectations from Food

- Safe
 - Nutrition
 - Taste
 - Affordable Price
 - Choice
-

Who are WE: Consumer Voice ?

- To build consumer awareness based on scientific evidence and full information to strengthen the rights of consumers, specially the Right to Informed Choice.
- To adopt managerial practices for institutionalizing consumer movement and make itself self sustainable.
- To further enhance the technical competence within the policy makers and consumer organizations.
- To develop the market place in the best interest of the consumers and their right to be heard.

Who are WE: Consumer Voice ?

- To stick to our code of ethics of not accepting commercial donations and advertisements.
- To spread Consumer awareness based on scientific studies of various consumer products to make rational choices.
- To sensitize national standards bodies, policy makers on up gradation of national standards / policy changes.
- Opportunity for manufacturers to improve upon their products in the competitive markets especially on quality, performance, safety and energy efficiency based on our scientific studies



MISSION OF VOICE

- ❖ _Consumer Empowerment through Comparative Product testing / services evaluation.
- ❖ Educate Consumers on Best Buys in relation to products / services performance as is prevalent in advanced countries.
- ❖ Pioneered Comparative Testing based on international norms with membership of ICRT and CI – UK.
- ❖ Educate consumers about the Good , the Bad and the Ugly in Indian markets.
- ❖ Trigger a change by sensitizing stake holder's behavior for producing quality products and services.
- ❖ Advocacy before all regulatory bodies and standard institutions so that the voice of consumers is heard and implemented.

