

WORLD OBESITY



Webinar series is
supported by a grant from
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Health Programme

Front-of-pack nutrition labelling policies

Thursday 14th November 2019



Agenda

Chair: Johanna Ralston, World Obesity Federation

13:00-13:05 – Welcome

Johanna Ralston, World Obesity Federation

13:05-13:10 – Presentation of WOF's recommendations

Margot Neveux & Lesly Vejar, World Obesity Federation

13:10-13:25 – Nutri-Score: the French experience in the implementation of front-of-pack labelling

Dr Chantal Julia, Université Paris 13

13:25-13:40 – The UK experience: lessons, opportunities and barriers

Sue Davies, Which?

13:40-13:55 – Mexico and front-of-pack labelling: lessons from an international implementation experience

Ana Munguia, Instituto Nacional de Salud Pública

13:55-14h – Q&A



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Webinar housekeeping

- ☐ You should be muted (please double check)
- ☐ Feel free to ask questions throughout
- ☐ Type any questions in the chat box
- ☐ Note that the webinar will be recorded



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Programme

Policy dossiers

The dossiers were launched in 2018. They provide a summary of evidence and resources to help policymakers, NGOs and others when seeking to implement a policy in their country.

You can access all of our dossiers here:
<https://www.worldobesity.org/resources/policy-dossiers>



Sugar-Sweetened
Beverage Tax

SGB TAX



Digital Marketing

DIGITAL MARKETING



School-Based
Interventions

SCHOOL-BASED INTERVENTIONS



City-Level Interventions

CITY-LEVEL INTERVENTIONS



Pregnancy & Obesity

PREGNANCY & OBESITY



Childhood Obesity
Treatment

CHILDHOOD OBESITY TREATMENT



Front-of-Pack Nutrition
Labelling

FRONT-OF-PACK NUTRITION LABELLING



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Implementing Front-of-pack nutrition labelling regulations: Considerations for European policymakers

Margot Neveux
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Lesly Vejar Renteria
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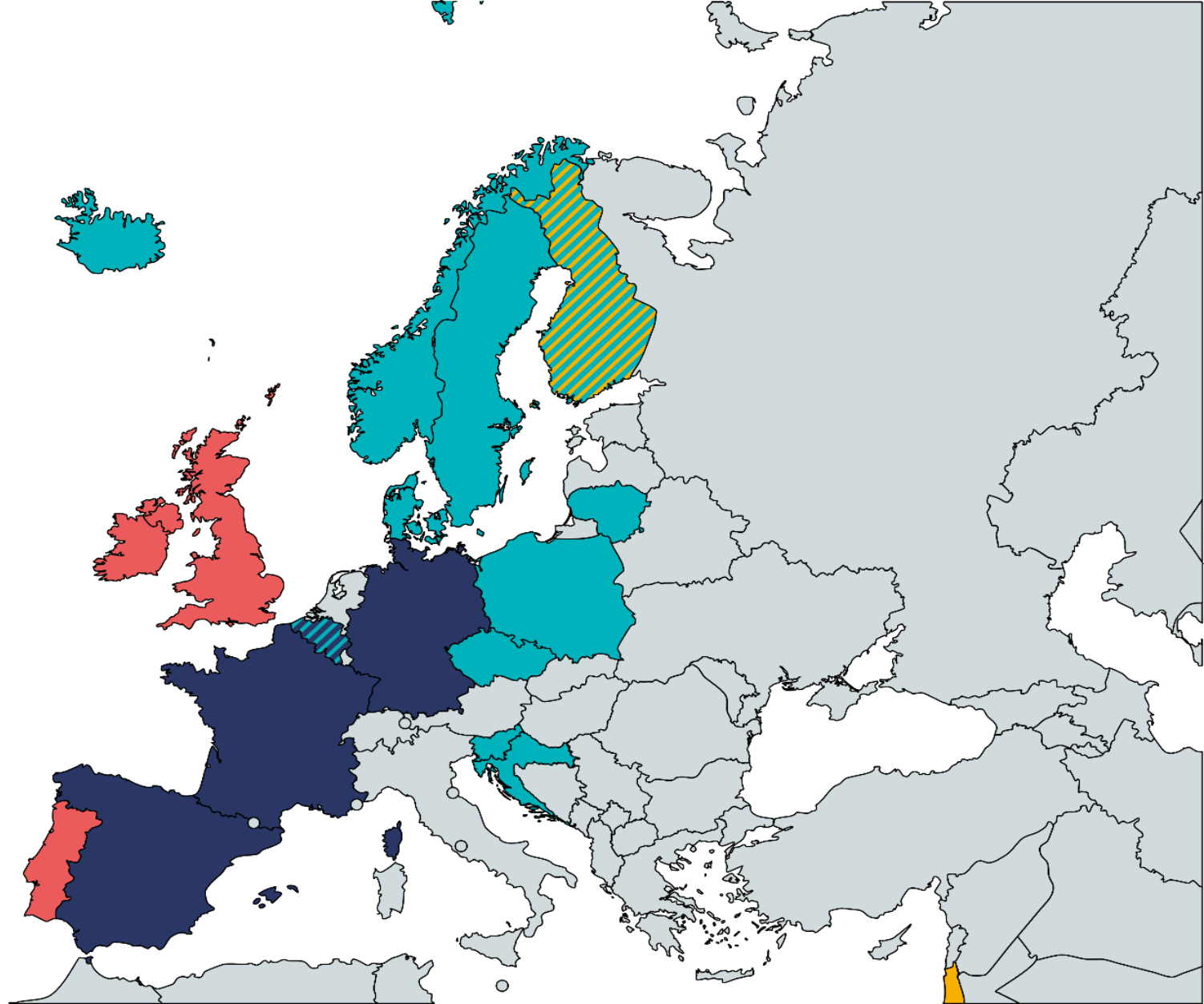
Front-of-pack nutrition labelling (FOPL)

Food labelling is “any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal.”

Source: Food and Agricultural Organization. *Food labelling*.

Government-endorsed FOPL across the EU

- Endorsement logos
- Endorsements logos & Warning labels
- Summary indicator systems (Nutri-Score)
- Nutri-Score & Endorsement logos
- Multiple Traffic Light
- Nutrient specific warning labels



Source: World Obesity Federation.

Examples of front-of-pack nutrition labels

Examples of endorsement logos



Example of a nutrient-specific interpretive system

Each serving (150g) contains

Energy 1046kJ 250kcal	Fat 3.0g LOW	Saturates 1.3g LOW	Sugars 34g HIGH	Salt 0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal

Examples of warning labels



Examples of graded summary indicators



Considerations for the development of FOPL nutrition policies across the EU

- Consider the context
- Develop or adapt a nutrient profiling model
- Adopt a standardised FOPL
- Use the best available evidence of efficacy
- Engage stakeholders, but safeguard processes from conflicts of interest
- Dissemination and education of FOPL
- Develop monitoring and evaluation frameworks
- Use FOPL as part of a comprehensive policy portfolio

Thank you!

Lesly Vejar

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Margot Neveux

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Nutri-Score : history and implementation

Dr. Chantal Julia

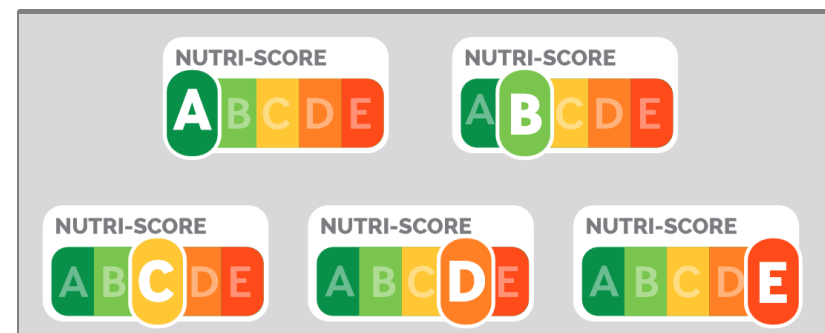
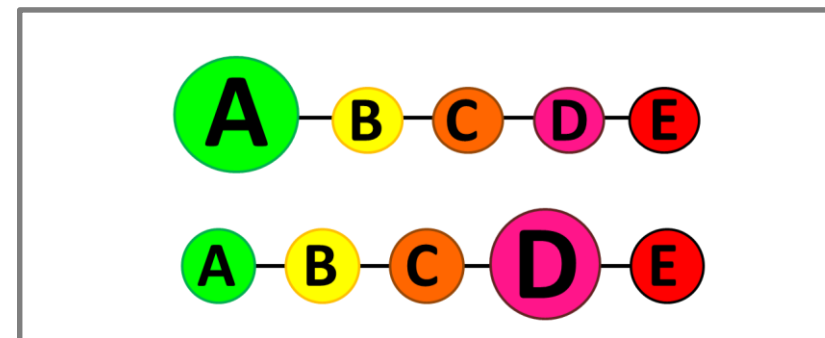
Département de Santé Publique, Hôpitaux Paris Seine-Saint-Denis, AP-HP, Bobigny

Equipe de Recherche en Epidémiologie Nutritionnelle (EREN), Université Paris 13, Inserm, INRA, CNAM

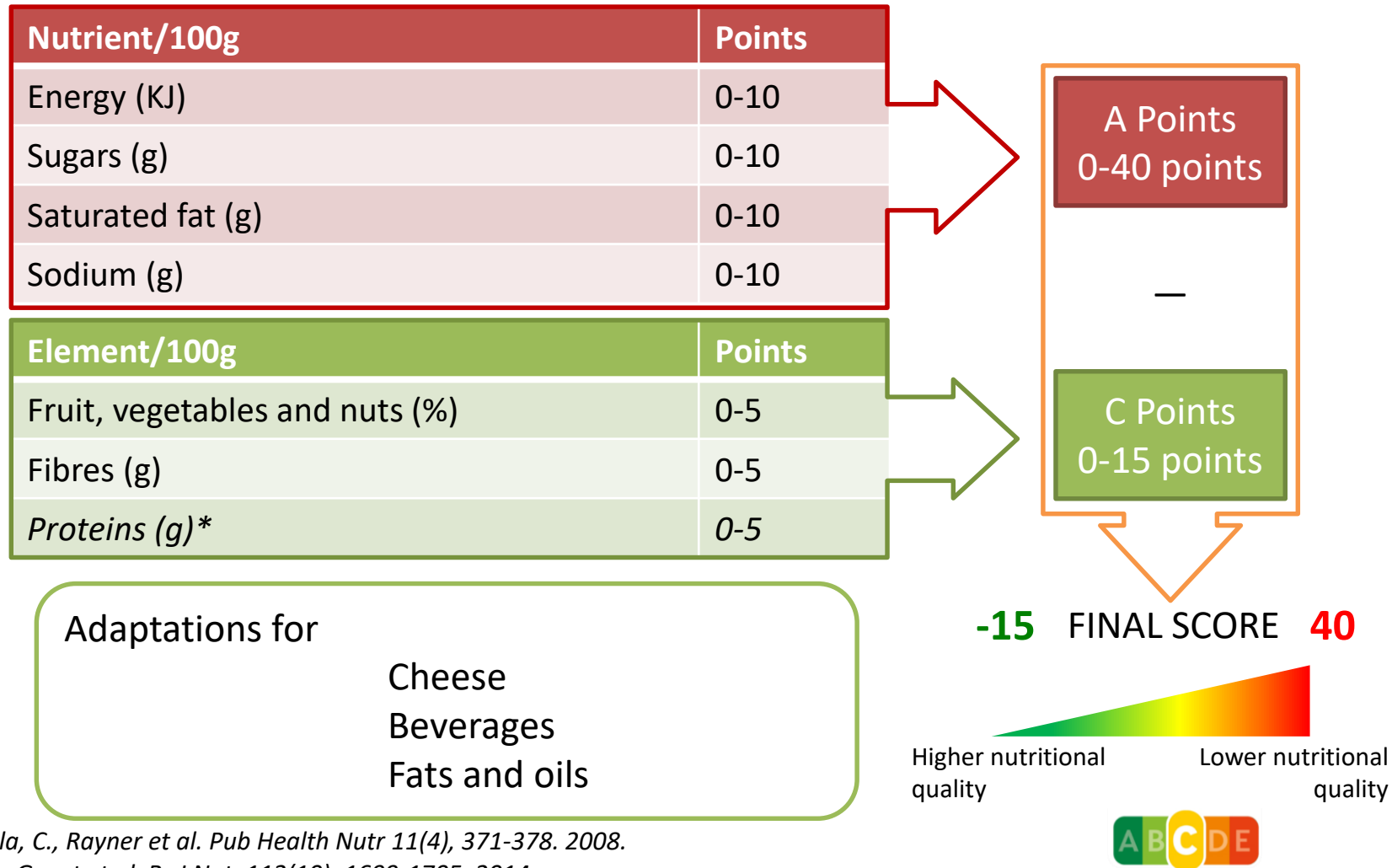
FOPL proposal

- Based on scientific literature
 - Summary labels > nutrient-based labels
 - In particular for vulnerable populations
 - Affixed on all foods > Affixed on a fraction of foods
 - Colour-coded schemes > numerical information
 - Use of ‘semantic’ colours

→ Development of a graded coloured summary label



Nutrient profiling system : FSA/ofcom score



Arambepola, C., Rayner et al. *Pub Health Nutr* 11(4), 371-378. 2008.

