

The FSSAI plan to nudge you to eat healthy food

Updated: 04 Mar 2022, 01:16 AM IST

- **The Food Safety and Standards Authority of India (FSSAI) will soon start labelling the front of packaged food products with Health Star Rating (HSR). Mint takes a look at the proposal, conceived as a simple way to sensitize consumers about healthy eating.**

The Food Safety and Standards Authority of India (FSSAI) will soon start labelling the front of packaged food products with Health Star Rating (HSR). Mint takes a look at the proposal, conceived as a simple way to sensitize consumers about healthy eating.

What is 'front-of-pack labelling' (FoPL)?

FoPL can nudge people towards healthy consumption of packaged food. It can also influence purchasing habits. FSSAI, a body under the ministry of health and family welfare, had asked IIM-A to conduct a large-scale survey to analyse major FoPL models across the world and identify one that is easy to understand and also induces behavioural changes in Indian consumers. The study endorsed the HSR format, which speaks about the proportions of salt, sugar, and fat in food that is most suited for consumers. Countries such as the UK, Mexico, Chile, Peru, Hungary, and Australia have implemented FoPL systems.