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FSSAI Notice For Irresponsible Advertising

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The food regulator of India, **Food Safety and Standards Authority of India (FSSAI)**, has issued a show cause notice on McDonald's for belittling freshly cooked food and vegetables in its advertisements to promote fast food.

- FSSAI said that the company has contravened the provisions of **Food Safety and Standards (Advertising and Claims) Regulations, 2018**.
- FSSAI considered the advertisement as an **incidence of irresponsible advertising** by some food companies to promote sales of their own foods which are often considered unhealthy.
- As per the FSSAI's regulations, **the advertisements should not undermine the importance of healthy lifestyles**, and also shall not promote or portray their food & beverages as a meal replacement unless otherwise specifically permitted by FSSAI.
- The Government of India has been taking steps to promote healthy lifestyle. One such is the **Eat Right campaign**, launched by the Ministry of Health and Family Welfare to nudge people towards healthier food choices.

Also, the **World Health Organization (WHO)**, in its resolution on marketing of food and non-alcoholic beverages to children, has asked the member-states to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

Source: IE