Julia, Kesse-Guyot et al. *Br J Nut*, 112(10), 1699-1705. 2014.

Julia, Kesse-Guyot et al., *Nutrition Journal*, (2015) 14:100



Health Law
project

Vote of the Health Law

Decree

Notification to the EU

Signature of Nutri-Score charters

Registration as a brand

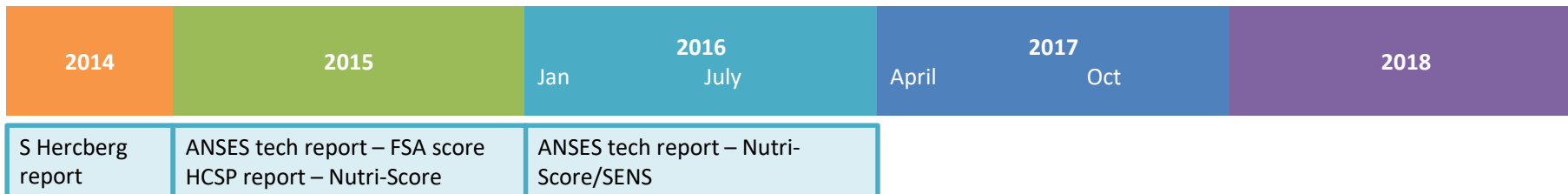


Signature of the decree
31 October

Concertation process
4 alternatives proposed

Steering committee of 'large
scale trial'

Report steering committee
'large scale trial'



Large Scale trial



Experimental economy study

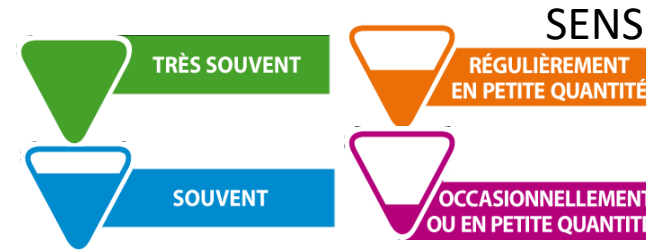
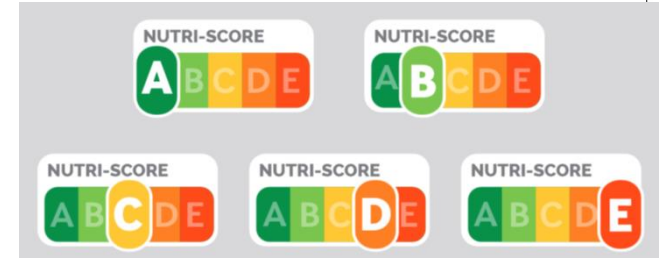
>30 scientific publications of validation studies by independent academic groups

- Nutrient profiling system
- Graphical format

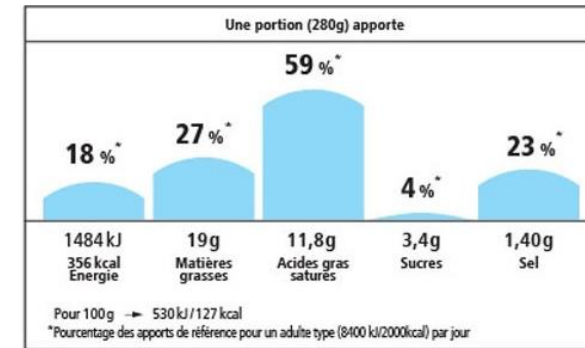
Comparative studies

- Alternatives proposed during the concertation process
- Graphical formats compared
 - Nutriscore
 - SENS
 - MTL
 - Modified Reference Intakes
 - Control : no label
- Modification of purchasing behavior
 - Overall nutritional quality of the items in the shopping cart (FSA score)
- Types of studies
 - Large scale experimentation
 - Experimental economy

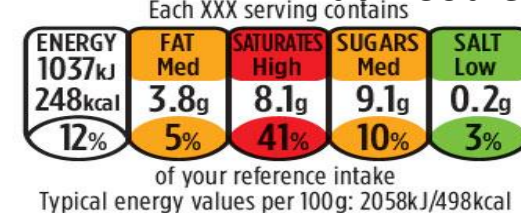
NUTRISCORE



NUTRI-REPERES

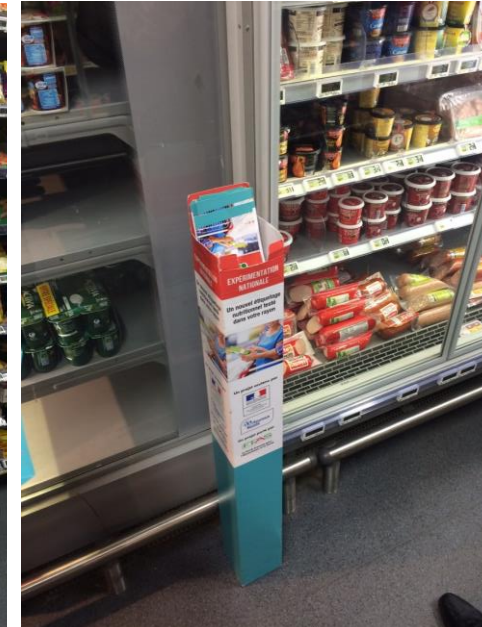
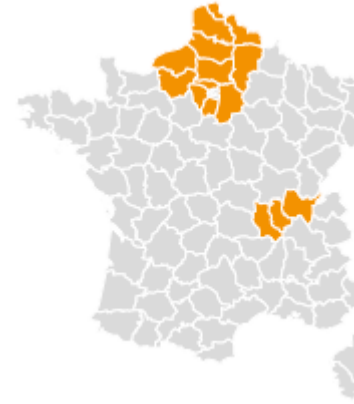


MTL=‘Nutri-Couleurs



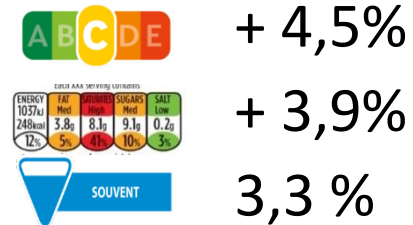
Large scale experimentation

- 60 supermarkets
 - 10 for each label
 - 20 controls
- 4 regions
- 10 weeks
- Intervention
 - Limited to 4 shelves
 - Fresh deli
 - Bread
 - Pastries
 - Canned prepared meals
 - Voluntary
 - Between 63% et 86% of labeled products
- Data collected: receipts



Large scale experimentation

- Improvement of the shopping cart



- Sub-group analysis
 - Nutri-Score: Higher impact in subjects buying discount brands
 - Nutri-Score: No deterioration of the nutritional quality of the shopping cart in any subgroup



Une expérimentation nationale dans votre magasin

Un nouveau logo pour simplifier la lecture des informations nutritionnelles
Le Ministère de la santé, des enseignes de distribution et des marques de l'agroalimentaire vous proposent un étiquetage nutritionnel simplifié pour vous aider à mieux connaître et à mieux choisir les produits alimentaires que vous achetez.

Aussi, c'est dans ce cadre officiel que votre magasin a été sélectionné pour tester un des 4 logos proposés pour améliorer la lisibilité des informations nutritionnelles déjà présentes sur vos produits.

Vous serez PLUS DE 100 000 à participer à cette expérimentation. Merci !
50 magasins sont concernés sur plusieurs régions

DANS VOTRE MAGASIN, ON TESTE LE NUTRI-SCORE

NUTRI-SCORE
A B C D E

Un nouveau logo pour vous aider à prendre en compte la qualité nutritionnelle des produits que vous achetez.

Le principe du test ?
Il consiste à apposer en face avant de vos emballages, dans certains rayons du magasin, un logo conçu pour que l'information soit compréhensible en un coup d'œil.

BON À SAVOIR : des enquêteurs sont susceptibles de vous interroger dans votre magasin sur le système d'étiquetage. Si vous avez le temps et l'acceptez, leur réponse nous aidera grandement à faire avancer la recherche !

Un projet soutenu par :  
Le Fonds Français pour l'Alimentation et la Santé



Un test dont vous êtes le principal acteur et bénéficiaire !

Où trouver les produits avec le NUTRI-SCORE ?
Sur les emballages des produits des rayons :
- Snacks, tartes, plats cuisinés...
- Brioche, croissants...
- Biscuits, biscuits de petit-déjeuner...

Qu'est-ce que le NUTRI-SCORE ?
Le NUTRI-SCORE est un logo qui vous informe sur la qualité nutritionnelle d'un produit grâce à une lettre et à une couleur. Chaque produit est positionné sur une échelle à 5 niveaux allant du produit :
- le plus favorable sur le plan nutritionnel (classé A)
- au produit le moins favorable sur le plan nutritionnel (classé E)



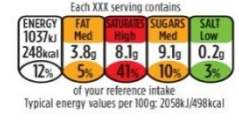

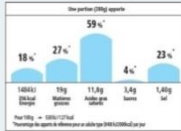
Comment un produit est-il classé ?
Pour classer chaque produit, les nutritionnistes ont mis au point un score qui prend en compte pour 100 grammes, la teneur :
- en nutriments et aliments à favoriser (fibres, protéines, fruits et légumes)
- plus leur teneur est importante, plus le score est proche de A.
- et en nutriments à limiter (énergie, acides gras saturés, sucres, sel)
- plus leur teneur est importante, plus le score est proche de E.
Après calcul, le score obtenu par un produit permet de lui attribuer une lettre et une couleur.

Comment ça marche ?
Rien de plus simple, il vous suffit de faire vos courses comme à votre habitude !
Dans les 3 rayons testés, ce logo vous guide pour comparer d'un coup d'œil la qualité nutritionnelle des produits au sein d'un même rayon.