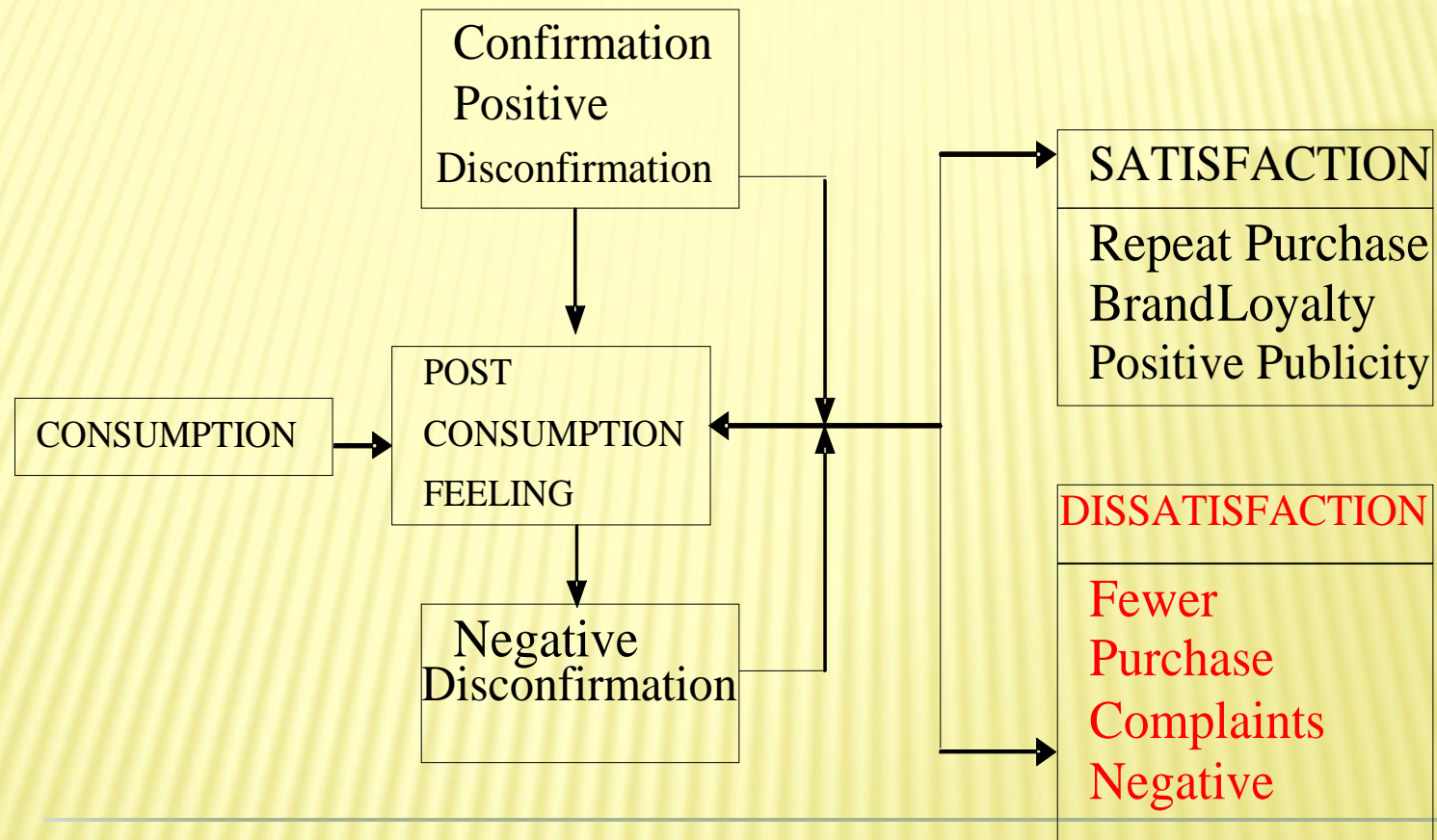


WHAT IS CONSUMER CONFIDENCE?

- **Consumer acceptance** of product or service.
 - **Consumer satisfaction** with product/ service.
 - **Consumer loyalty** to product/service.
 - **Consumer delight** with product/ service.
 - **Consumer Confidence implies at least consumer satisfaction .**
-

- Consumer Experience is the key to Consumer Satisfaction.
- Consumer Confidence has to be based on good consumer experience with a product or service.

CUSTOMER SATISFACTION AND DISSATISFACTION



Consumer Confidence depends on Consumer Perception which is based on Consumer's Experience with the Product/Service

Efforts to improve Quality is a supply side variable built in to manufacturing/service delivery of products and distribution practices. Yet perception is Reality .

- The consumer's experience with quality of product or service is the primary variable in building a quality image.
- Consumers perception determines quality.

PERCEPTION IS REALITY!!



- Standards can be only one of the ingredients which manufacturers can follow to produce products and services that will provide positive consumer experience.
- Therefore, one can not say that standards alone can result in good consumer experience in all situations.
- Many standards are designed under influence of Manufacturers to promote their profits

WE UNRAVEL MARKET SECRETS BY **COMPARATIVE TESTING**

- Testing of Branded Goods and Services to Provide Unbiased Information on Quality Characteristics
- Compares Inherent Quality & Performance with Price
- Provides Information Free of Any Commercial Influence



HOW IT IS DONE?

- A Product is Chosen on Nation-wide Availability, Market Share and Price Range.
- It Tests Different Brands Offered For The Same Purpose
- Test Results Provide Consumers With Unbiased Information
- Each Characteristic of a Product Useful for Consumers is Tested
- The Results of Testing are Compared and Rated Against One Another



WHY COMPARATIVE TESTING ?

- Enable Consumers to Make an Informed Choice Among Multiple Brands Available
- To Draw Public Attention to Unsafe Goods and Unfair Trade Practices
- To Generate Consumer Pressure on Producers to Increase the Quality of Their Products.
- Raise Standards of These Products by Increasing Public Awareness on Products



HOW DO WE USE RESULT OF COMPARATIVE TESTING

Communicate Test Results to :

- * Consumers
- * Government
- * Regulatory Bodies(TRAI,IRDA,CERC)
- * Standards Authorities(BIS, FSSAI)

for Appropriate Action Against Malpractice and Unsafe and Poor Quality Products .



HOW COMPARATIVE TESTING PROTECTS **CONSUMERS**

- Major Tool to Protect Basic Consumer Rights Like Safety, Choice, Information, Education and Right to Redress.
- Aims to Identify Actual and Not Market Generated Consumer Needs.
- Strengthens Informed Choice Aspect of Products
- Counters Slick Advertising, Misinformation Campaigns and Multiple Choices



HOW COMPARATIVE TESTING PROTECTS **CONSUMERS**

- Enables Consumers to Choose Better and Safer Alternative Products at Competitive Prices.
- Serves as a Link Between Consumers, the Government and the Manufacturers.
- Brings Consumer Concerns to the Centre-stage of Product Manufacturing, Selling & policy making.



