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Government of Jammu & Kashmir

**Office of the Commissioner Food & Drug Administration
Drugs & Food Control Organization, J&K
Civil Secretariat, J&K, Jammu/ Srinagar**

PUBLIC NOTICE

Subject: Mandatory Compliance with FSSAI Guidelines for Sale of Frozen Raw Meat, Chicken and Meat Products.

In the interest of safeguarding public health and ensuring the highest standards of food safety, all Food Business Operators (FBOs) including manufacturers, processors, wholesalers, retailers, cold storage operators, transporters, and e-commerce platforms are hereby directed to strictly comply with the provisions of the Food Safety and Standards Act, 2006 and the Food Safety and Standards (Packaging and Labeling) Regulations, 2020 with regard to the handling, storage, distribution, and sale of frozen raw meat, Chicken and meat products. The sale of such packaged food products without proper and complete label declaration are strictly prohibited.

“Fresh Meat means meat that has not been treated in any way to ensure its preservation and it is sold soon after .

“Chilled Meat means”- Fresh meat subjected to chilling in such a way that the product attains and is maintained at a temperature between **0°C and 4°C** for extending short-term shelf life.

“Frozen Meat means”-Meat that has been previously chilled and then subjected to freezing in appropriate equipment so that the product attains a temperature of **-18°C or lower** to preserve the meat for long-term storage and transportation.

The Frozen meat and meat products must be stored and transported at a temperature of **-18°C or below** at all stages, from production to the point of sale. Short-term chilled storage at **4°C** is permissible only for a maximum of two to four days prior to consumption. Products stored at **-18°C** or below should be consumed within twelve months from the date of freezing. All establishments must be equipped with calibrated temperature monitoring devices and must maintain accurate documentary and digital records for verification during inspections.

In accordance with the Packaging and Labeling Regulations, 2020, every package of frozen meat/ chicken must display the following mandatory particulars clearly and legibly:

- Name of the food product.
- Complete list of ingredients.
- Declaration of non-vegetarian status with the prescribed symbol.
- Net quantity.
- Batch or lot number
- Date of manufacture/packing.
- “Expiry” or “Use By” date.
- Storage conditions.
- Name and complete address of the manufacturer, packer, or importer.
- FSSAI license number and logo.

For products sold through e-commerce platforms, the shelf life at the time of delivery must be not less than 30% of the total shelf life or a minimum of forty-five (45) days before expiry, whichever is earlier. All mandatory information must be accessible to consumers prior to purchase, and indicative images of the product must be displayed online. Packaging materials must be of food-grade quality, safe, non-toxic, and compliant with FSSAI standards to prevent contamination. Besides, any product labeled as Halal Certified (voluntary) must meet all FSSAI safety, hygiene, and labeling requirements.

Non-compliance to aforementioned requirements / conditions will attract strict enforcement action under the Food Safety and Standards Act, 2006, rules/regulations made there under, which may include, Seizure of non-compliant stock as well as monetary penalties of Up to ₹5 lakh for sub-standard products (Section 51), Up to ₹3 lakh for misbranded products or missing label declarations (Section 52), Up to ₹1 lakh for insanitary conditions (Section 56), Up to ₹2 lakhs for without FSSAI registration (Section 48), Up to ₹10 lakh without FSSAI License (Section 63).

Furthermore, offenses involving unsafe food are punishable with imprisonment for a term of up to six years, along with a fine of up to ₹5 lakh, in terms of Section 59(iii) of the Food Safety and Standards Act, 2006.

All FBOs must immediately review/ upgrade their operations, ensure complete compliance, maintain updated records, and remove or delist any non-compliant products from their outlets and online sales platforms. Failure to comply will result in swift legal action without any kind of further notice.

THIS NOTICE IS ISSUED IN THE INTEREST OF PUBLIC HEALTH..

Sd/-
(Smita Sethi)
Commissioner
**Food & Drugs Administration,
J&K**

No: FADA-Tech/16/2021-05,

Dated: 20.08.2025

Copy to:

1. Joint Director, Information, Jammu/ Srinagar for information and with the request to circulate the Public Notice through print and electronic media in the interest of public health.
2. Deputy Commissioner, Food Safety, Jammu/ Kashmir – for information.
3. Designated Officer, Food Safety (All) for information.
4. Private Secretary to Secretary to Government, Health & Medical Education Department, Civil Secretariat, Jammu/Srinagar – for information of the Secretary to Government, Health & Medical Education Department.
5. Private Secretary to Divisional Commissioner, Jammu/ Kashmir for information of the Divisional Commissioner, Jammu/Kashmir.
6. Food Safety Officer (All) for information and necessary compliance.
7. PA to Commissioner, FDA, J&K for information of the Commissioner, FDA.


(Shabir Ahmed Lone)
Technical Officer to
Commissioner, FDA, J&K