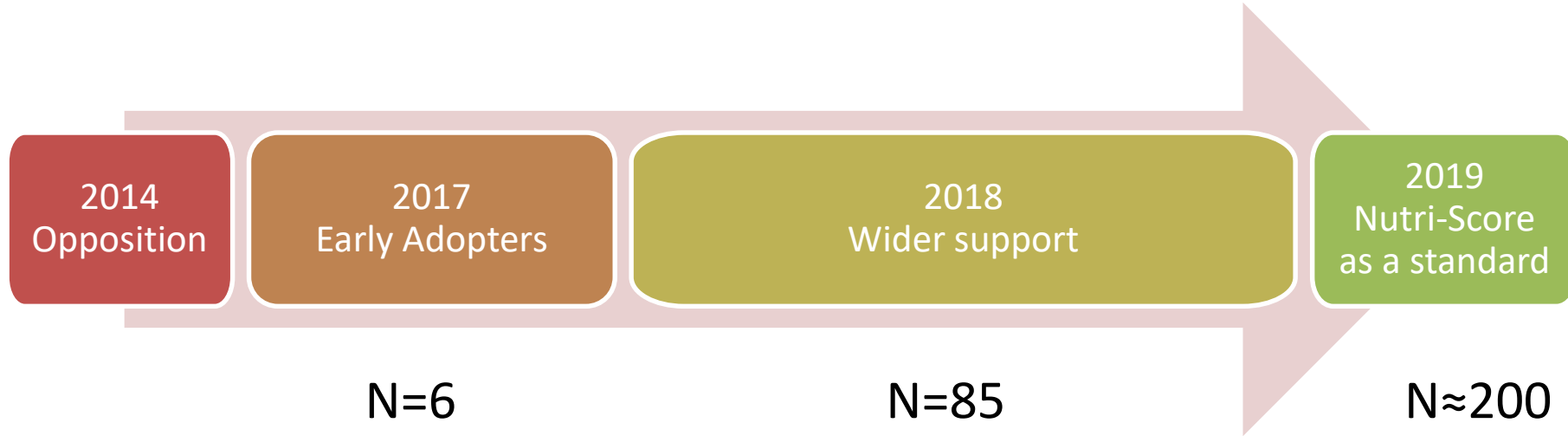
5 logos adaptés à la qualité nutritionnelle de chaque produit :
NUTRI-SCORE A B C D E
NUTRI-SCORE A B C D E
NUTRI-SCORE A B C D E
NUTRI-SCORE A B C D E
NUTRI-SCORE A B C D E
Qualité nutritionnelle

Experimental economy study

- Intervention in controlled setting
 - Controlled and reproducible experimental food store of 290 foods
 - 691 participants
 - Constitution of a shopping cart before and after exposure to a label
- Results
 - The Nutri-Score is associated with the highest improvement
 - Nutri-Score performs best in households with lower incomes

	Nutritional quality	
	Overall	<2000€/m
	+9,3%	+9,4%
	+6,6%	+6,5%
	+4,8%	+3,6%
	+3,6%	+2,1%
	+2,9%	+2,2%
Control	-0,2%	-0,2%

Industry: from opposition to support



Retailers: Intermarché,
Auchan, Leclerc

Manufacturers: Danone,
Mc Cain, Fleury-Michon



Wide population support



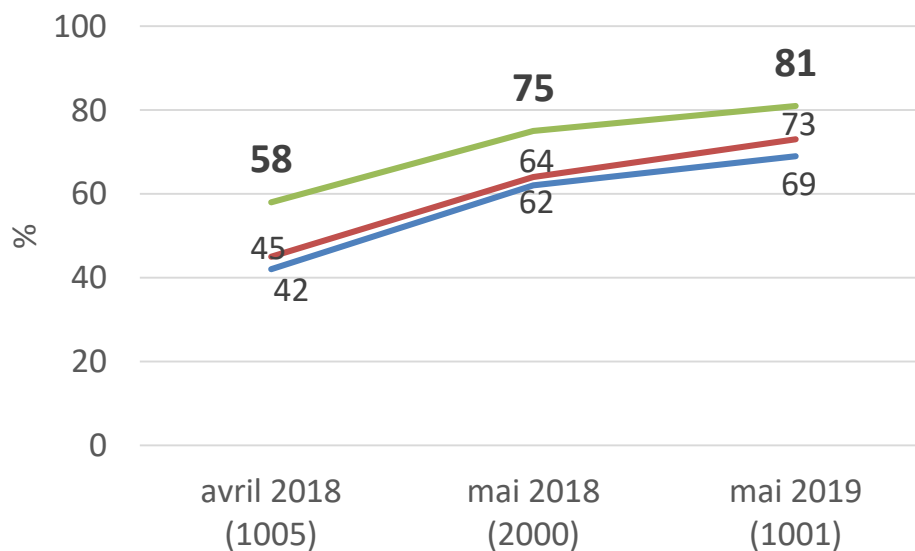
Overall notoriety



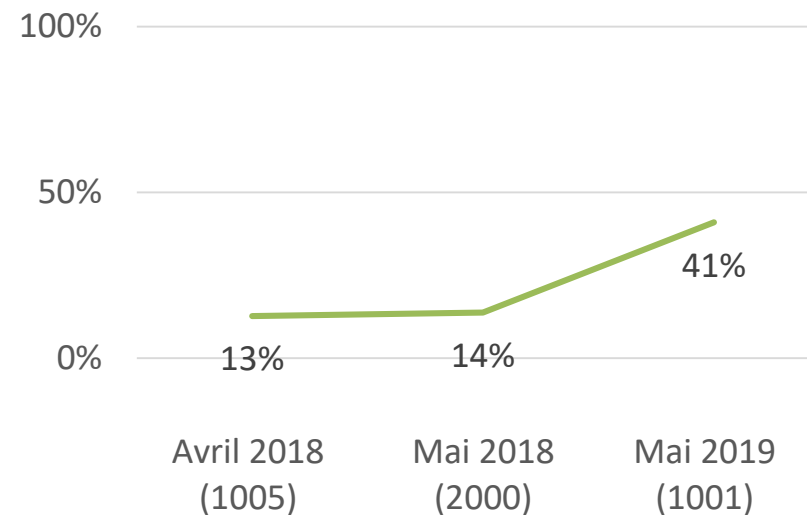
Have heard about the Nutri-Score



Have seen the Nutri-Score



Purchases of products displaying the Nutri-Score (self-report)

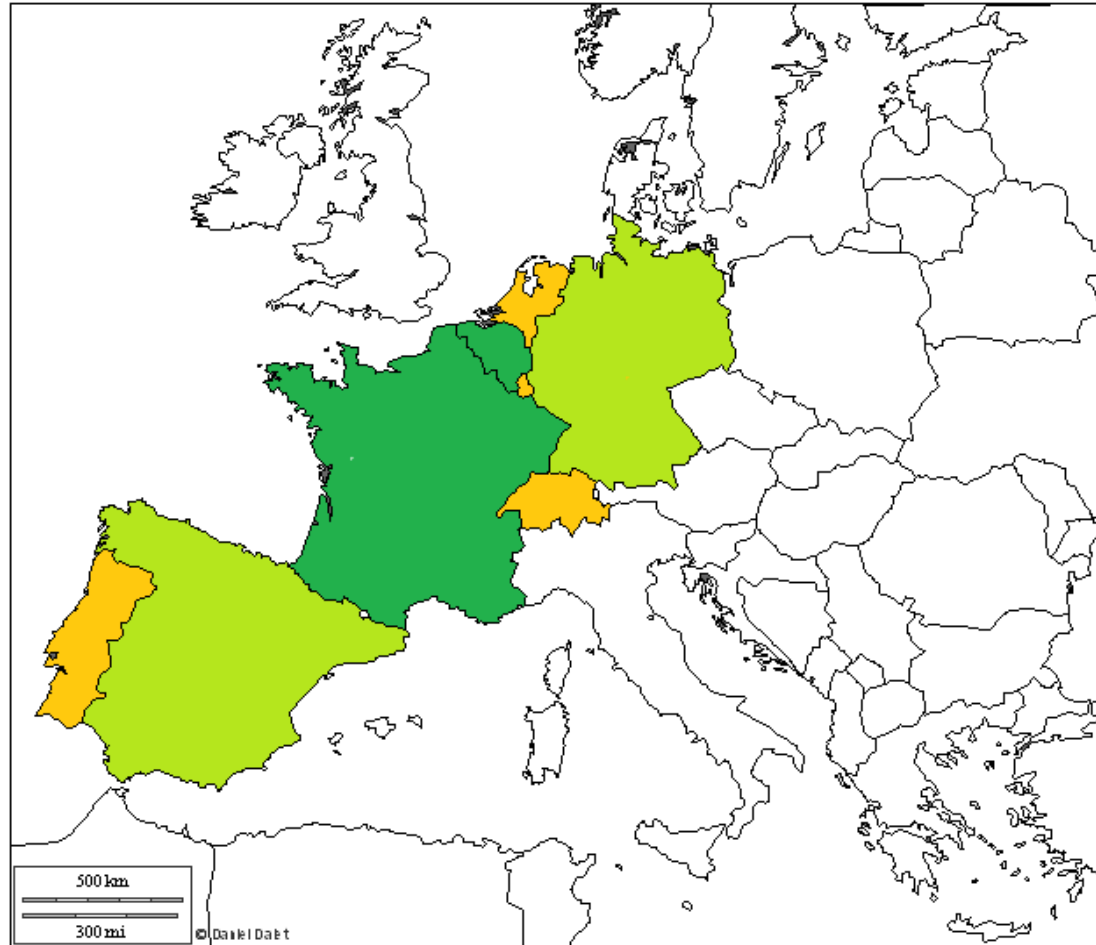





Nutri-Score as official FOPL

- Signature on Oct 2017
- On Jul 2019
 - N≈200 brands registered
 - 25% market share
 - Large and small brands
- Reformulation strategies based on the Nutri-Score



Dissemination in the EU



-  : Countries having adopted Nutri-Score
-  : Countries currently formally adopting the Nutri-Score
-  : Countries considering the Nutri-Score

Thank you



Review of the studies performed on 5-CNL and Nutri-Score Published in Dec 15th, 2017

REVIEW

Development of a new front-of-pack nutrition label in France: the five-colour Nutri-Score

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¹ Paris 13 University, Nutritional Epidemiology Research Team, Centre for Epidemiology and Biostatistics Sorbonne-Paris-Cité (CRESS), Bobigny, France

² Public Health Department, Avicenne Hospital (AP-HP), Bobigny, France

Corresponding author: Chantal Julia (email: c.julia@eren.smbh.univ-paris13.fr)

<http://www.euro.who.int/en/publications/public-health-panorama/journal-issues/volume-3,-issue-4,-december-2017/review3>

Complete list of publications available at

<https://solidarites-sante.gouv.fr/prevention-en-sante/preserver-sa-sante/nutrition/article/articles-scientifiques-et-documents-publies-relatifs-au-nutri-score>

Front of pack nutrition labelling

The UK experience: Lessons, opportunities and barriers

Sue Davies

Head of consumer protection and food policy

The origins of traffic light nutrition labelling

- **2004** - Which? and other public interest groups called for a scheme.
- Many products carried voluntary nutrition labelling on the back of pack, but this was not always used and was not easy to interpret.
- Traffic light nutrition labelling was shown to be most useful to consumers in testing by Which? and by the Food Standards Agency in 2005/6.
- A breakdown of nutrients was important for people.



House of Commons
Health Committee

Obesity

Third Report of Session 2003–04

Volume I

Report, together with formal minutes

Ordered by The House of Commons
to be printed 10 May 2004

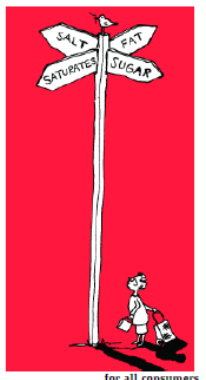
HEALTHY SIGNS?