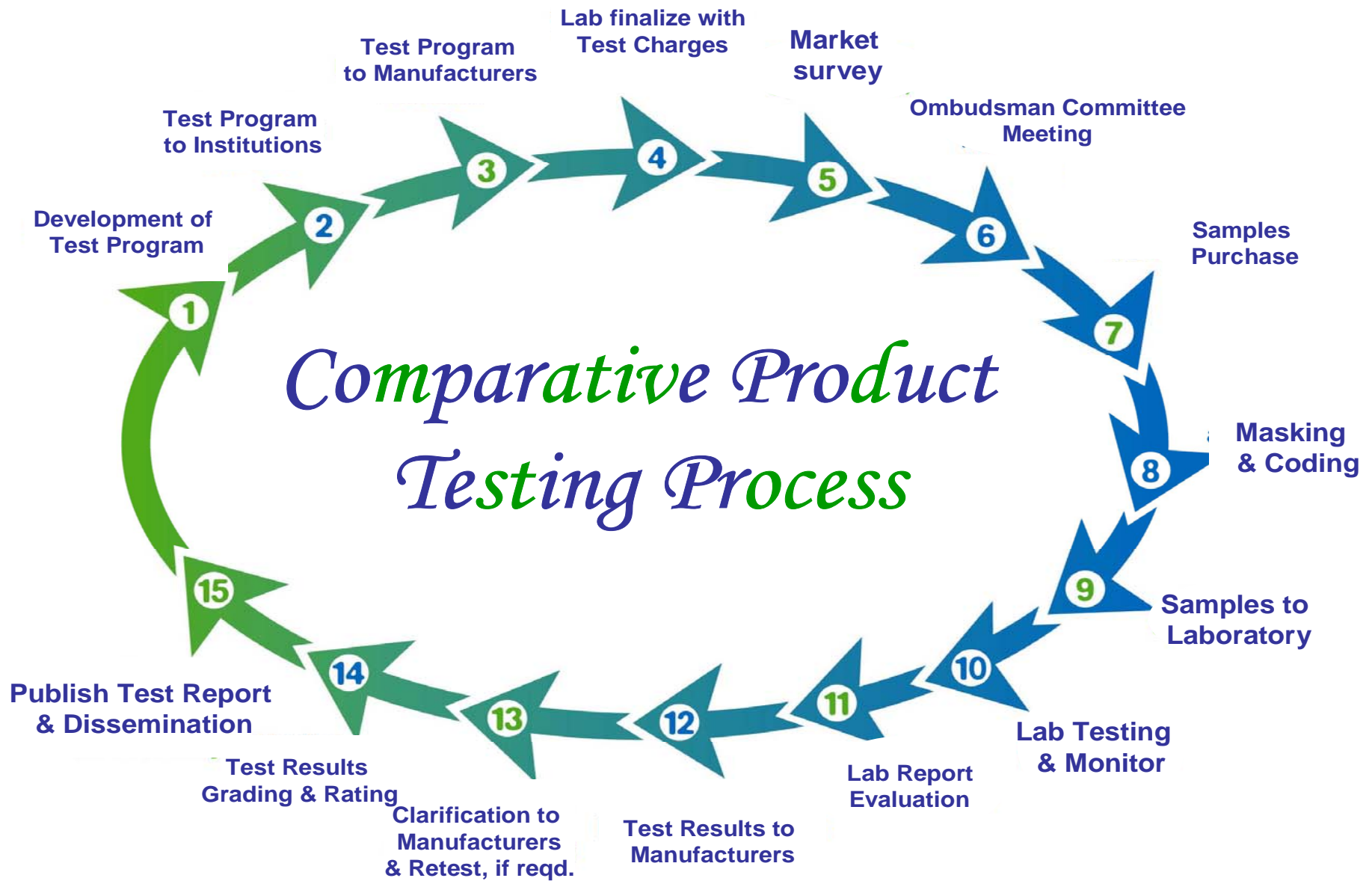
GOVT ACCEPTS RECOMMENDATIONS

SATHI NAIR COMMITTEE ON

COMPARATIVE TESTING (1991)

- Manufacturers should agree to procedures being followed in comparative testing.
- A weighting and grading plan to be evolved to suit Indian conditions.
- CT would be done on 10-15 models purchased from market.
- Samples from market to be based on market share of the company.
- In case of litigation, lab experts are expected to appear to witness the test findings.





