Food warning labels regulation in Chile

• Context
• Action model
• Description
• Implementation
• Pluses and minuses

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NUTRITIONAL SITUATION IN ADULTS MORE THAN 15 YEARS OLD (2016-2017)

Excess Malnutrition 74.2%

1.3% low weight
24.5% Normal
39.8% overweight
31.2% Obese
3.2% Morbid obese

Low W: BMI < 18.5
Normal: BMI 18.5-24.9
Over W: BMI 25-29.9
Obese: BMI 30-39.9
Morbid O: BMI ≥ 40

Data from the Ministry of Health 2017
Nutritional status in children under 6 years

- 62% normal
- 11.4% obese
- 3.1% risk of undernutrition
- 23.2% overweight
- 0.3% undernutrition

Data from the Ministry of Health 2017
Food environment:
Politic, economic, social, cultural and physical environment where life goes influence people behavior
FOOD AND NUTRITION NATIONAL POLICY

**Purpose:**
To bring the context to develop laws, regulations, strategies, projects, programs and plans related to food and nutrition

**Principles Areas:**
- Food safety
- Nutritional quality
- Social Determinants
- Food Environments
- Healthy Feeding
- Health System
LAW 20.606 ABOUT FOOD NUTRITIONAL COMPOSITION AND ITS ADVERTISING
Main goals:
1. Children protection
2. Modify food environment:
   - Food information
   - Marketing content and children exposure
   - School environment

Restrictions to children food marketing

Restrictions on the sales of foods in schools

Front of package warning label
Food Law: Implementation

<table>
<thead>
<tr>
<th>Previously we have:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Mandatory nutrition labelling since 2006.</td>
</tr>
<tr>
<td>✓ Health and Nutritional claims before 2006.</td>
</tr>
<tr>
<td>✓ Strict limits of trans fatty acids contents since 2009</td>
</tr>
</tbody>
</table>

For warning FoPL (and for the Law) we define:

| ✓ Critical nutrients: sugars, saturated fatty acids, sodium and calories |
| ✓ Cut-off values by 100 g or 100 ml |
| ✓ Scope of the law: only added foods, we excluded natural products |
| ✓ Ingredients that add critical nutrients: list of ingredients |
| ✓ Studies to evaluate different logos and warning phrases |
| ✓ Chosen logo: black octagon like stop traffic signal, white letters |
| ✓ Chosen warning phrase: “High in” (calories, sugars, SFA, sodium) |
## Critical Nutrients Cut-off Values

<table>
<thead>
<tr>
<th>Nutrient or Energy Solid Food (more than)</th>
<th>2016</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy kcal/100 g</td>
<td>350</td>
<td>300</td>
<td>275</td>
</tr>
<tr>
<td>Sodium mg/100 g</td>
<td>800</td>
<td>500</td>
<td>400</td>
</tr>
<tr>
<td>Total sugars g/100 g</td>
<td>22.5</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Sat fats g/ 100 g</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nutrient or Energy Liquids (more than)</th>
<th>2016</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy kcal/100 ml</td>
<td>100</td>
<td>80</td>
<td>70</td>
</tr>
<tr>
<td>Sodium mg/100 ml</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Tot sugars g/100 ml</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Sat fats g/100 ml</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
EVALUATION (Dic 2017)

Distribución de resultados de inspecciones realizadas (%)

- 75,2% cumplimiento
- 24,8% inicio de sumarios

N= 4458

Inspections
75% compliance

Logo Recognition

- Sí: 92,9%
- No: 7,1%

N= 1067

Foods with reformulations

- 17,7%
- (n= 5434)

Do you compare the logos to buy foods?

- 2017
  - Sí: 48,1%
  - No: 51,9%
  - N= 727/1512

The presence of logos in foods affects your decision?

- 2017
  - Sí: 79,1%
  - No: 20,9%
  - N= 517/727
Pluses and minuses

Pluses:
• The logo is very easy to understand for all and is easy to see and distinguish of other images on the package so it is really an aid to decide

Minuses:
• The logo is very innovative
“Prefer foods with fewer logos and if they do not have is better”

Thank you very much for your attention

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