



A REVIEW

Consumer awareness on food adulteration

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Abstract : Food provides us required nutrients and plays a vital role in maintaining proper health. Food helps in keeping our immune system healthy to prevent and cure diseases. When additional substances are added in food to reduce its quality in order to increase quantity is called food adulteration. Today, as consumer we all are facing this deadlier and serious problem of consuming adulterated food in one or the other way. Consumption of adulterated food can cause many diseases; some adulterants may even lead to death. But many of the consumers do not know about all such malpractices happening in the market and is facing lots of losses in terms of health and money. On the other side many producers and sellers are continuing these deadly practices to compete cutthroat competition, to get maximize profits, sometimes to increase shelf life of product or to attract consumer. The study is to focus food adulteration practices happening in the market and the awareness levels of consumers regarding the food adulteration and its effects.

Key Words : Consumer, Food adulteration, Awareness

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