

'No Palm Oil' labels a marketing gimmick, not a health fact, says IFBA

The Indian Food and Beverage Association (IFBA) has publicly stated that "No Palm Oil" labels prominently displayed on various consumer products are a deceptive marketing strategy rather than a reflection of scientific health facts. The association argues that such labeling practices mislead consumers and undermine the nutritional value of palm oil, which has been a staple in the Indian diet since the 19th century.

Despite its long-standing consumption and documented nutritional benefits, palm oil is facing perception challenges due to these "No Palm Oil" claims. The IFBA emphasizes that this trend prioritizes fleeting marketing gimmicks over robust scientific evidence, potentially hindering India's efforts towards self-reliance in edible oil production and negatively impacting domestic farmers.

The IFBA is advocating for a science-based approach to food labeling. They highlight that palm oil can be an integral part of a balanced diet, noting its absence of trans fats and its rich content of antioxidants and essential vitamins.

The article also references the Indian government's "National Mission on Edible Oils – Oil Palm (NMEO-OP)," an initiative designed to decrease the nation's reliance on imported edible oils and boost domestic palm oil production. This mission has already demonstrated positive economic outcomes for farmers, particularly in states like Telangana.

Reference : <https://retail.economictimes.indiatimes.com/amp/news/food-entertainment/personal-care-pet-supplies-liquor/no-palm-oil-labels-a-marketing-gimmick-not-a-health-fact-says-ifba/122325709>