CREDIBILITY OF TEST RESULTS

ACCURACY OF PUBLISHED TESTS

Depends on Experience of Labs - 15 to 30 years

- Accreditation of Labs- by highest Accreditation Bodies incl. NABL, DST* BIS
- Independence, Free of Commercial Influence, Professional Management of Labs
- Specialised Equipment, Calibration and Quality Control for Integrity of Test Results
- Procedures of Labs to Ensure No one should be able to Influence Test Results

*Dept. of science & Technology



ADVANTAGE OF USING TEST RESULTS

- Choice to select most suitable NABL accredited lab
- Choice on variety of consumer products
- Cost effective
- Competitiveness
- Reliability of test reports
- Support in case of litigation
- Flexibility & timely completion



LIMITATION OF USE OF IN-HOUSE LABS

- Huge capital cost
- Vast Infrastructure
- Recurring costs
- Operating cost
- Limited operation
- Calibration, Maintenance & repair of instrument
- Instruments gets obsolete
- Limited scope to defend litigation
- Low adaptation to expanding scope of operations

CONSUMER VOICE USES **ACCREDITED LABS**

- ERTL(N) -Ministry of Electronics, New Delhi
- Shri Ram Institute of Industrial Research , Delhi
- Food Research and Analysis Centre (FRAC), New Delhi
- ATIRA , Ahmadabad
- Regional Testing Centre (NR), New Delhi
- Electrical Research Development Association, Vadodara
- ASHCO Analytical Services, NOIDA
- Arbro Analytical Division, New Delhi
- Spectro analytical laboratory Limited, Delhi
- SITARC, Coimbatore



OMBUDSMAN

JUSTICE P.N.BHAGWATI , RETD. CJ SUPREME COURT

TRANSPARENCY

- Ombudsman Committee Meetings -
Reps of Govt. departments, laboratories,
manufacturers, CII, ASSOCHAM, FICCI,
BIS invited
- Test Programs/Market Survey Reports
discussed
- Final Clearance from Ombudsman on
Test Procedure and Brands to be
Tested



COMPARATIVE TESTING OF FOOD PRODUCTS

DONE BY VOICE

- Iodised Salt
- Bottled Mineral Water
- Packaged Mustard Oil
- Glucose Biscuit
- HALDI Powder
- Potato Chips
- Packaged Soya bean Oil
- Mixed Fruit Jam
- Health Drinks
- Butter
- Refined Sun flower & Groundnut Oil
- Tomato Ketchup
- Chocolates
- DESI GHEE
- Honey
- Fruit Drinks

