

Food Health & Safety Symbol in Iran

Payam Peymani

Pharm.D

**Health Policy Research Center, Shiraz University
of Medical Sciences, Shiraz, Iran.**

Ministry of Health & Medical Education

14-15 November 2011

Health Policy Research Center

Introduction

- **Mission:**

- ❖ Creating a competitive atmosphere for evaluating the domestic food products and granting the Health & Safety Symbol in order to improve the quality of products and reduce the consumption of harmful ingredients.

- **Safe and Secure Food:**

- This term should be used for the products which are manufactured from healthy ingredients in a safe and hygienic condition .

Food Safety in Iran:

- ❖ In Iran, as well, the Ministry of Health & Medical Education [2005] has established a special symbol for food quality and safety.
- ❖ The symbol consists of a green apple (resembling health) and the words safety and health which are written next to the apple figure.



Figure1.Heath & Safety Symbol

Advantage of Health & Safety Symbol (Apple Symbol):

- 1-Improving the safety and quality of the food products
- 2-Making it easy for the consumers to find out which brands are the best, according to quality and safety
- 3-Creating a competitive atmosphere for the producers

✓ The Measures of Evaluation for Granting the Symbol:

The evaluation will be based upon the executive (implementing) regulations of the Symbol of Health & Safety.

The Expected Outcomes for Granting the Health & Safety Symbol:

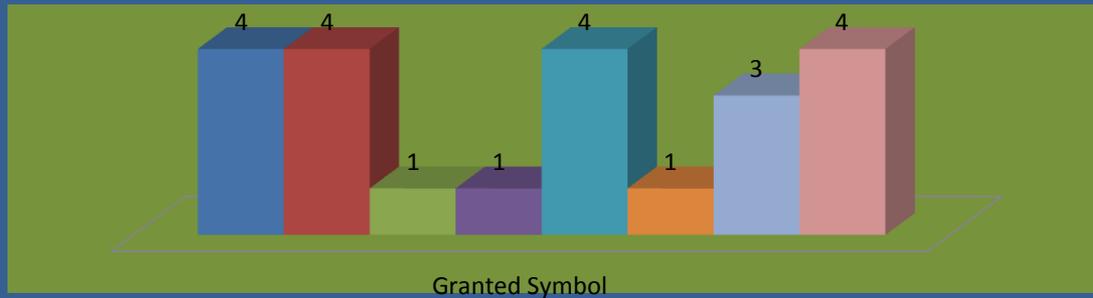
- ❖ The public health will be improved if healthy and safe products are chosen and consumed; and this won't be possible, unless we increase the public knowledge about Health & Safety Symbol.
- ❖ If people have enough information about this symbol, they will choose safer and healthier brands.
- ❖ In addition, public attitude will have a great impact on the companies and the producers will be encouraged to improve the quality of their products.

The results of performed measures:

- Developing (compiling) the implementing regulations for granting Health & Safety Symbol.
- Developing the guidelines (manuals) for monitoring brands which have been granted the Symbol.
- Forming the Expert Committee in order to investigate the documents of 280 products

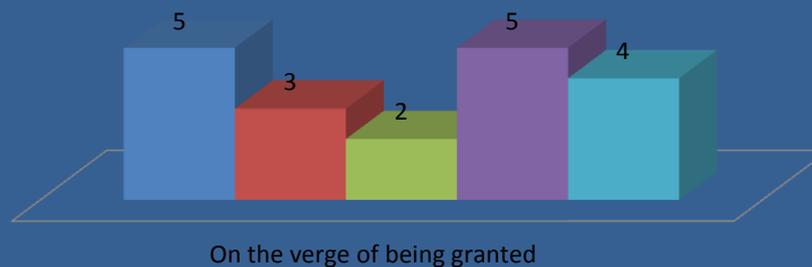
The number of products which have been granted the Symbol according to Seperate Medical Universities of province

■ Iran ■ Mashhad ■ Babol ■ Fars ■ Arak ■ Qom ■ West Azarbayjan ■ Boushehr



The number of products which are on the verge of being granted the Symbol according to seperate Medical Universities of provine

■ Iran ■ Mashhad ■ Qazvin ■ Rafsanjan ■ Jahrom



Conclusion:

- The Ministry of Health and the executive Committee of the Food Health & Safety Symbol are supporting the production of special brands which are consisting of natural ingredients instead of the artificial materials(additives) .
- They are also following special strategies to change people's dietary habits to the healthier ones. For instance, they support the addition of vitamins, calcium and the other useful elements to the products .
- They also encourage the dairy companies to produce more probiotic products.
- Increasing the rate of olive oil consumption instead of the other types of oils can be defined as another important goal for the Ministry of health which could have a great impact on the rate of Cardiovascular diseases in the society.
- We can say as a conclusion that the improvement of the quality of food materials, through granting the Food Health & Safety Symbol, can be regarded as an important step for the promotion of health condition in the society.

Acknowledgment :

- Food and Drug Control Laboratories, Ministry of Health and Medical Education, Tehran, Iran

*Thanks for your Attention and
Time During This Presentation!*

مرکز تحقیقات سیاست‌گذاری سلامت
Health Policy Research Center