

Advances in implementation of Decree 272/018 on Front-of-Package labelling of foods packaged in the absence of customer

Pushing and Pulling: The Caribbean Experience moving towards Front-Of-Package Nutrition Labels

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Ministry of Health

Uruguay



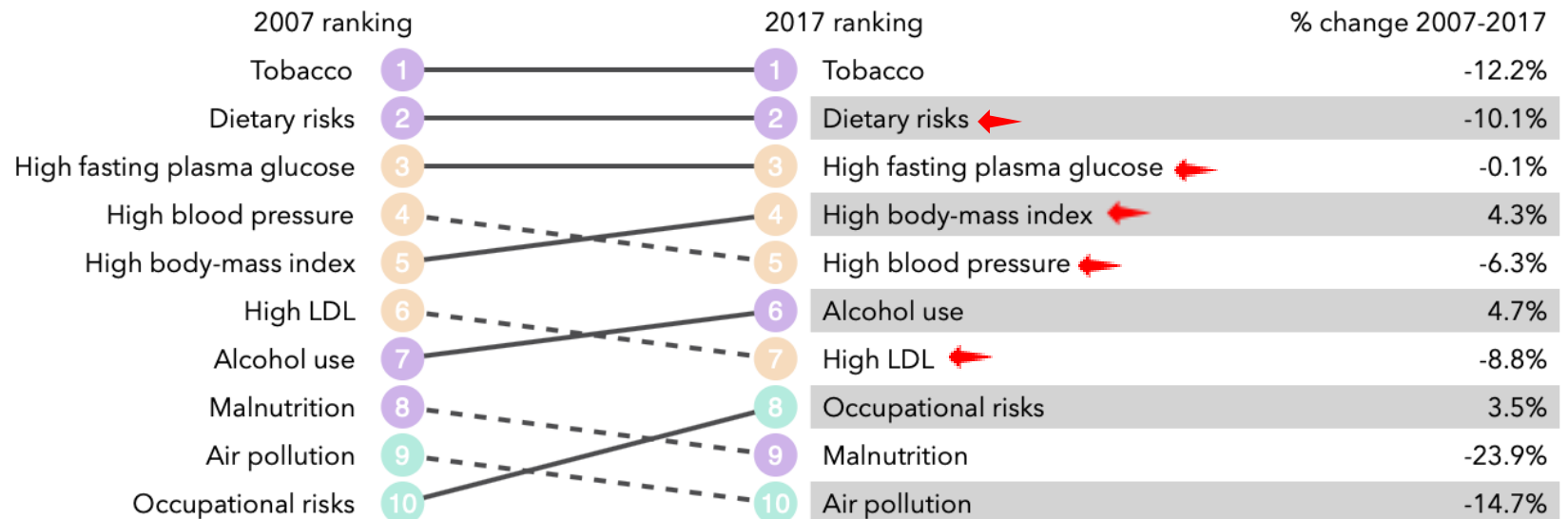
Outline

- Background
- Front-of-package labelling
- Decree 272/018 on Front-of-package labelling
- Barriers for implementation
- Challenges for implementation

