**Abstract:** Food adulteration worsening day by day. Food amongst the lower order physiological needs and food safety is of immense importance for health and wellbeing. In this context knowledge regarding food adulteration of rural people in a --village of Golapgonj Upazila was observed and 88 villagers were interviewed using a semi structured questionnaire in November 2016. Respondents were selected through convenience type of non-probability sampling. Among the respondents 75 were female and 13 were male. It was a cross sectional type of descriptive study. Study results shows that the respondents consider a food item is adulterated when it is rotten said 60.23%, addition of harmful substances said 32.95%, chemicals said 31.82%, colour said 23.86% though 9.09% have no idea. Common food items those are being adulterated; 69.32% said fish, 62.50 said vegetable, 65.91% said fruits, 13.64% said juice, 9.09% said fast foods, 18.18% bakery food. Regarding common adulterants, 79.55% said formalin, 3.41% said carbide, 18.18% chemicals. 81.82% respondents said fish is adulterated with formalin, 1.41 said vegetable with colour, 10.23% said shutki with DDT, 70.45% said fruits with formalin and none said carbide for fruits. Adulterated food is harmful said 44.32%, 43.18% said very harmful, 9.09% said death may occur though 3.41% said not harmful. Measures to buy healthy food they take like seeing color 19.32%, freshness 62.55%, smell 10.23% and cleanliness 32.95%. Though 26.14% respondents do not allow their children bakery food but 34.10% allow while 34.75% respondents allow occasionally. Only 18.18% respondents can test iodized salt correctly and 30.68% know to test fish for formalin. If they suspect a food item might be adulterated 70.45% respondents throw it, 23.86% eat these. Majority; 73.86% got the information from Television.

**Conclusion**

There is no alternate of safe food for health and wellbeing. This study was a pilot attempt to see the knowledge regarding food adulteration. It can be inferred from this study that, there is lack of knowledge in every aspects of food adulteration namely the common food items those are being adulterated, the common adulterants, and deleterious effects of adulterants. Knowledge regarding identifying the adulterated food found very poor.

**Recommendation**

With the current ongoing communication and information regarding food adulteration respondents have better idea in this regard comparing to the Dhaka city consumers studied in the year 2006. But in the context of alarming increase in the adulteration practice everyone in the country should be educated in this regard. To do so we need combined and coordinated efforts from Government and non-Government organizations including local health personnel and most importantly the consumers.

1. Education of the consumers regarding adulterants, commonly adulterated food items and the deleterious effects of adulterants.
2. Tests for identification of common adulterants.
3. Household methods if any to make the adulterated food safer.