July 2006

CAMPAIGN REPORT



It can be difficult to work out how much fat, sugar and salt different foods contain – but these are the nutrients that are of most public health significance given high death rates from cancer and heart disease and rising rates of obesity. Many of us shop in a hurry and don't have time to examine the nutrition information panel in much detail. And with greater reliance on processed foods it can be difficult to tell easily which products are healthier and which aren't. New Which? research confirms that multiple traffic light labelling is the most useful system for consumers. Retailers and manufacturers must adopt this labelling scheme on the front of the pack as well as full nutrition information on the back of the pack.



for all consumers

A period of different formats and rival schemes

- Some retailers committed to using the scheme voluntarily.
- Some did and then changed their mind.
- Others, including many of the main manufacturers, developed a rival scheme (based on Guideline Daily Amounts).
- Some used a hybrid of both schemes.
- Different presentations emerged.

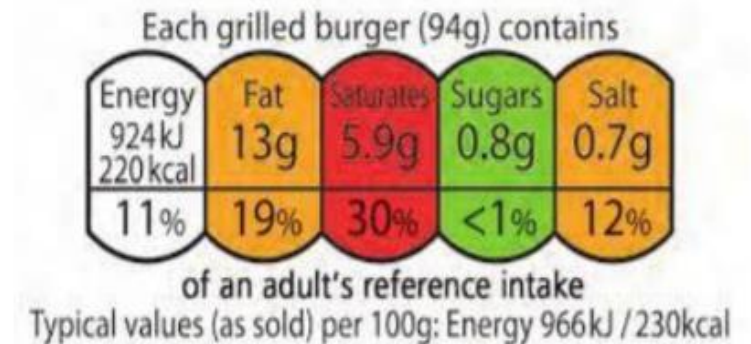


The debate shifted to EU level

- 2008:** Focus on EU Review of Food Information to Consumers Regulations (FIRs) – BEUC, the European Consumer Organisation calls for mandatory EU-wide traffic lights
- 2009:** FSA independent evaluation of the schemes – confirms traffic lights work best
- 2011:** FIRs are adopted setting minimum requirements and allowing for national schemes that can include “additional voluntary forms of expression”
- 2012:** UK Government consults on a voluntary national scheme
UK retailers commit, along with several large manufacturers.
- 2012-13:** Department of Health consults on common criteria
- 2013:** National scheme launched and more manufacturers commit to use it

The current UK scheme

- **Traffic light colour coding** (red/ amber/ green) indicates whether levels of calories, fat, saturated fat, sugars and salt are high/ medium or low (based on per 100g, but with additional criteria to deal with larger portion sizes)
- **Amount per portion** of the nutrients (calories, fat, saturated fat, sugars and salt)
- **% reference intake (RI)** showing how the amount per portion relates to the recommended reference intake).



Some flexibility of presentation

Per 100g drained	Per 1/2 can as drained provides				
Energy 465kJ 111kcal	Energy 558kJ 133kcal	Fat 0.8g	Saturates 0.1g	Sugars 0.4g	Salt 0.03g
RI	7%	1%	<1%	<1%	<1%

1 fishcake (oven cooked)				
ENERGY 1153kJ 275kcal	FAT 13.7g	SATURATES 2.3g	SUGARS 1.6g	SALT 0.35g
14%	20%	12%	2%	6%
% of the Reference Intakes				
Typical values per 100g: Energy 887kJ/212kcal				
RI = Reference Intakes of an average adult (8400kJ/2000kcal)				

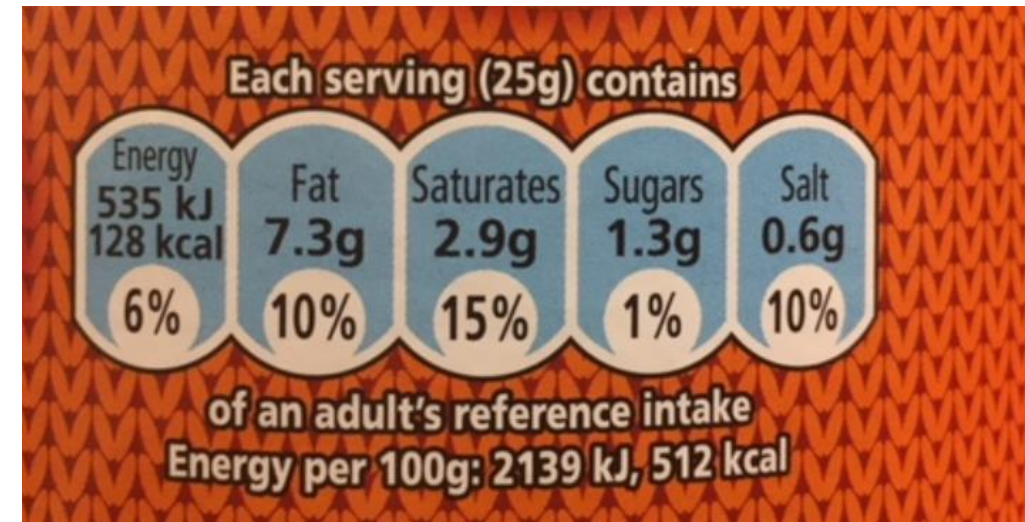
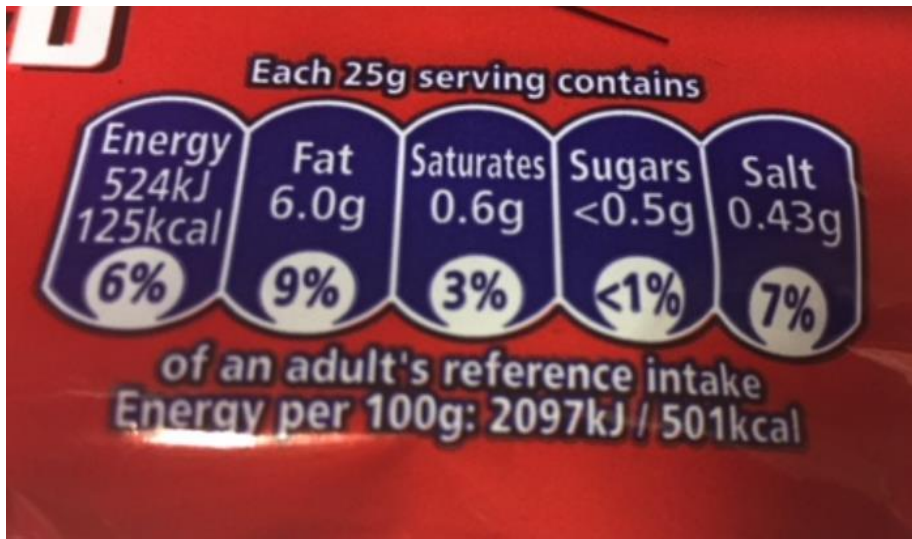
Each pack				
Energy 2232kJ 532kcal	Fat 22.0g	Saturates 14.1g	Sugars 3.7g	Salt 2.2g
27%	31%	71%	4%	37%
of the reference intake*				
Typical values per 100g: Energy 507kJ/121kcal				

Per 350g serving				
Energy 410kJ 98kcal	Fat 1.4g	Saturates 0.2g	Sugars 14.7g	Salt 1.2g
5%	2%	1%	16%	20%
of an adult's reference intake				
Typical values per 100g: Energy 117kJ/28kcal				

Guide to creating a front of pack (FoP) nutrition label for pre-packed products sold through retail outlets

Some manufacturers still do not use it

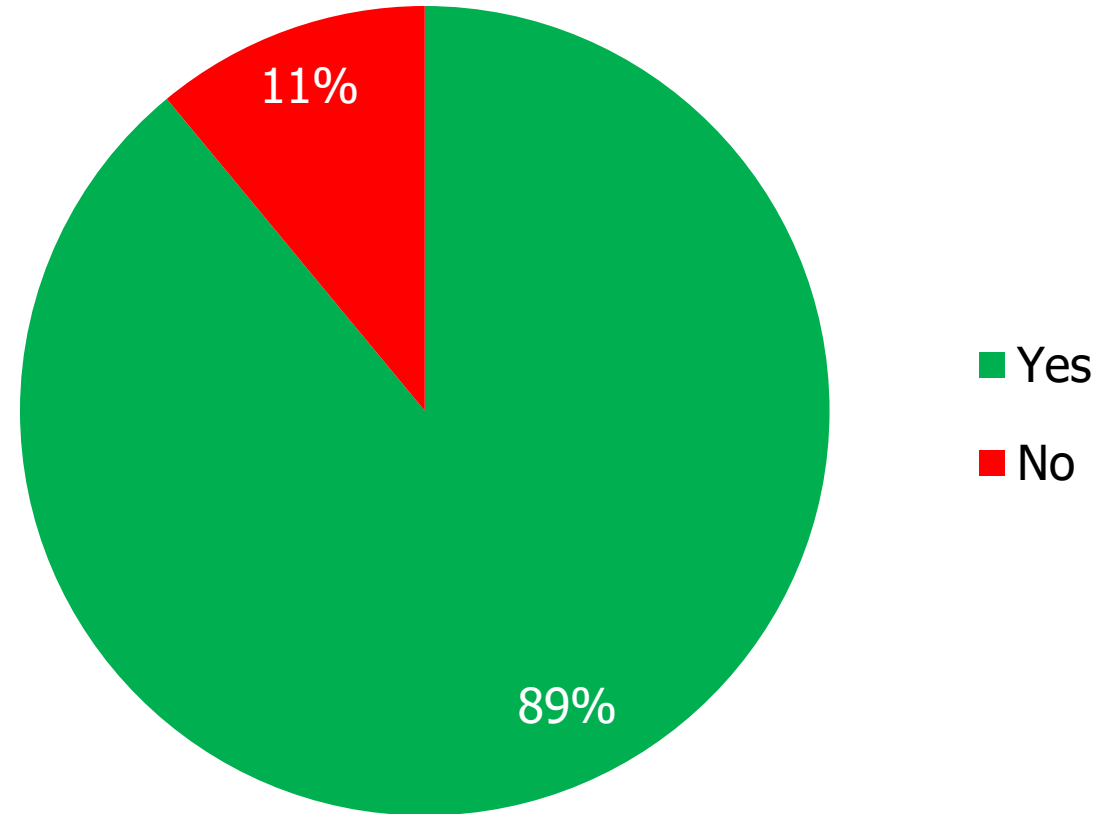
This includes major manufacturers such as Unilever and Mondelez.