Top 10 DALYS by risk factors in Uruguay, 2007 – 2017



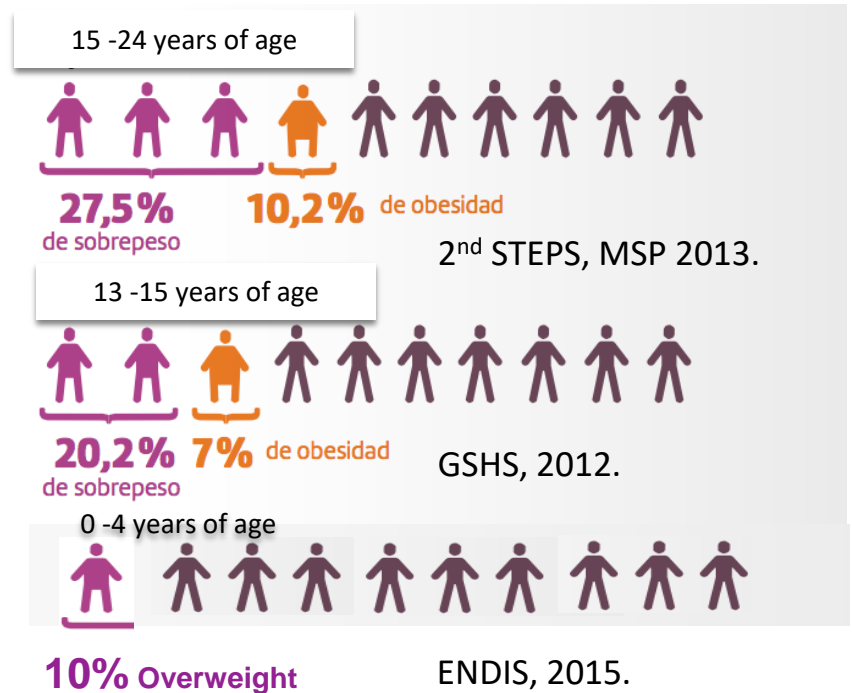
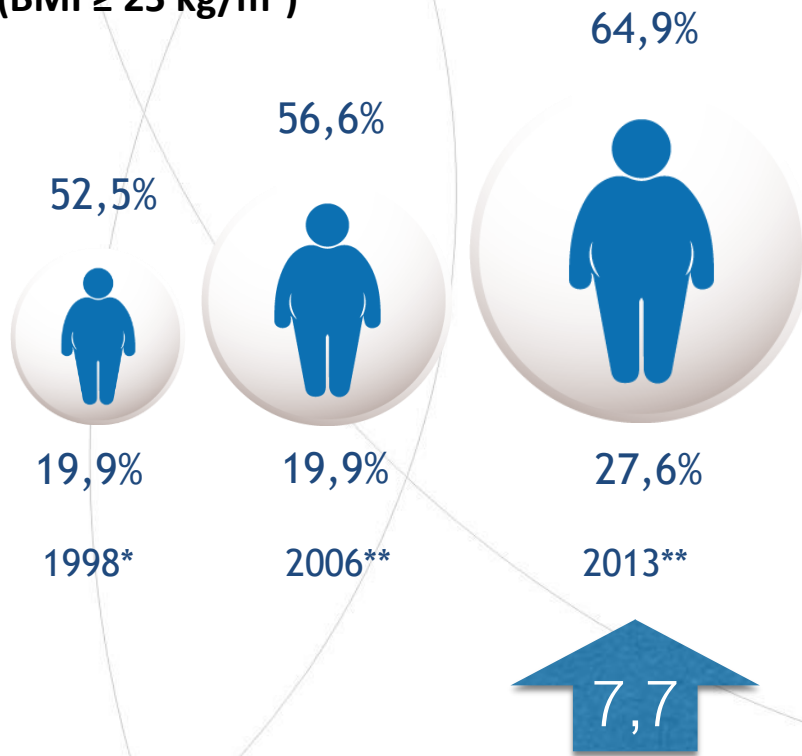
- Metabolic risks
- Environmental/occupational risks
- Behavioral risks





Overweight and obesity in Uruguay

Overweight in adults 25 to 64 years (BMI ≥ 25 kg/m²)





Dietary patterns, Uruguayan population

- 90,9% of adults consume **less** than 5 portions of fruits and vegetables per day.

STEPS 2013

- 24,4% of adolescents consume **five or more times per day** fruits and vegetables.

GSHS 2012

- 1 of every 5 children 2 to 6 years of age **drinks sweetened beverages** when thirsty.