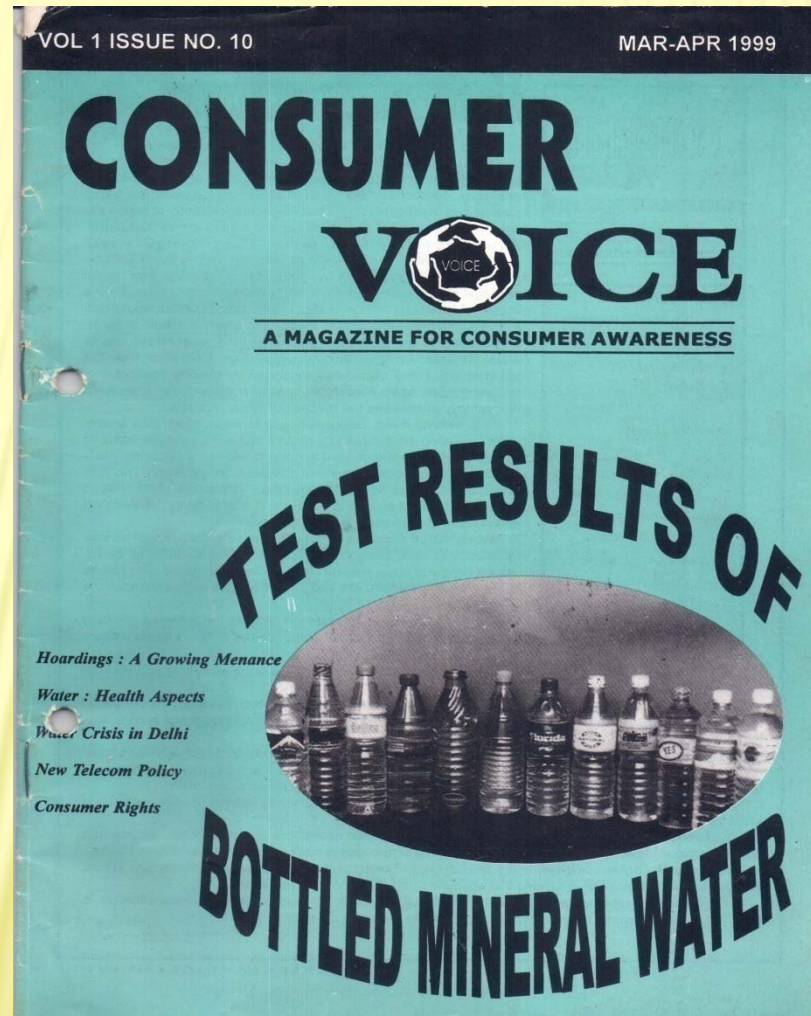
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COMPARATIVE TESTING OF FOOD PRODUCTS

DONE BY VOICE

- Ice Cream
- Wheat Flour (ATTA)
- Pesticides in Fruits
- Pesticides in Vegetables
- Canned RASGULLA
- NAMKEEN
- Poly Pack Milk
- Carbonated Beverages
- VANASPATI
- Baby Foods
- Bread
- Corn Flakes
- DAHI (Plain & Probiotic)
- SON PAPDI
- Groundnut Oil

BOTTLED MINERAL WATER : 1999



MINERAL WATER TEST PUBLISHED IN **CONSUMER VOICE**

- HIMALAYAN
- FOUNTAIN
- YES
- PURETTE
- FLORIDA
- HELLO
- GANGA
- BISLERI
- GOLDEN EAGLE
- PRIME
- AQUA NATURAL PURE
- BAILLEY

Most Brands Did Not Conform to Standards Prescribed for Mineral Water by BIS.





BOTTLED MINERAL WATER

- Except four brands, none of the brands were complying to Natural Mineral Water specification from the 13 brands tested by Consumer Voice in 1998
- VOICE demanded mandatory marking of ISI based on key findings of comparative testing of Bottled Mineral Water (IS: 13428).
- Ministry of Consumer Affairs took up the issue with Ministry of health who agreed to consider mineral water under mandatory marking scheme.
- The mandatory ISI marking of mineral water was implemented through gazette notification in 1999.



VOICE DEMANDED FOR VEG/NON-VEG LABELLING ON FOOD PRODUCTS (2000)

- Taking reference of the provision of Codex Committee of Food Labeling stating that a Codex std was not possible , an expert panel was formed by MoH of key stakeholders from various organizations including VOICE.
- Expert panel recommended for labeling of packaged foods products for vegetarian and non-vegetarian markings of dot: Green & Brown.
- Matter went to cabinet after industry had the std stopped.
- MoH implemented the labeling in 2001 on the following:
 - Green dot for: Packaged Food Products produced from veg. based ingredients 
 - Brown dot: Packaged Food Products derived from Non-Veg ingredients including eggs. 

