

ABSTRACT

This study relates to the subject of "food adulteration" in Karachi, Pakistan. Due to exhaustive nature of subject, study is limited to edible oil and ghee. Edible oil and ghee is a commodity which is consumed by every person thus its impurities can cause adverse effects on the health of population. The manufactures of ghee and oil take undue advantage of poor affordability and ignorance of the consumers, carrying out adulteration and producing substandard products which are highly injurious to health. Comparison between the quality of oil/ghee available in the market vis-à-vis standard high quality fully processed oil/ghee in order to highlight the variation in the price, ingredients and above all the effects on health of consumers. The modus operandi was designed to study whole chain of consumption starting from manufacturers, wholesalers and retailers in Karachi; demands of the supply chain, understanding of the law regarding food adulteration, technical aspects of manufacturing, a meticulous survey of the market and authentic lab tests of various ghee and oil brands were carried out. Samples of Forty different brands of cooking oil/ghee were obtained and sent to reputed labs in Karachi to determine organic nutritional values such as melting points, iodine rancidity and overall quality of material. Interviews of manufacturer's middleman, wholesalers, retailers, consumers and regulatory authorities were recorded. Research revealed, besides adulteration some unethical practices came to light that has corrupted the entire supply chain of oil and ghee in Karachi. Except few high class restaurants, unfortunately most of the other restaurants and nimko shops are using used or recycled oil and ghee and playing with the health of the people. The authorities have failed to take cognizance of this malpractice to bring them to books. Thus it is very difficult for the consumers to differentiate between good and bad products.