

# ReFoC – Responsible Food Company

: an FSSAI initiative

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# Beyond Legislation

- FSSAI wants to **continuously raise the bar** for responsible food companies in India
- It has developed an **evaluation framework** to **compile and measure** the impact of **practices followed** by **Responsible Food Companies (ReFoC)**

# “Hygiene +” approach

ReFoC covers parameters like :

- Nutritive content
- Upstream and downstream supply chain capacity building
- Promoting social and behavioural change.

# Why ReFoC ? (The objectives of ReFoC)

- Bring together corporate food businesses on a **common platform**
- Create active partnerships among the stakeholders towards promoting the agenda of **safe and nutritious food**
- **Benchmark** food companies, retailers stocking packaged food and fast-food restaurant chains against the **best in class**, thus **raising standards**
- **Share stories** of food companies and **compile the best practices** that can be adopted universally

# Portal-driven

There will be a portal underlying the ReFoC scheme

# SCORING of companies on 5 key themes : on a weighted questionnaire

1. Regulatory Compliance (20%)
2. Nutritious product portfolio (20%)
3. Training & capacity building (15%)
4. Social & behavioral change (adopting SNF Agenda) (30%)
5. Waste Management (15%)

# COMPARISON of scores

- Companies will be reduced to a number for quick comparison
- Accordingly, some companies may be “better” than others
- Would you feel better eating food from a “67%” scored company as opposed to a “58%” company ?
- As a consumer, would you settle for “less than 100%” ?

# Regulatory Compliance

- FSSAI Licenses
- FSMS Guidance Plan
- Periodic Inspection through NABL Accredited Labs
- Product Standards Compliance
- Grievance Redressal



# Nutritious product offerings

- Nutritious products offerings against total products line
- Product lines fortified with essential vitamins/ minerals and registered for F+ logo
- Availability of dedicated display & promotion area for fortified food at POS
- Number of products falling under HFSS foods category

# Social and Behavioural Change

- Promoting Food Safety Culture to engage citizens wherever they are - at home, at the workplace, at school and on the go
- Awareness about Safe & Nutritious Food
- Corporate initiatives on Food Safety through Mass Media

# Waste reduction and recycling (including Food sharing & food donations)

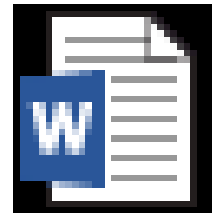
- Mechanism to prevent food loss during food processing & handling
- Promotion of recycling of packaging materials
- Eco-friendly waste management techniques

# Food Safety Training

- Trained food safety supervisor
- Average trainings to food handlers on FSSR compliance (in own/ 3rd party units)
- Upstream & downstream supply chain capacity building

# A quick look at the questionnaire

View the attachment



Microsoft Word  
Document

# Voluntary ... for now

ReFoC would be voluntary for food companies since it is not a regulatory requirement

However, **a list of those companies who wish not to join will be posted on the portal** so that most if not all major food companies join this initiative.

# Peer Pressure ?

Pressure will arise on brands, because there will be numerical scores that the public can compare instantly

**QUESTIONS**



**THANK YOU !**