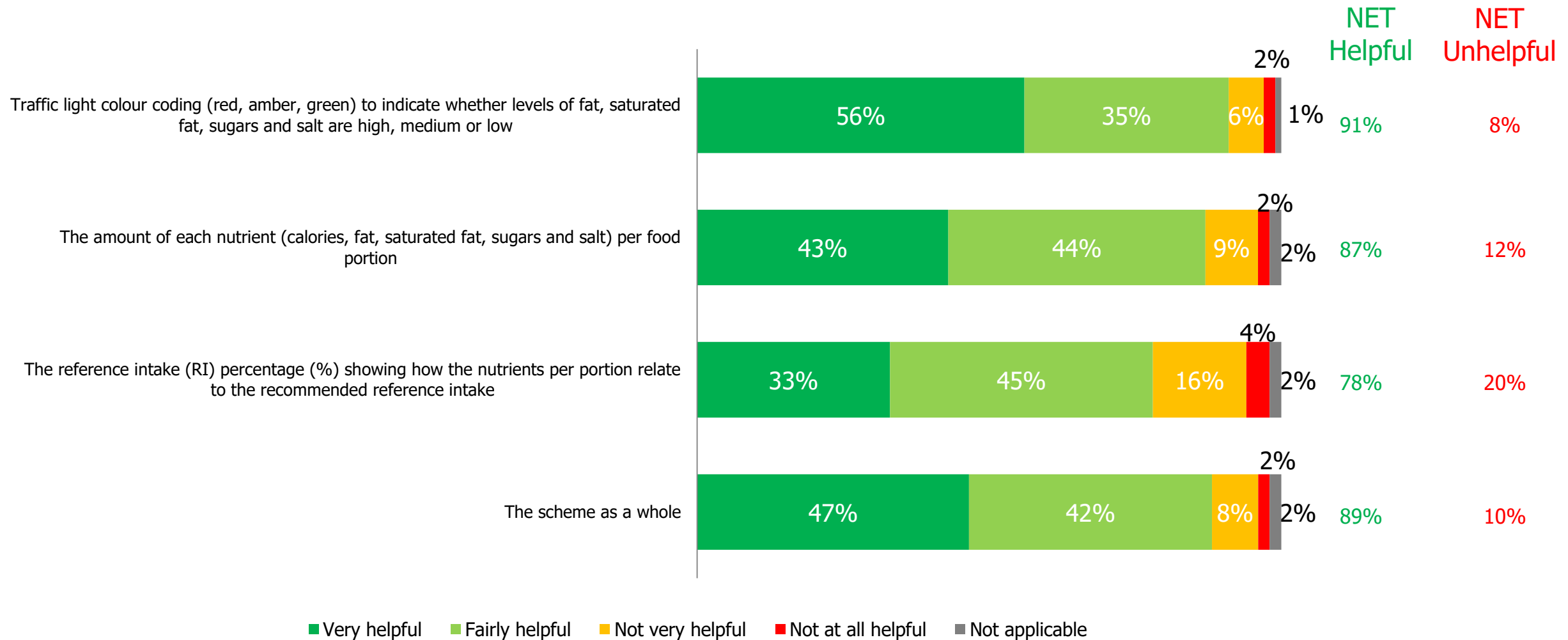
Where we are now

- Over two-thirds of products carry traffic lights in the UK.
- Other schemes have emerged eg. nutriscore.
- A greater focus on free sugars.
- Potentially a national review of labelling as the UK leaves the EU.
- Which? conducted new consumer research in December 2018
- A sample of 2385 over 18s in the UK were interviewed online between 10th – 11th December 2018. The data has been weighted to be representative.

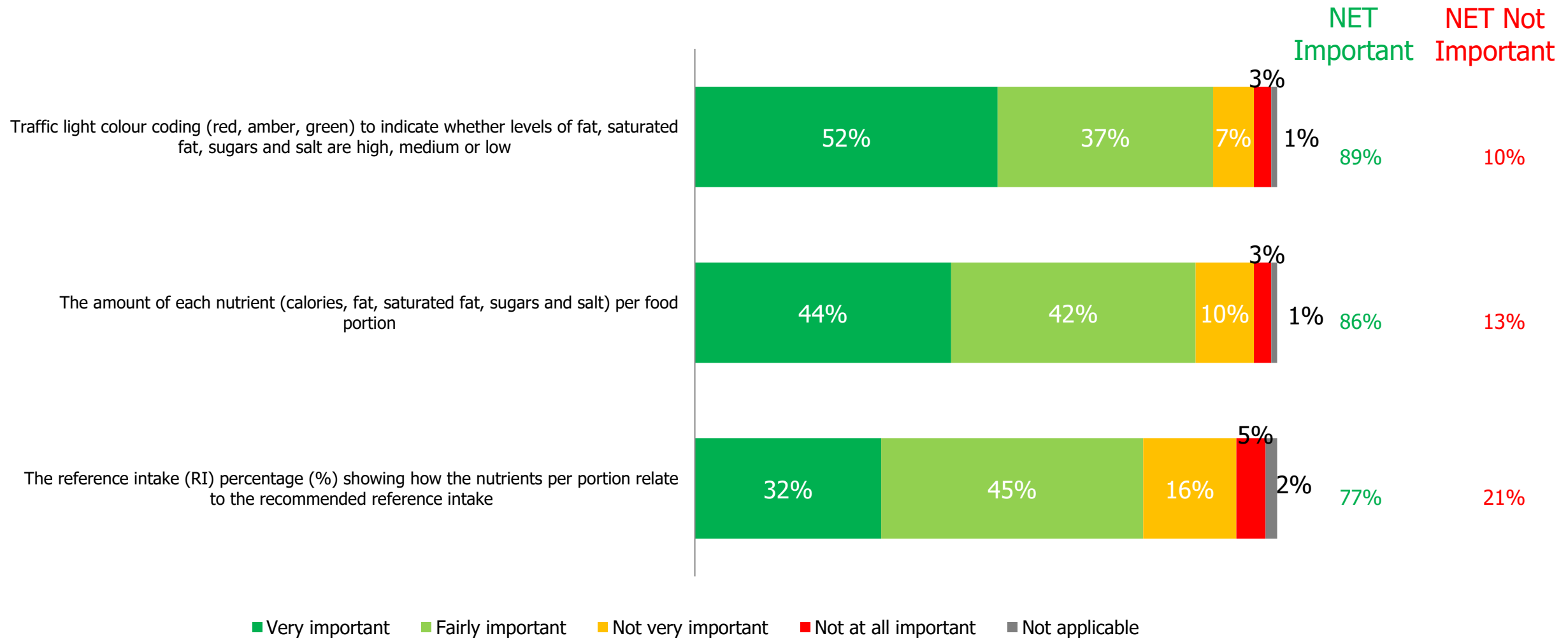
Awareness of the traffic light scheme is high amongst consumers, with the majority (89%) aware of it



The majority of consumers (89%) find the traffic light scheme helpful



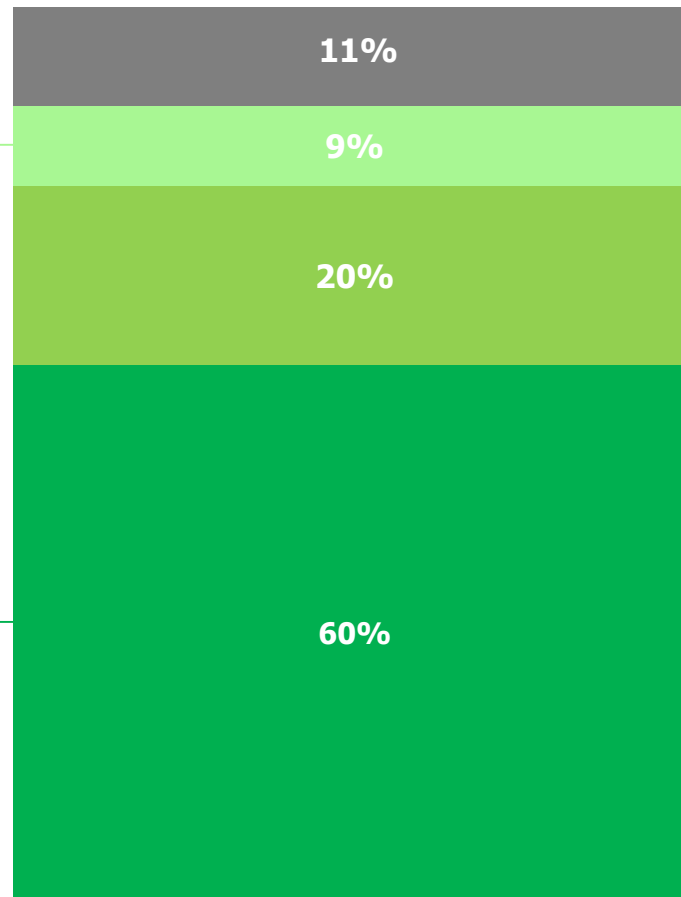
Colour coding is also the aspect the largest proportion of consumers think is important (89%)



3 in 5 (60%) think the colour coding is the most important aspect

More of those aged 18-24 think the RI percentage is the most important aspect (19%), compared to all other age groups (11% 25-39; 9% 40-54; 6% 55-54; 4% 65+)

More of those aged 40+ think the colour coding is the most important aspect (62%), compared to those aged 18-24 (52%)



■ None of these/ Don't know

■ The reference intake (RI) percentage (%) showing how the nutrients per portion relate to the recommended reference intake

■ The amount of each nutrient (calories, fat, saturated fat, sugars and salt) per food portion

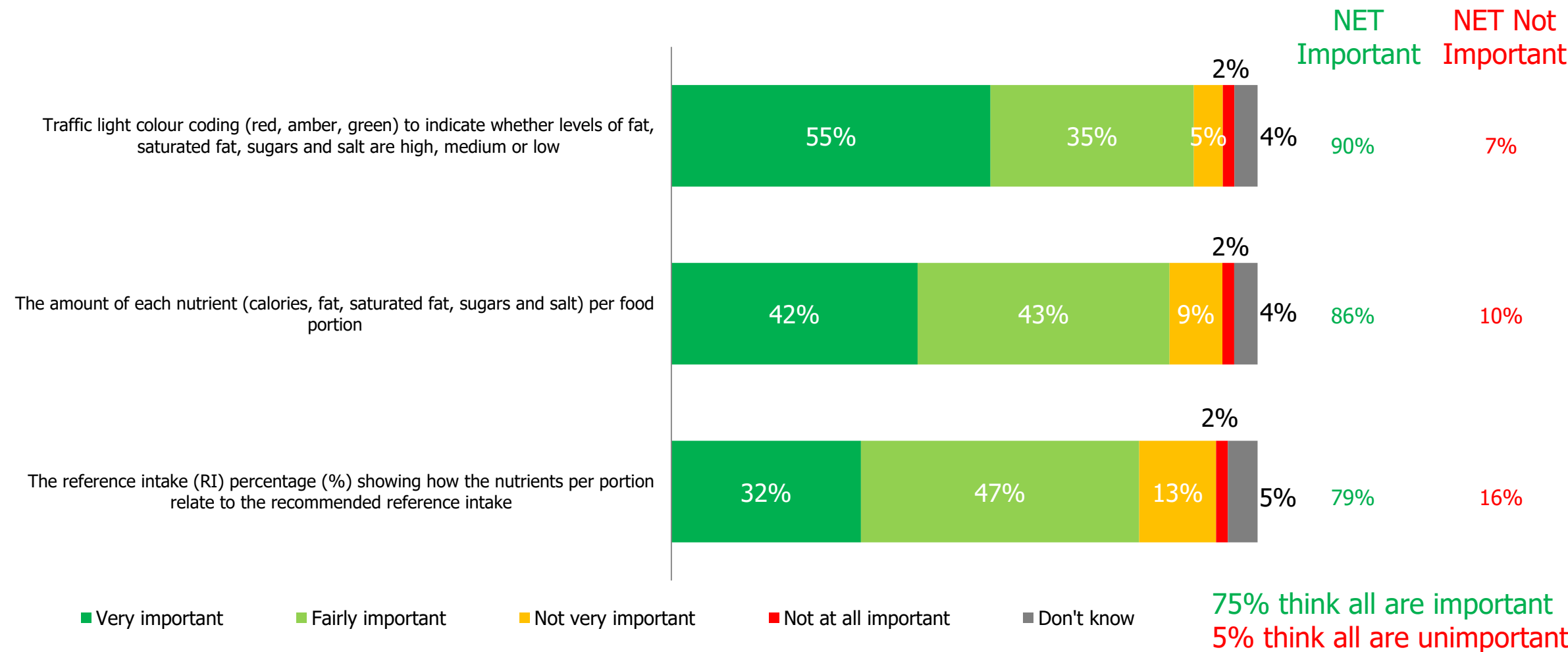
■ Traffic light colour coding (red, amber, green) to indicate whether levels of fat, saturated fat, sugars and salt are high, medium or low

Q. How important, if at all, are the following parts of the traffic light scheme in helping you understand more about the nutritional content of food that is on sale?, and Q4. You said that the following are important to you. Which one do you think is most important?

NET of which aspect respondents feel is more important.