Food Advocacies by VOICE before **Food Safety & Standards Authority of India**

- Banning of Food Additive – Potassium Bromate (Already banned in UK, Canada, Indonesia, Sri Lanka, Nigeria, Uganda, China)
- Standards of Trans fats in VANASPATI
- Energy Drink to be renamed as Caffeinated Drink
- Approval of natural sweetener – Stevia
- Cancer warning on labels caramel containing food products
- Control of salt consumption
 - Traffic Light Labelling for packaged food products for better consumer choice

Food Safety Advocacy from Comparative Testing

Pesticides in Fruits:

- In year 2010, 17 fruits were tested for 106 pesticides in NABL accreted Laboratory.
- Endosulfan pesticide was found in cherry
- DDT found in Mango
- Many violations as per EU Standards (Indian standards slack than EU Standards)
- Press Release to press and media
- Report published in “**CONSUMER VOICE**”, Magazine October 2010 Issue.

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Rs 50

CONSUMER VOICE

Consumer interest above all

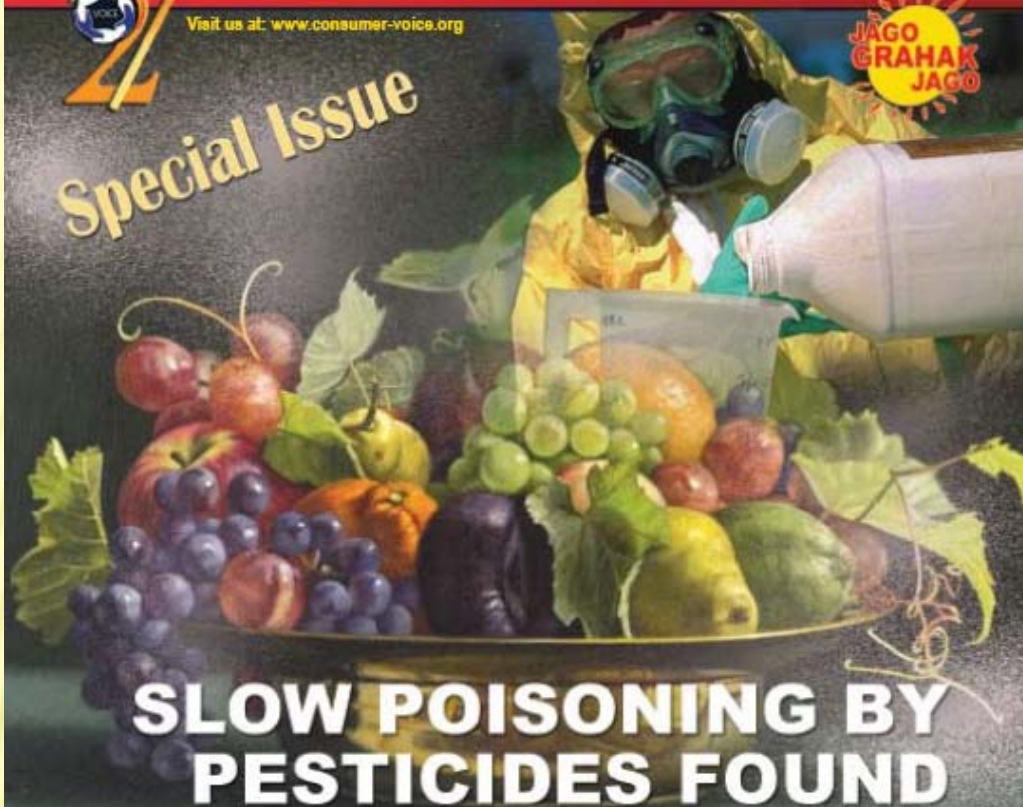


10/2010

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Special Issue

JAGO
GRAHAK
JAGO



SLOW POISONING BY PESTICIDES FOUND

17 fruits and 106 pesticides lab tested

9 brands of
hand blenders
lab tested-
Which one will
you go for?



Love your lips
12 brands of lip
balms user tested

32

Smart
Consumer
Guides
Festival special
Gold coins, ornamental lights
Kitchen special
Gas stove, Dinner Sets

JAGO
GRAHAK
JAGO



PESTICIDES IN VEGETABLES

- In year 2010, 35 vegetables were tested for 106 pesticides in NABL accreted Laboratory.
- Banned pesticides were found in Bitter Gourd and Spinach
- Many violations as per EU Standards (Indian standards slack than EU Standards)
- Press Release to press and media
- Report published in “**CONSUMER VOICE**”, Magazine November 2010 Issue.

