



2: Separate standards for different products

- **Politics of regulations: widen the scope of the regulation so that it is:**
 - **A. impractical and unfeasible;**
 - **B. impossible to implement;**
 - **C. lax and weak.**
- **By clubbing all water based beverages into one regulation that is exactly what happened. The fruit juice, malt beverage clubbed together with coke and pepsi.**



Clubbing results is weak standards

- **Companies already meet the stringent heavy metal norms in their products. But they want lax standards. Asking for Juice standards set by CODEX.**
- **Take Mercury** (highly toxic):
- In drinking water: 1 ppb
- In juices: 1 ppm (**1000 times higher**)
- Industry wanted CODEX juice norms for soft drinks.

JPC report: separate standards for separate products



Distinct category exists

- **JPC: Cannot regulate if “significantly different ingredients”**
- **Indian regulations already have a distinct category for soft drinks. Under:**
 - **Carbonated water** as defined under item A 01.01 of Appendix B of PFA Rules, 1955;
 - **Sweetened aerated water** with no fruit juice or fruit pulp or containing less than 10 per cent of fruit juice or fruit pulp under Part II (D) of Fruit Products Order (FPO), 1955;
 - **Carbonated Beverages** defined under IS 2346-1992 of Bureau of Indian Standards.
- **Separate standard for other water based beverages: fruit nectar, synthetic syrups, and fruit juices exist. Keep as separate categories.**