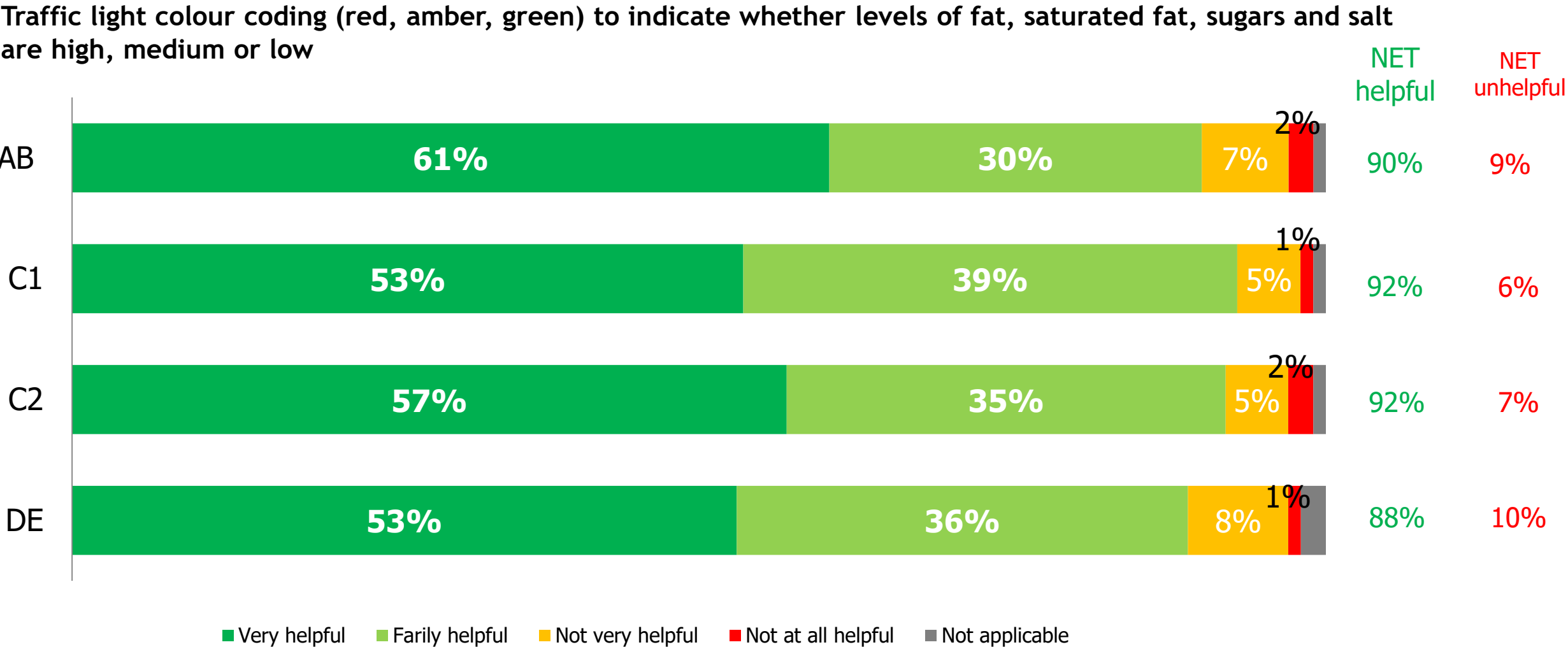
Base: All respondents (2385)

All aspects of the traffic light scheme were seen by the majority of consumers to be important to help other people understand more about nutrition



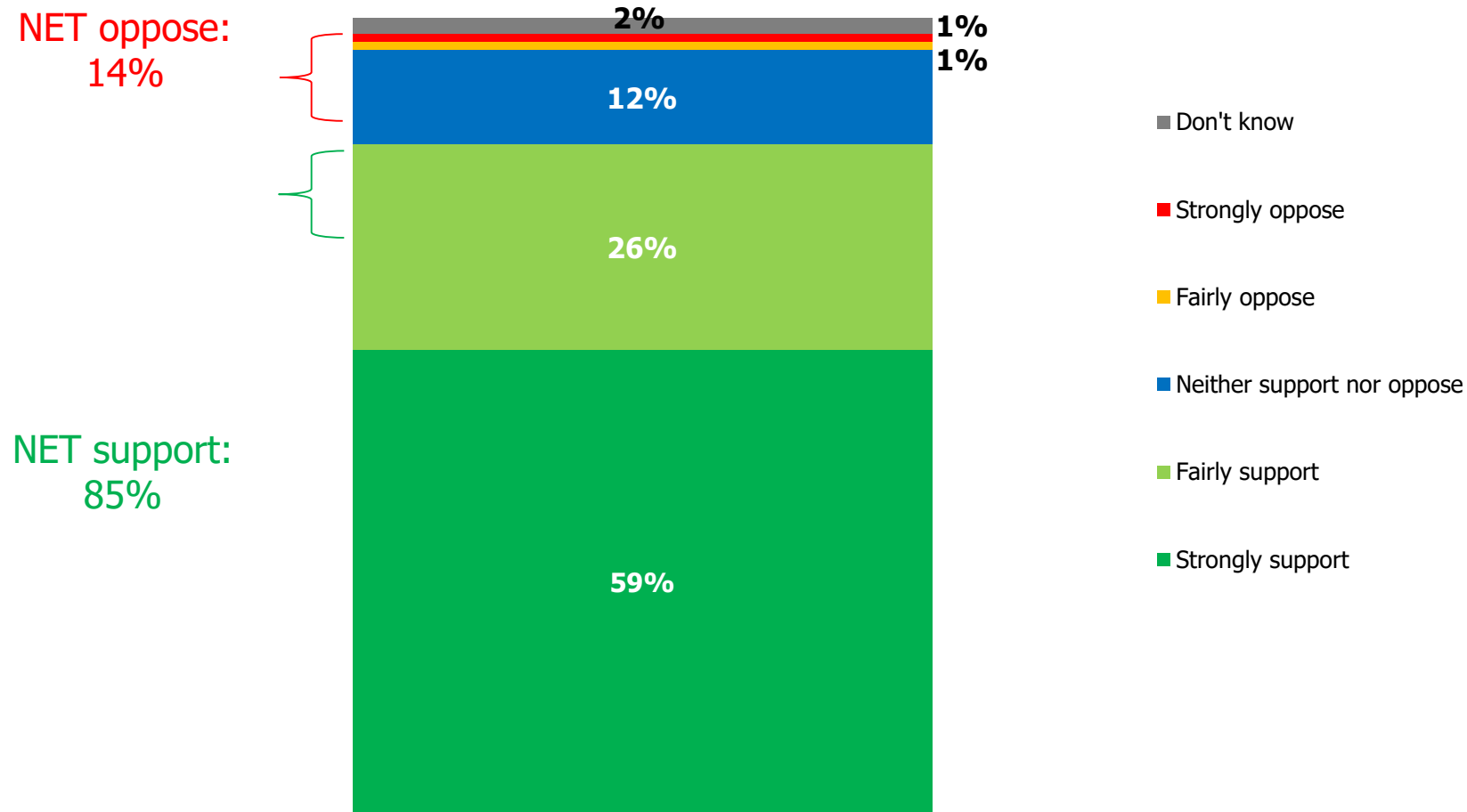
Which?

There was no difference by social grade in responses to how helpful different parts of the traffic light scheme were in understanding the nutritional content of packaged food



More than 4 in 5 (85%) would support all manufacturers (including own-brands) being required to put traffic light labelling on their food products

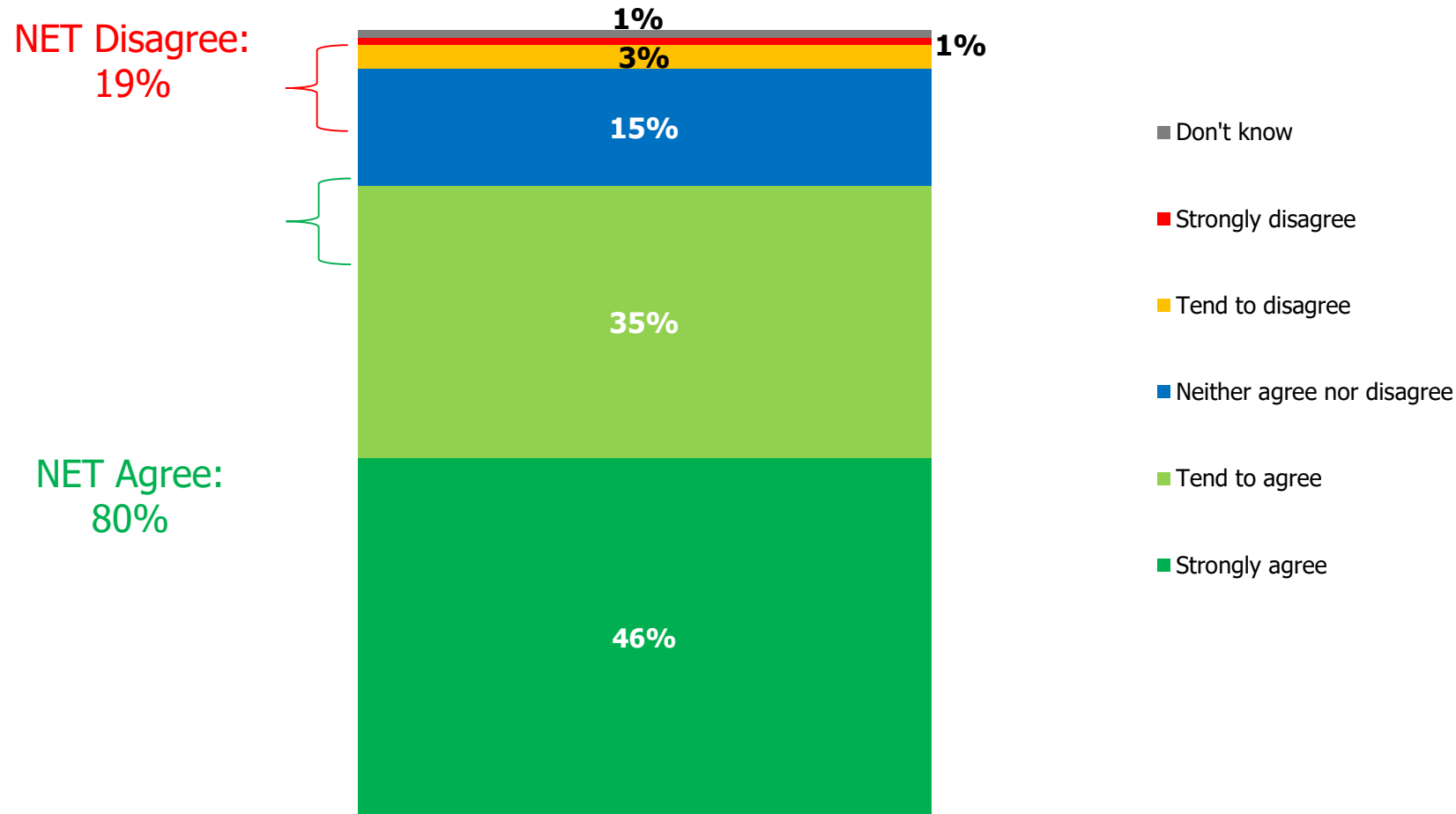
Which?



Q6. To what extent would you support or oppose all manufacturers (including supermarkets manufacturing own-brand products) being required to put traffic light labelling on their food?