ENDIS 2nd. Survey

- 7 of 10 adolescents **drink sweetened beverages every day.**

GSHS 2012

- 1 of 10 adolescents **eats fast foods 3 or more times per week.**

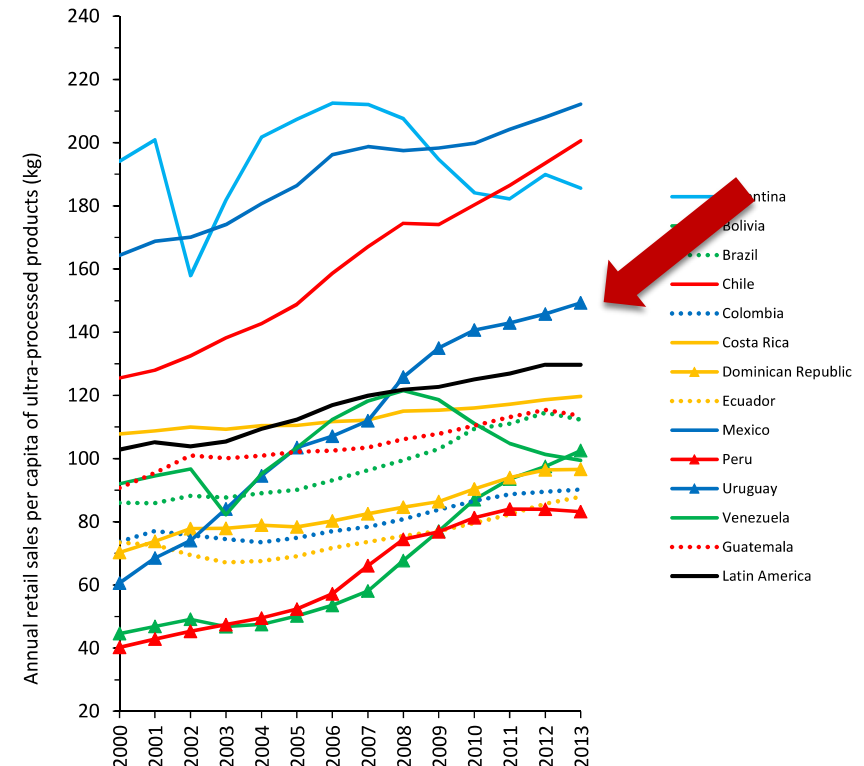
GSHS 2012



Shifts in dietary patterns

Annual retail sales per capita of ultra-processed food and drink products in 13 Latin American countries, 2000–2013

- SSB sales tripled between 1999 and 2013, from 45.4 liters per person per year to 123.7*
- Sales of ultra-processed products almost doubled, from 15.2 kilograms per person per year to 25.6*
- Affordability of SSBs increased at a yearly rate of 3.5% between 1997 and 2016**



Ultra-processed products here include carbonated soft drinks, sweet and savory snacks, breakfast cereals, confectionery (candy), ice cream, biscuits (cookies), fruit and vegetable juices, sports and energy drinks, ready-to-drink tea or coffee, spreads, sauces, and ready-meals. Quantity in liters is converted into kilograms. Sales data are from the Euromonitor Passport Database (2014) (38).

* PAHO. Ultra-processed food and drink products in Latin America: Trends, impact on obesity, policy implications. Washington, DC: PAHO, 2015.

** Paraje G, Pincheira P. Asequibilidad de cerveza y bebidas azucaradas para 15 países de América Latina. Rev Panam Salud Publica. 2018;42:e49.



National Health Objectives 2020





National policy for prevention of overweight and obesity

- Lines of action
 - Communication for behavioral and cultural change
 - Breastfeeding and complementary feeding practices in young children
 - Regulation of marketing of breastmilk substitutes
 - Dietary guidelines for the Uruguayan population integrated in public policies
 - Strengthening of food and physical activity in school environments (Law 19.140 on healthy diets in schools, 2013)
 - Progressive elimination of industrial trans fat (Decree 114/2018, entry into force, October 2019)
 - **Front-of-package labelling**
 - Voluntary reduction of salt and sugar in processed foods program
 - National program for control of overweight and obesity within the National Integrated Health System
- Decree 369/018, 9 de November 2018, creating the National Honorary Council of Policies for prevention of overweight and obesity *



Front-of-package labelling

Objective

- Provide objective information to the population, through a simple and accessible tool, that allows the identification of packaged foods with excessive content of critical nutrients

Scope

- Focused on nutrients that are associated to the development of obesity and NCDs



Front-of-package labelling

Process of development and implementation

Intersectoral working group convened – August 2016

Review and analysis of evidence – National evidence

Identification of critical nutrients and threshold to define excess – PAHO nutrient profile model

Graphic system for FOP – National evidence

Development of draft decree

National and international public consultation – June to August 2017

Flexibilization of criteria and increase of timeframe for implementation in draft decree

Approval of Decree in Cabinet ministers (29 August 2018) and bill sent to Parliament