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₹ 60

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Consumer interest above all



JAGO GRAHAK JAGO



Banned Pesticides Found in Veggies!

193 samples of
35 vegetables tested,
most fail European
Standard too!!

**Dive for rasgullas in
sugary syrup**



**Several brands of
canned rasgullas tested**

Smart Consumer Guides

- Baby products ►
- Laptops ►
- Courier services ►
- Home theatres ►

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Indian veggies, fruits remain highly toxic

Pesticides Much Higher Than European Standards

Chemicals In Food

India European Union

Banned pesticides found in vegetables, including bitter gourd and spinach

Chlordane | It can cause anaemia, leukemia and even cancer in infants

Endrin | Can result in headache, dizziness, nausea or vomiting

Heptachlor | Leads to liver damage, decreased fertility

Ethyl parathion | Associated with abdominal pain, vomiting, diarrhoea

Comparison of maximum residue limit (mrl) parts per billion (ppb) of some pesticides in India and European Union (EU)

Malathion (Cauliflower)

India 20 EU 3,000

DDT (Tomato)

India 50 EU 3,500

Parathion methyl (Potato)

India 20 EU 1,000

Endosulfan (Spinach)

India 50 EU 2,000

Captan (Ladies finger)

India 20 EU 15,000

Durgesh Nandan Jha | TNN

New Delhi: Rampant use of banned pesticides in fruits and vegetables continues to put at risk the life of the common man. Farmers apply pesticides such as chlordane, endrin and heptachlor that can cause serious neurological problems, kidney damage and skin diseases. A study conducted by Delhi-based NGO Consumer-Voice reveals that the amount of pesticides used in eatables in India is as much as 750 times the European standards. The survey collected sample data from various wholesale and retail shops in Delhi, Bangalore and Kolkata.

"Out of five internationally-banned pesticides, four were found to be common in vegetables sold in the Indian markets. Banned pesticides were found in bitter gourd and spinach," said Sisir Ghosh,

head of Consumer-Voice. The banned chemicals included chlordane, a potent central nervous system toxin, endrin, which can cause headache, nausea and dizziness, and heptachlor that can damage the liver and decrease fertility.

Officials said the tests conducted on vegetables at the government-approved and NABL-accredited laboratory, Arbro Analytical Division, revealed

POISONOUS GREENS

that ladies finger contained captan, a toxic pesticide, up to 15,000 parts per billion (ppb) whereas that in the EU has only up to 20 ppb. "Indian cauliflower can have malathion pesticide up to 150 times higher than the European standards," said an official.

The vegetables studied included potato, tomato, snake gourd, pumpkin, cabbage, cu-

cumber and bottle gourd, among others. "We have informed Food Safety and Standards Authority of India about the excessive use of pesticides in fruits and vegetables that pose serious health hazards," said Ghosh. He added that strict monitoring from government agencies is required to check manufacture, import and use of banned pesticides. The pesticide residue limits have not been reviewed for the past 30 years, said Ghosh.

Earlier this month, the organisation had conducted tests on fruits sold in Indian markets which again showed that 12 fruits, including bananas, apple and grapes, had high quantity of pesticides, violating both Indian and European Union standards. The chemical contents found in fruits were endosulphan, captan, thiacloprid, parathion and DDT residues.

PIL in Delhi High Court

- Suo motu PIL on above Times of India News by Delhi High Court against Delhi and Central Government.
- Delhi High court also arranged testing of pesticides in vegetables of various Delhi MANDIS.
- Non permitted pesticides were found in many vegetables.
- Asked Central Government to frame guide lines and implementation time frame to control misuse of pesticides in fruits and vegetables.
- Next date of hearing is on March 12, 2013 : Response from Govt is inadequate and Pesticide lobby active

MICROBIOLOGICAL PARAMETERS OF PACKAGED MILK AT RETAIL SALE POINT

In 2011 we tested 12 brands of poly packed milk

- Most of the brands were found microbiological unsafe.
- Press Release to press and media
- Report published in “**CONSUMER VOICE**”, Magazine September 2011 Issue.
- In Food Safety and Standards (Food Product – Standards and Food Additives) Regulation, 2011 (Part II), microbiological parameters for milk products are prescribed at manufacturing units only, not at retail point.
- Food Safety and Standards Authority of India (FSSAI) were requested to notify microbiological parameters for milk products at retail point were consumer purchases milk.