Base: All respondents (2385)

4 in 5 (80%) agree traffic light labelling should look the same on all food products



3 in 5 (60%) would prefer to see traffic light labelling than a Nutri-Score on the front of packaging

60%

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

The current **traffic light label** with a breakdown of the levels of fat, saturated fat, sugar and salt, often along with calories (and no 'Nutri-score' label)

10%



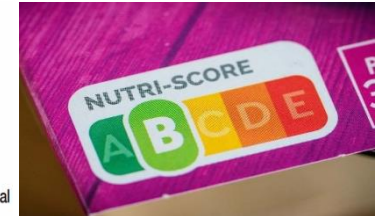
The '**Nutri-score**' label with one overall 'healthiness score (and no breakdown of fat, salt, sugar and calories on the front)

31%

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/ 167kcal



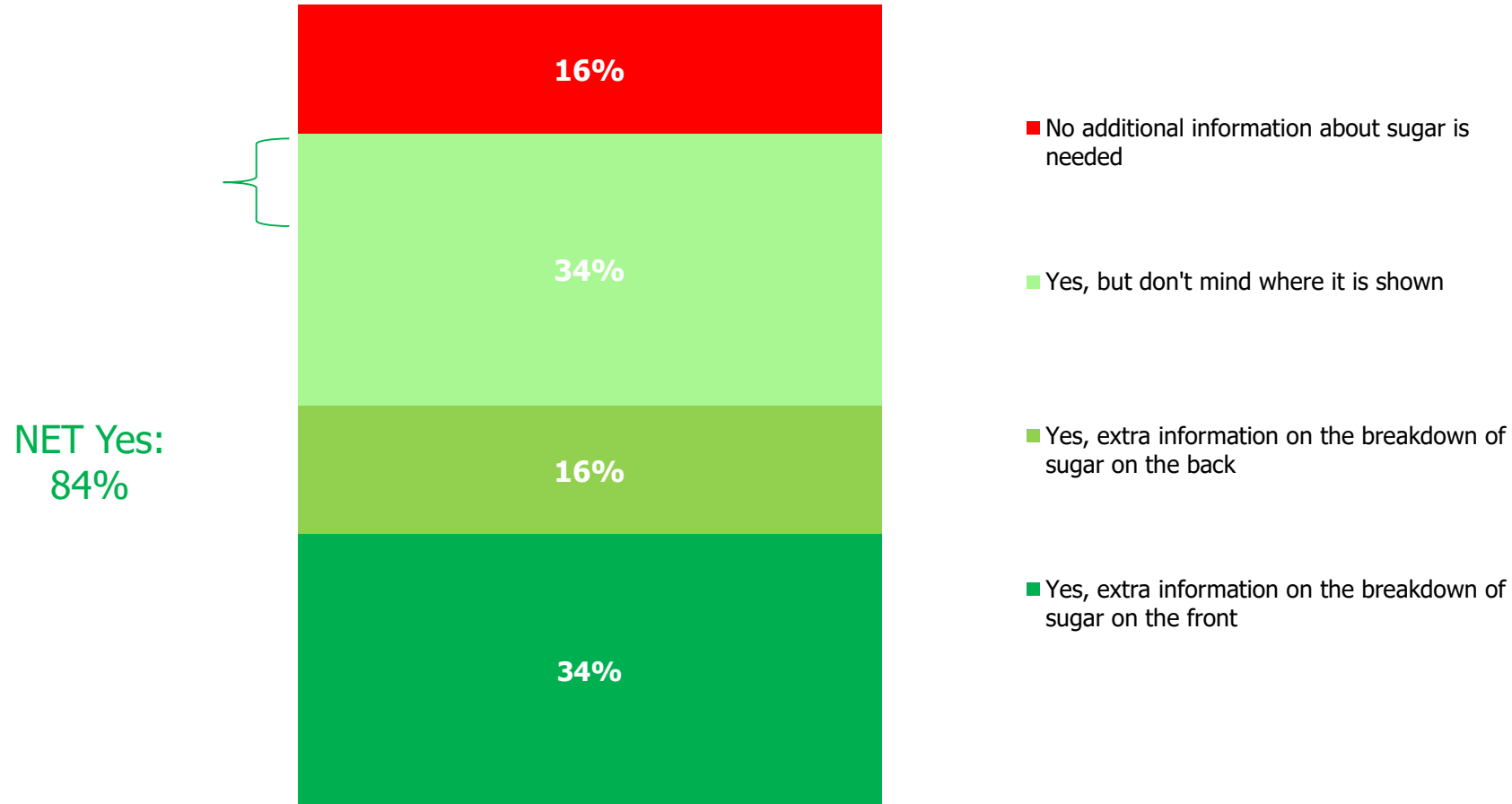
'I would prefer food labels to show **both** a breakdown of how high the fat, sugar or salt is in a product, as well as how healthy the overall product is

Traffic light labelling vs Nutri-Score labelling

Q8. Which of the following best describes the front of pack labelling you would like to see on food products in the UK?

Base: All respondents (2385)

4 in 5 (84%) want to see additional information on added sugar on packaging



Q. Would you like to see food labels provide extra information on sugar, breaking down the proportion that occurs naturally and the proportion which has been added?

Base: All respondents (2385)

Conclusion

- The evidence from our latest research has confirmed:
 - Consumer preference for traffic light nutrition labelling
 - Potential to make presentation of the scheme more consistent
 - The value of including added sugars on the label – not necessarily on the front
- Traffic light nutrition labelling should therefore become mandatory.

Mexico and FOPL: Translation of experiences and lessons to inform the development of European policies

Ana Munguía MPH



Instituto Nacional
de Salud Pública

EPIDEMIOLOGICAL EMERGENCY DECLARED IN MEXICO

-Obesity

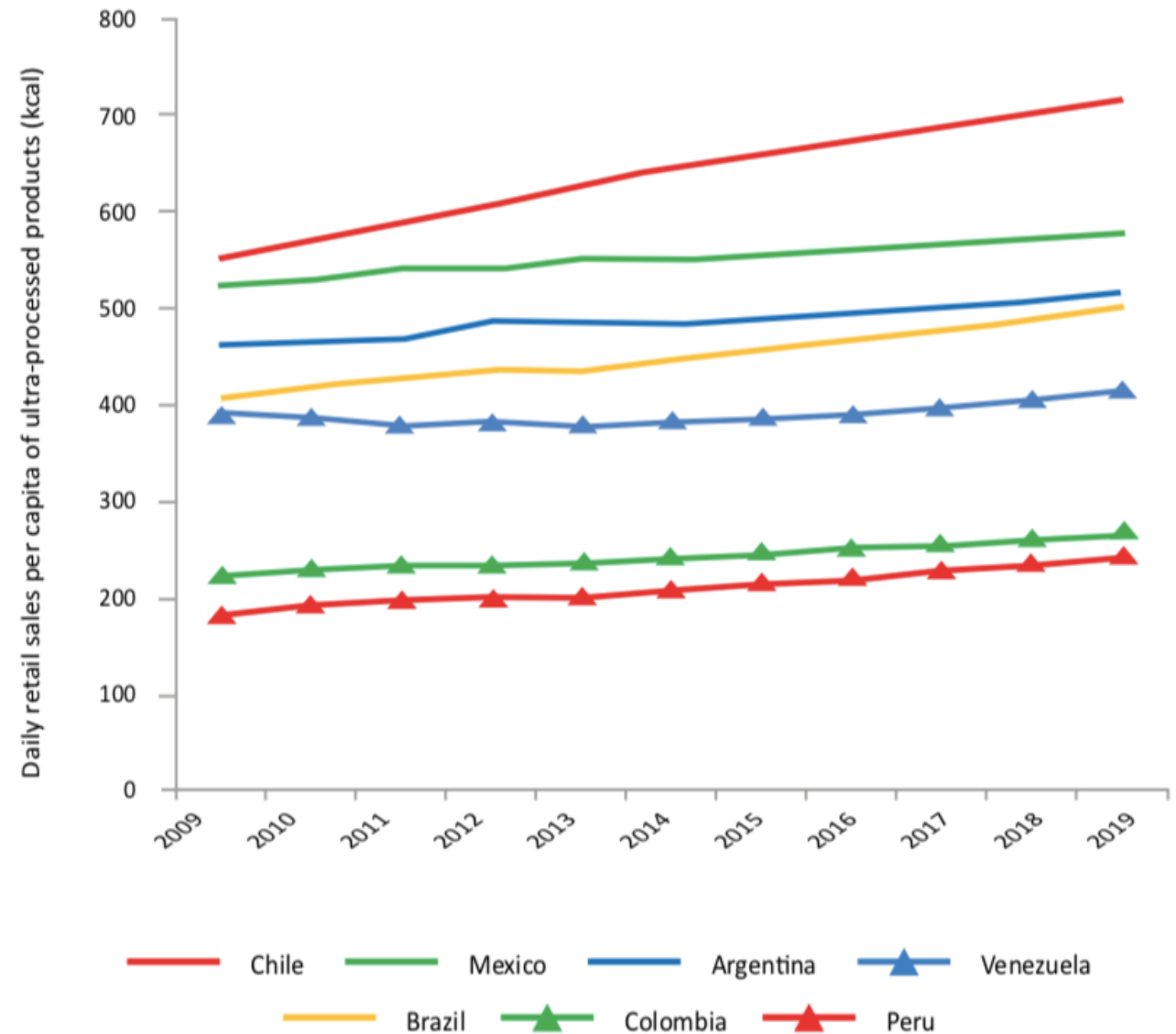
- Children: 33.25%
- Adolescents: 36.35%
- Adults: 72.5%

-Diabetes 9.4%



Average daily retail sales per capita of ultra-processed products

2009-2014 and projections for 2015- 2019 per country



PAHO, 2019

FOPL SYSTEMS IN LATIN AMERICA

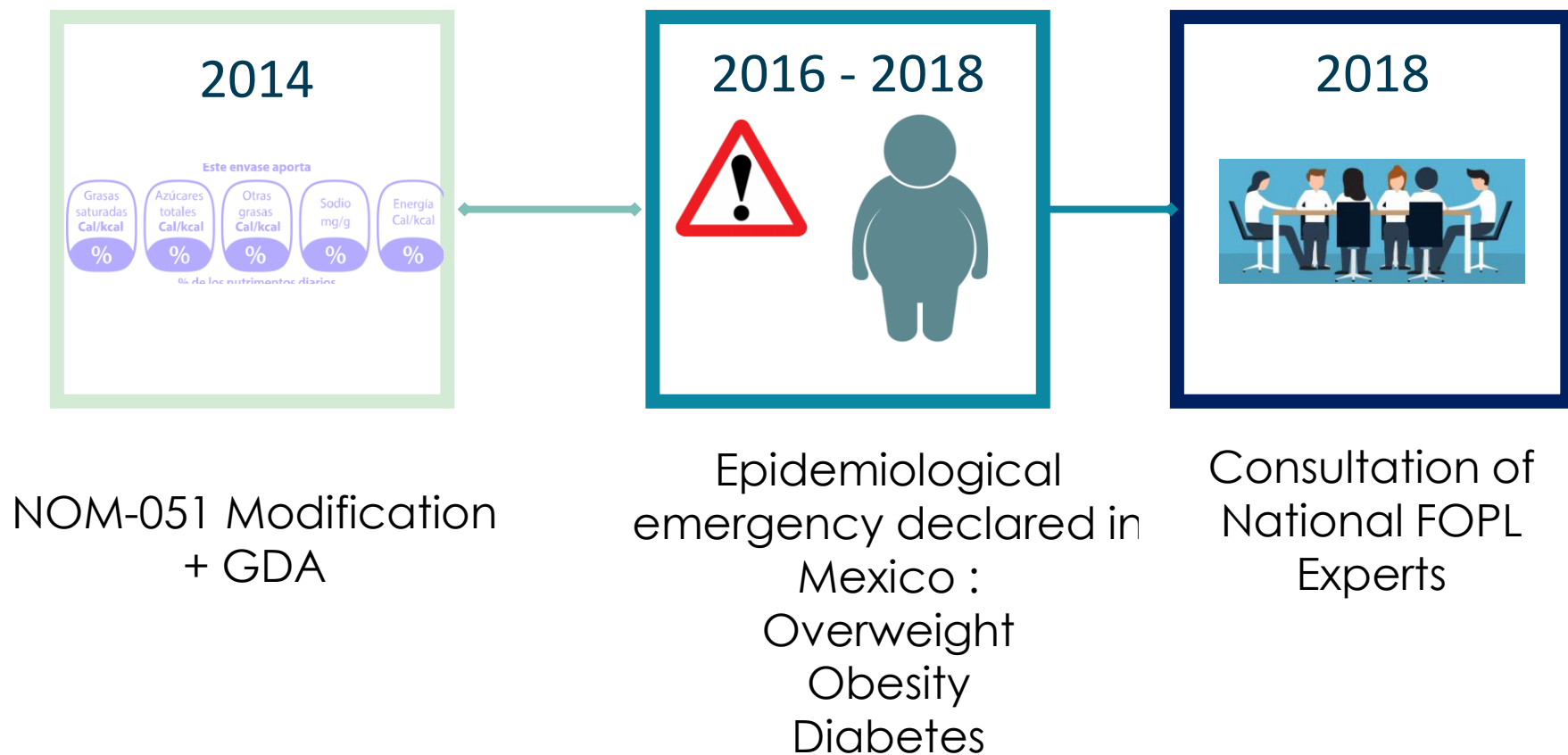


Guideline Daily Amounts GDA

- The 44.5% of Mexicans consider that it is not understandable
- It is necessary to perform mathematical operations
- 12.5% of dieticians could interpret GDA, it took 3.34 minutes to interpret it
- The 76.3% of Mexicans do not know how many calories they need to consume per day, 81.5% do not know how many calories a healthy child should consume.
- It was not designed by health experts.



