



Advisory for E-commerce Food Business Operators on Strengthening Food Safety Compliance

Considering the growth of e-commerce in the Food Sector, compliance by e-commerce food business operators becomes crucial for ensuring the safety, quality, and authenticity of food products being sold online. Compliance also fosters transparency and trust, ensuring that customers receive safe and accurately represented products. By adhering to regulatory requirements, e-commerce platforms contribute to the overall strengthening of the food safety ecosystem and help mitigate risks associated with food-borne illnesses and fraudulent practices.

One of the critical needs for e-commerce FBOs is to prioritize the training of the last-mile delivery personnel. It is essential to ensure that delivery staff are well-trained in food safety and hygiene practices. This training should cover safe handling and transportation of food to prevent contamination, as well as personal hygiene and proper sanitization procedures. Additionally, FBOs must ensure that food and non-food items are delivered separately to avoid the risk of cross contamination, thus safeguarding consumer health.

Further more, any product claims made on e-commerce platforms must be fully aligned with the information provided on the product's physical label. No claims that are not substantiated on the product packaging should appear online. This measure is crucial to prevent the dissemination of misleading or unsupported claims, which could result in regulatory action and a loss of consumer trust. E-commerce FBOs shall have mechanisms in place to ensure that products listed on their platforms are in compliance with FSS (Labelling and Display) Regulations, 2020.

To maintain consumer confidence, it is also necessary to ensure that food products being delivered have sufficient remaining shelf life. FSSAI mandates that products must have a minimum shelf life of 30% or at least 45 days before expiry, at the time of delivery.

In line with FSSAI's commitment to transparency, e-commerce platforms are encouraged to prominently display FSSAI License / Registration numbers of the sellers and Hygiene Ratings obtained by food business operators. This practice will enhance consumer trust and allow them to make more informed purchasing decisions.

It is reiterated that no e-commerce FBO shall list any food business operator [seller] on its platform without displaying their valid FSSAI License or Registration.

Source : Food Safety and Standards Authority of India (FSSAI) 

Source https://data.vikaspedia.in/short/lc?k=UwD7aGPlubLb5_vnvzWLRg



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