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Consumer interest above all

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JAGO
GRAHAK
JAGO

4 brands of
Cockroach Killer
Sprays user tested

Take Care!

**Smart
Consumer
Guides**

- Hair Removals
- Instant Noodles
- Rice Cookers

Milk... Not All That White!

12 brands of polypacked milk
lab tested

Potato Chips & Snacks: Munch within Limits!

9 + 4 brands
lab tested

TOP PERFORMERS

- | Potato chips | Snack Food |
|--------------|-------------|
| 1. Bingo | 1. Kurkure |
| 2. Parle | 2. Haldiram |
| 3. Lays | Takatak |
| | 3. Bikano |
| | Chatex |

MANUFACTURER'S REACTON ON GETTING RESULTS



AFTER PUBLISHING THE RESULTS



CRISIS OF CONFIDENCE ON FOOD STANDARDS RELATING TO PURITY, NUTRITION AND SAFETY

CONSUMER CONFIDENCE IS **ADVERSELY AFFECTED**

- Many Food Standards found to be deficient from Consumer Point of View.
- Standards not regularly and transparently tested Official agencies are hardly exercising market surveillance and informing consumers
- Weak Food Standards not tightened leading to risk to consumers

CURRENT STATUS OF FOOD SAFETY STANDARDS

- PFA controlled market for about 50 years.
- PFA replaced by food safety and standards Act, 2006
- Food Safety & Standards Regulations implemented from 2011
- Controlled by food safety officer in district and commissioner of food safety for over all State
- Food Safety & Standards Authority of India (FSSAI) formed under new Act.

EXPECTATIONS FROM FASSAI

- Expected to improve the standards of food available in markets.
- Protect public from unsafe food.
- Establish System to link source of food borne disease with food regulation.
- Improve nutritional quality of foods available through food standards .

CHALLENGE OF MEETING CODEX STANDARDS IN INDIA

Food articles segregated in three broad groups.

1. Foods which are meant entirely for domestic production and use.
2. Foods which have an export potential
3. Foods which may be imported to meet shortages and demands of discerning consumers.

Significant Barriers to Harmonisation of National and C -Codex Standards.

Challenge Of making Strong Standards and Enforcing them to Protect Health and Safety of Consumers

Regularly Test market Samples & inform Consumers

- Expose brands with poor quality and hazards to health and Safety

COMPARATIVE PRODUCT TESTING

**Mission Continues to Empower
Consumers on Informed Choices :**

**Join and Support this by subscribing
to Consumer Voice Magazine**



Thank You

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The screenshot displays the Consumer Voice website interface. The top navigation bar includes links for Home, Feedback, Contact us, Sitemap, and a search bar. Below this, a secondary navigation bar lists categories like Online Magazine, Comparative Product Testing, Seek Legal Advice, User Review, and Best Buy. A sidebar on the left contains a menu with links such as Home, About Us, Consumer VOICE Online Magazine, Consumer VOICE Print Magazine, Comparative Product Testing, Consumer Column, Legal Complaint / Advice, Discussion Forum, Press Conference / Release, Events, Success Stories, Useful Links, FAQ, Career, and VOICE Videos. The main content area features a featured article titled 'The Packaged Food Files Spotlight: Bhujia' with a 'FOOD & STUFF' tag. To the right of this article is a login form with fields for Username and Password. Overlaid on the website is a magazine cover for Consumer Voice, dated February 2013. The cover highlights a 'LOW Fat', 'LOW Saturates', 'HIGH Sugar', and 'ED Salt' theme. It also features a 'FOOD PROCESSOR Assistant on Duty in the Kitchen' and a 'DIGITAL THERMOMETER Easy to Use, Safe, and Environment-Friendly'. The magazine cover also mentions 'The Packaged Food Files Spotlight: Bhujia' and 'Eating Organic: A Few Good Truths'.

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