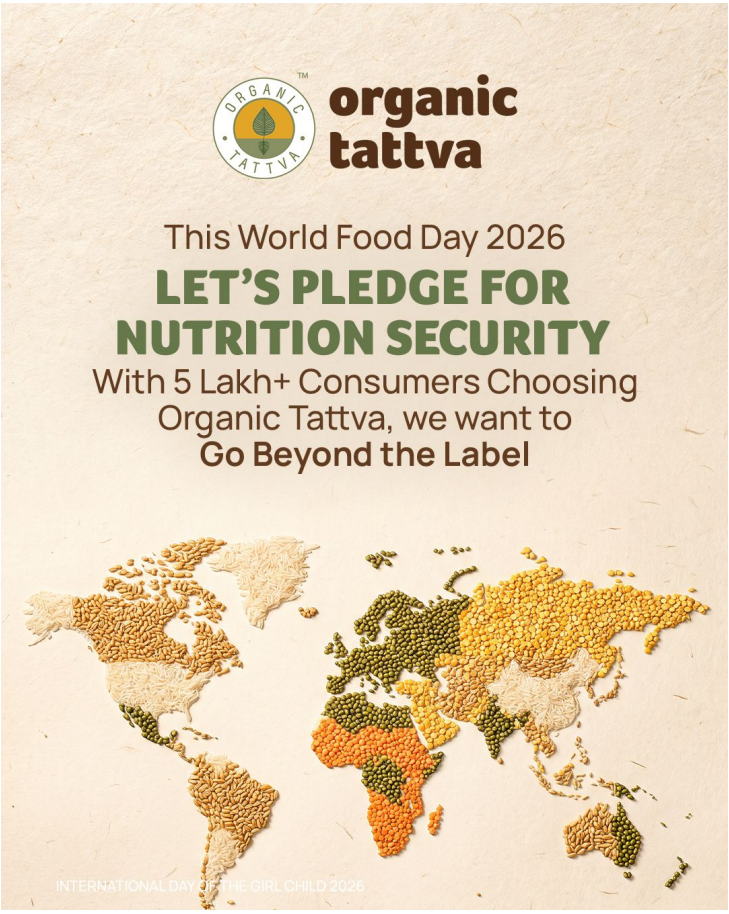
NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Organic Tattva Champions Nutrition Security and Traceability on World Food Day

16 October 2026 | News

Over the years, more than 5 lakh consumers have chosen Organic Tattva



On the occasion of World Food Day, Organic Tattva is taking a pledge for nutrition security. This is a pledge that goes beyond simply having access to food and looks at the quality, purity and integrity of what reaches our plates.

At a time when consumers are increasingly conscious of what they eat, the question is no longer only "What does the label say?" but also "What goes into making the food we eat?" and "Where does that food come from?" Organic Tattva believes that true nutrition security begins much before the food reaches the kitchen or supermarket shelf. It begins at the farm with responsible cultivation practices, ethical sourcing and a commitment to keeping food as close to its natural form as possible.

Over the years, more than 5 lakh consumers have chosen Organic Tattva, reflecting a growing preference for organic, chemical- and pesticide-free food. For the brand, this number represents more than a consumer base; it represents a community of people making a responsible choice about what goes on the plate.

“Our objective is to build a production system that minimises dependence on synthetic agrochemicals and focuses on soil health, biodiversity and responsible crop management. At Organic Tattva, our approach goes beyond the finished product and the information printed on its label. We look at the entire value chain from sourcing and cultivation practices to processing, testing and the power of traceability. This is important because the nutritional and safety profile of food is ultimately influenced by what happens long before it reaches the consumer’s plate,” said, Co- Founder, Rohit Mehrotra.

“At Organic Tattva, we don't look at ourselves simply as a brand selling food. We are consumers too. We eat the same food, cook for our families and make the same choices that millions of Indian households make every day. We believe in going beyond reading the label and looking at what lies behind it, the way food is cultivated, sourced and brought to consumers. This World Food Day, we encourage every person to understand the power of traceability and question what goes on their plate,” said Co-Founder Kriti Mehrotra.