Regulation implementation – 31 August 2018 to 1 March 2020

Monitoring and evaluation – 2019 to 2022



Nutrient Profile Model and graphic system

| Criteria to define excess of sodium, sugars, fat and saturated fat | | |
|--|-------------------------------------|--|
| Nutrient | PAHO NMP | Decree 272/018 – Annex II |
| Sodium | 1 mg per 1 kcal or 360 mg per 100 g | 8 mg per 1 kcal or 500 mg per 100 g |
| Sugar | 10% of total caloric value | 20% of total caloric value and 3 g per 100 g |
| Fat | 30% of total caloric value | 35% of total caloric value |
| Saturated fat | 10% of total caloric value | 12% of total caloric value |



Each symbol should be placed in the front of the package. The size of the symbol according to the area of the front of the package



Decree 272/018 on Front-of-Package labelling

- Approved in Cabinet on 29 August 2018
- Decree incorporated to National Food Regulation, 1994
- Provides 18 months to importers/producers to adapt to the regulation
- Recommends to include activities in schools to promote a healthy diet
- Importers/producers are responsible for accuracy and legibility of the FOP label
- Characteristics of the system are described in annexes

CM/ 7 05

Ministerio de Salud Pública

MINISTERIO DEL INTERIOR

MINISTERIO DE RELACIONES EXTERIORES

MINISTERIO DE ECONOMÍA Y FINANZAS

MINISTERIO DE DEFENSA NACIONAL

MINISTERIO DE EDUCACIÓN Y CULTURA

MINISTERIO DE TRANSPORTE Y OBRAS PÚBLICAS

MINISTERIO DE INDUSTRIA, ENERGÍA Y MINERÍA

MINISTERIO DE TRABAJO Y SEGURIDAD SOCIAL

MINISTERIO DE SALUD PÚBLICA

MINISTERIO DE GANADERÍA, AGRICULTURA Y PESCA

MINISTERIO DE TURISMO

MINISTERIO DE VIVIENDA, ORDENAMIENTO TERRITORIAL
Y MEDIO AMBIENTE

MINISTERIO DE DESARROLLO SOCIAL

Montevideo, 29 AGO 2018

VISTO: el Reglamento Bromatológico Nacional aprobado por el Decreto N° 315/994 de 5 de julio de 1994;-----

RESULTANDO: I) que dicho reglamento determina la normativa general y particular que deben cumplir los alimentos que se van a consumir en el territorio nacional;----

II) que el Reglamento Bromatológico Nacional se encuentra en permanente actualización;-----

CONSIDERANDO: I) que en los últimos años ha habido una fuerte escalada del sobrepeso y la obesidad en la población del país en todos los grupos etarios, que se asocia a una mayor prevalencia de enfermedades no transmisibles a edades cada vez más tempranas;-----



Advances on implementation of Decree 272/018

31 August
2018

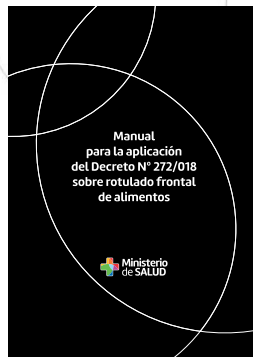
Process in MERCOSUR for a Technical Regulation

1 March
2020

18 months

Publication
on gazette

Application
of FOP



Modification of
authorization
and registry
process

Guidelines for
monitoring
and evaluation

Baseline

Request of
complementary
information
Ordinance
160/019





Practical issues and frequent questions

- Guidelines on placement and size of labels in Application Manual
- Use of claims and other labelling schemes is allowed by current regulation
- All imported/national products have to comply
- Imported products: use of stickers allowed
- Returnable bottles can show seal in bottle cap until March 2023



Barriers for implementation

- Administrative actions presented by national industry
- Objections presented in MERCOSUR and PARLASUR from the trade sectors of Argentina and Paraguay
- Brazil sent several questions and comments directly and through TBT Committee
- Specific trade concern in WTO by Argentina, Colombia, Costa Rica, European Union, Guatemala and USA (initially withdrew by Colombia)



Challenges for implementation

- Baseline developed in coordination with *Intendencia de Montevideo* (local government).
- Guidelines for enforcement in coordination with local governments
- Communication to general population
- Impact evaluation, in coordination with University of the Republic



Thank you!

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