

# Business Standard

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## Bread makers to stop using controversial chemicals from tonight

Facing allegation about presence of carcinogenic chemicals in their products, a bread manufacturers' body today said they will stop using controversial potassium bromate and potassium iodate as additives from tonight.

The All [India](#) Bread Manufacturers Association, which represents over 90 organised bread manufacturers such as Harvest Gold and Britannia, has, however, asked food safety regulator (FSSAI) to verify the findings of the CSE report that claimed most of the breads sold in the National Capital contained cancer-causing chemicals.

"FSSAI has already said that use of potassium bromate as an additive will be stopped and a notification will be issued within 6-7 days. Hence, we have decided to stop using potassium bromate and potassium iodate voluntarily," All India Bread Manufacturers Association President Ramesh Mago told reporters here.

He, however, said proper scientific study must be done on the issue. "We would go to FSSAI and ask them to verify the claims by CSE," Mago said. When asked as how much time the industry would take to implement it, he said: "It would come in effect immediately. It would not be used in the fresh production from tonight."

Harvest Gold MD Adil Hussain and member executive council AIBMA said: "It's a matter of respecting public opinion. We would use other alternatives such as enzymes and emulsifiers depending on what product we are making." He, however, said the said chemical was in the book, which FSSAI publishes in which 11,000 ingredients are allowed to be used for food products.

"It has been there for almost two decades and not a recent occurrence. The industry

## FSSAI IN NEWS

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is very clear that it's an additive, which is safe and legally allowed by FSSAI in India and FDA in USA and perfectly safe," Hussain claimed.

Mago said that after CSE study claiming that bread contains cancer-causing chemicals, sales have been affected. "We have an impact of around 10 per cent on our sales," he said adding it would return to normal once the controversial substance is not used.

The association represents over 90 branded players of the bread making industry in the country. The estimated size of the Indian bread industry is around Rs 7,000 crore in which 45 per cent is with the organised sector and rest is with small scale players.

On May 23, the Centre for Science and Environment (CSE), while releasing a study had claimed that the bread samples of top brands in Delhi contained cancer-causing chemicals, which had prompted the Union Health Ministry to order a probe.

Nearly 84 per cent of 38 commonly available brands of pre-packaged breads including pav and buns, tested positive for potassium bromate and potassium iodate, banned in many countries as they are listed as "hazardous" for public health, the study claimed.

The bread samples which were tested included brands such as Britannia, Harvest Gold and the fast food chains -KFC, Pizza Hut, Domino's, Subway, McDonald's and Slice of Italy.

Subsequently, FSSAI on May 23 said it has decided to remove potassium bromate from the list of permitted additives while it is examining evidence against potassium iodate before restricting its use.

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