



**FDA ADVISORY**  
No. 2017-319

13 DEC 2017

**TO: THE GENERAL PUBLIC**

**SUBJECT: Public Health Warning Against the Purchase and Consumption of Unregistered and Unfortified Flour Products**

The Food and Drug Administration (FDA) advises the public against the purchase and consumption of the following unregistered and unfortified flour products:



Figure 1. Unregistered Pillsbury Chakki Atta 100% Whole Wheat Flour (with no Importer's Name and Address)



Figure 2. Unregistered Rajdhani Besan Gram Flour Grade – 1 (with no Importer’s Name and Address)

FDA post-marketing surveillance (PMS) activities have verified that the abovementioned flour products have not gone through the registration process of the agency and have not been issued the proper authorization in the form of Certificate of Product Registration. Pursuant to Republic Act No. 9711, otherwise known as the “Food and Drug Administration Act of 2009”, the manufacture, importation, exportation, sale, offering for sale, distribution, transfer, non-consumer use, promotion, advertising or sponsorship of health products without the proper authorization from FDA is prohibited.

Furthermore, the above unregistered flour products are non-compliant to Republic Act No. 8976, otherwise known as the “Philippine Food Fortification Act of 2000”, which states that “wheat flour is to be fortified with Vitamin A and Iron.” The law also requires that the label of fortified staple foods should include statement of the added fortificant and the amount present within the shelf life of the product.

Similar products namely **PILLSBURY Chakki Atta Stone Milled Whole Wheat Flour**, imported by companies Jusisa Trading and Sitla Incorporated and **RAJDHANI Besan Gram Flour** imported by Ramsi Trading are registered under the FDA. The unregistered, non-fortified flour has different Nutrition Facts in comparison with the fortified flour.



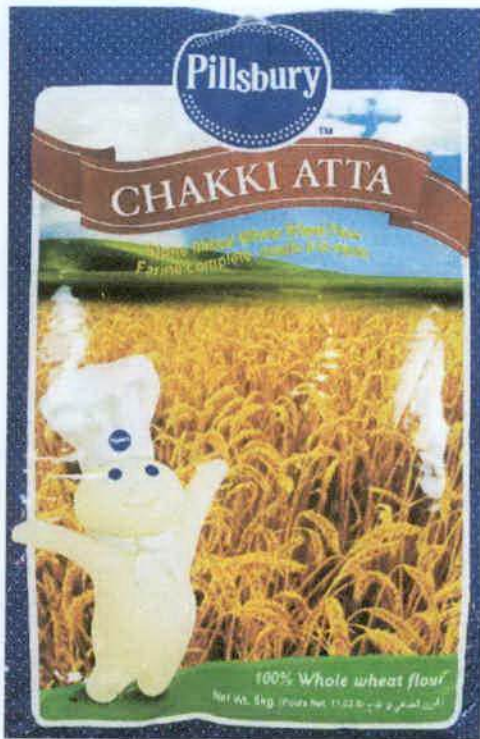


Figure 3. Registered PILLSBURY Chakki Atta Stone Milled Whole Wheat Flour under the Company Jusisa Trading



Figure 4. Registered PILLSBURY Chakki Atta Stone Milled Whole Wheat Flour under the Company Sitla Incorporated



Figure 5. Registered RAJDHANI Besan Gram Flour under the Company Ramsi Trading

Nutrition Facts/Nährwerte/ Nutritive/Nutrición :	
Serving Per package: 33	Serving size: 30g
Energy (Kcalorie) / Energie / Energía / كالميا	208 Kcal
Fat / Fett / Fat / Grass / دهون	1.8 g
Protein / Eiweiß / Proteins / Proteína / بروتين	32.7 g
Salt / Salz / Sodium / Sodio / ملح	0.2 g
WHOLE WHEAT FLOUR / FARINE COMPLETE / HARIN DE MEL / WEIZENVOLLKOMMERL / HARINA DE TRIGO INTEGRADO / حنظل / HARINA DE TRIGO INTEGRADO / SELURUH GANDAM / KOKOJYVAHÄNÄMÄ / FULLY COOKED WHEAT FLOUR / دقيق القمح الكامل / الحنظل	

Nutrition Facts/Nährwerte/ Nutritive/Nutrición :	
Serving Per package: 33	Serving size: 30g
Energy (Kcalorie) / Energie / Energía / كالميا	190 kcal
Protein / Eiweiß / Proteins / Proteína / بروتين	32.7 g
Fat / Fett / Fat / Grass / دهون	1.8 g
Saturated fat / gesättigte / دهون مشبعة	0.1 g
Total Fat / الدهون	1.8 g
Cholesterol / الكوليسترول	0 g
Carbohydrates / Kohlenhydrate / Hidratos de carbono / Hidratos de carbono / كاربوهيدرات	25.0 g
of which sugars / Zucke / Zucker / Glucose / سكريات / سكر	0.1 g
Fiber / الفايبر	0.2 g
Sodium / الصوديوم	0.2 mg
Iron / الحديد	0.2 mg
VE A (as Retinol) / فيتامين أ	25%
*Recommended Energy and Sodium intake for each adult 19-30 years of age	
Fortified with Vitamin A and Iron	

Figure 5. Nutrition Facts of a Non-fortified Flour (Left) vs. a Fortified Flour (Right)

In light of the above, the public is advised not to purchase the aforementioned violative products. Moreover, the public is advised to be vigilant against food products that might not be duly registered with FDA. Always check if a food product has been registered with FDA before purchasing it by making use of the embedded *Search* feature of the FDA website accessible at [www.fda.gov.ph](http://www.fda.gov.ph).

All concerned establishments are warned not to distribute the above-identified violative food products until they have already been covered by the appropriate authorization (product registration), otherwise, regulatory actions and sanctions shall be strictly pursued.



All Local Government Units (LGUs) and Law Enforcement Agencies (LEAs) are requested to ensure that these products are not sold or made available in their localities or areas of jurisdiction.

For more information and inquiries, please e-mail us at [info@fda.gov.ph](mailto:info@fda.gov.ph). To report continuous sale or distribution of the above unregistered and unfortified flour products, utilize our online reporting facility, **eReport**, at [www.fda.gov.ph/ereport](http://www.fda.gov.ph/ereport), or e-mail us via [report@fda.gov.ph](mailto:report@fda.gov.ph), or call us at the Center for Food Regulation and Research (CFRR) hotline (02) 857-1991 to 93.

Dissemination of the information to all concerned is requested.



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Director General

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