TIMELINE



TIMELINE 2019



Technical group
Preliminary project of
NOM-051



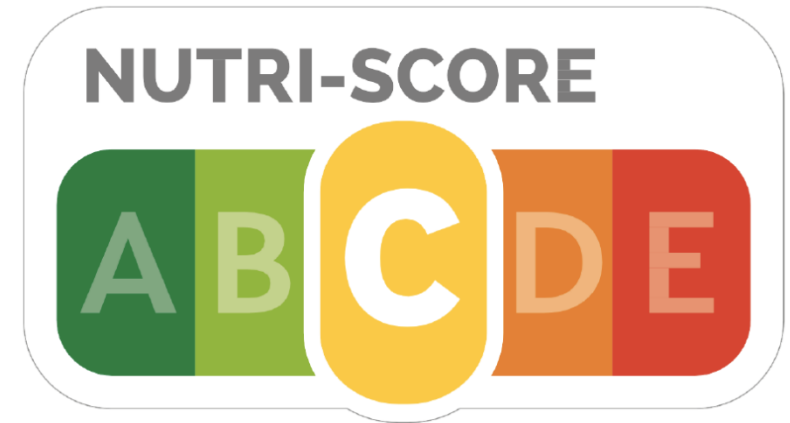
Meeting of
"Regional experiences of
nutritional warning labeling
implementation against
industry interference"

NUTRISCORE FOR MEXICANS

- Mexican population **does not rate with letters**
- According to a study with Mexican population, it is confused with vitamins.
- Products that are **high in critical nutrients can improve their score by adding fiber or vitamins**
- It is an ideal tool to evaluate healthy foods

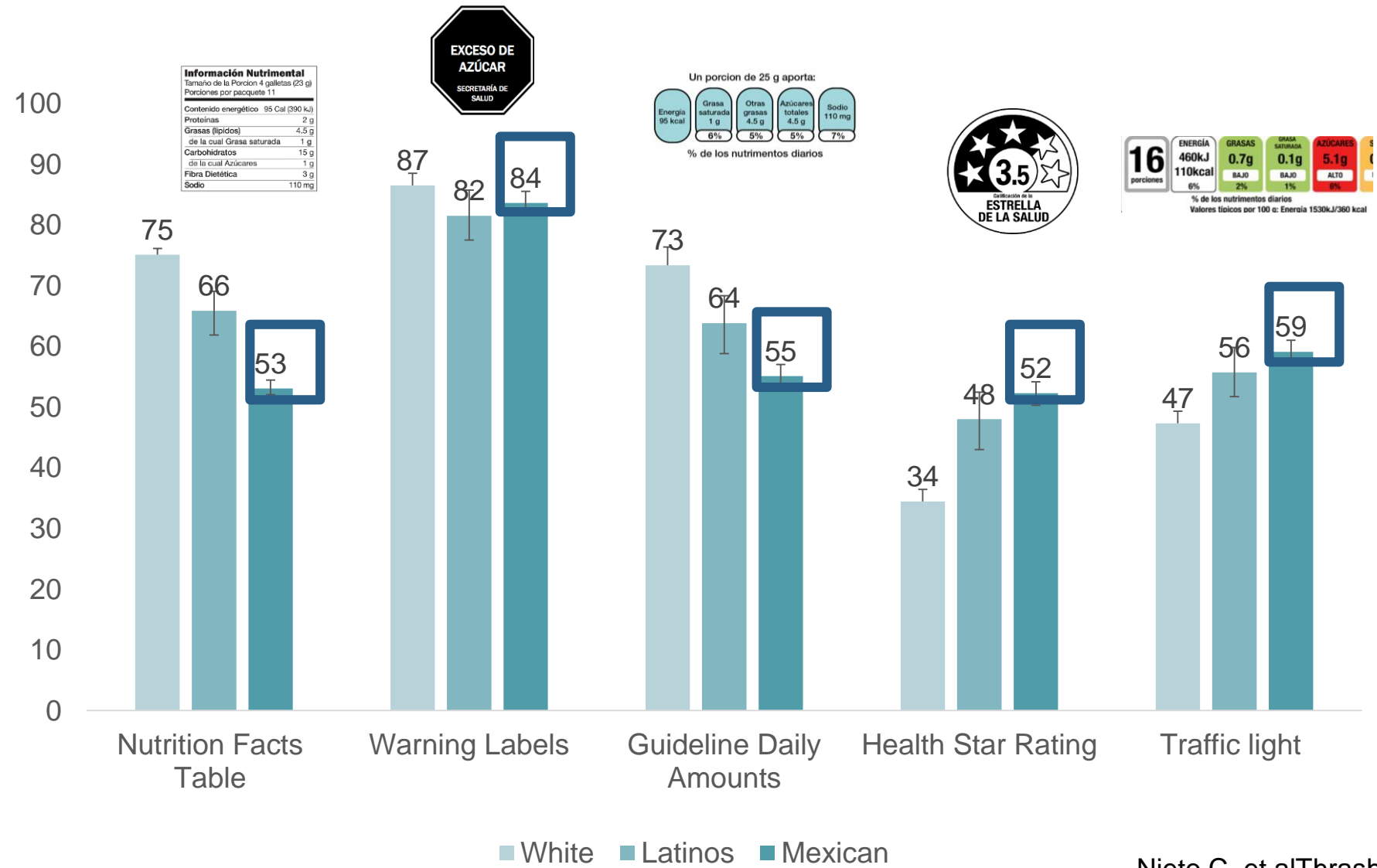
Need to consider:

- Epidemiological emergency declared in Mexico
- The 41.9% of mexicans live in poverty
- Middle school is the highest education level
- The 6.5% of mexicans are indigenous



Vargas J, et al. in process of publication

Understanding and use of food labeling systems among Whites and Latinos in the United States and among Mexicans: results from the International Food Policy Study, 2017



“EXCESS” LEGEND

- The original Chilean proposal used EXCESS
- **“EXCESS” has the greatest association with an unhealthy product** and is considered the best term to communicate the message to the population.
- “High in” can generate positive associations; it is frequently used in health and nutritional claims: high in protein, high in vitamins.



Mexican Warning Labeling System Proposal

- **Warning labels** are the best understood system for this population and the interpretation time is shorter.
- It is based on the criteria used by the **PAHO nutrient profile**, with adaptations from the Chilean System and WHO recommendations.
- Use "**EXCESS**" because it is considered the best term to communicate the message to the population.
- **Calories and 4 critical nutrients, 2 warnings to protect children (caffeine and non-caloric sweeteners)**
- Uses criteria for solid foods (100g) and liquids (100mL), a new definition of excess calories in liquids.

Mexican nutrient profile model

	Energy	Sugars	Saturated fatty acids	Trans fatty acids	Sodium
Solid foods per 100g	≥ 275 calories	≥ 10% of total energy from free sugars	≥ 10% of total energy from saturated fat	≥1% of total energy from trans fat	≥ 1mg of sodium per 1 kcal or ≥300mg
Liquids per 100ml	≥70 of total energy or ≥8 calories from free sugars				Non-caloric beverage: ≥ 45mg
Warning legend to be used	EXCESS CALORIES	EXCESS SUGAR	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

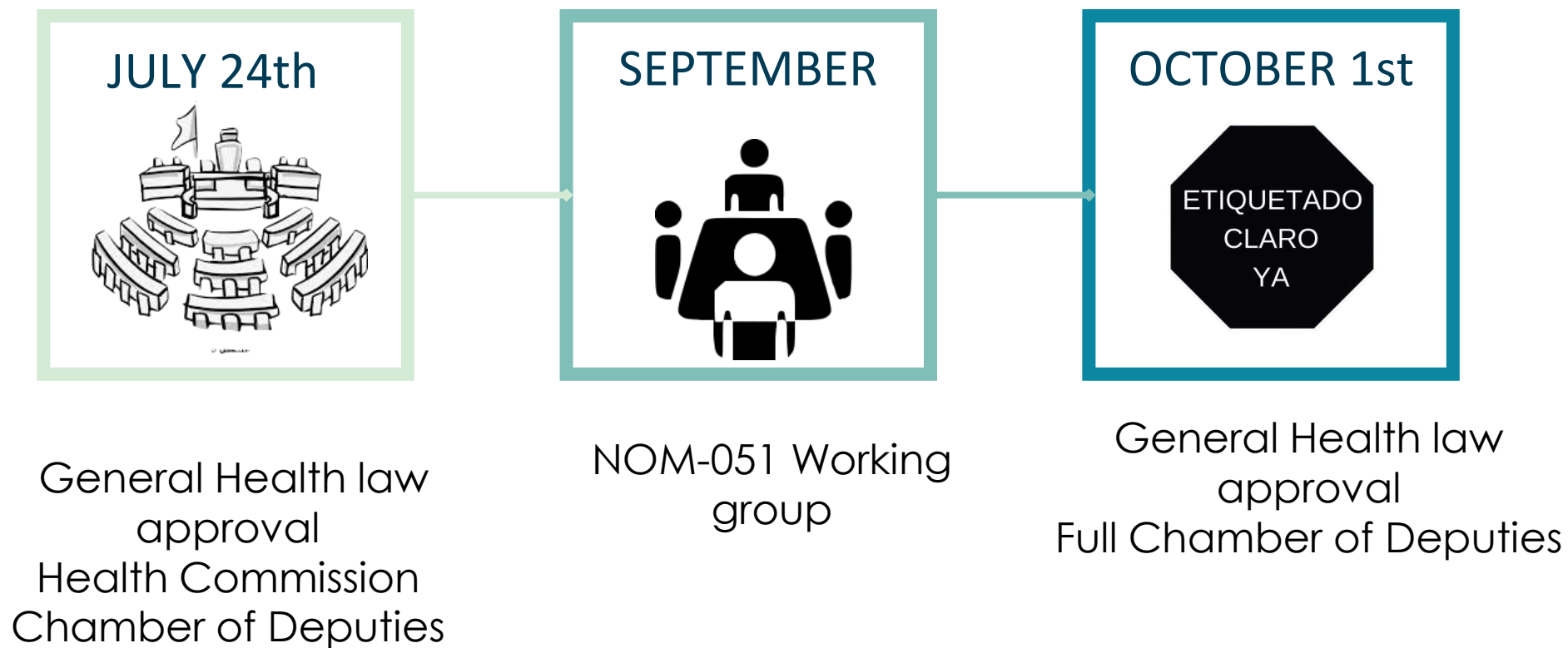
Mexican Warning Labeling System



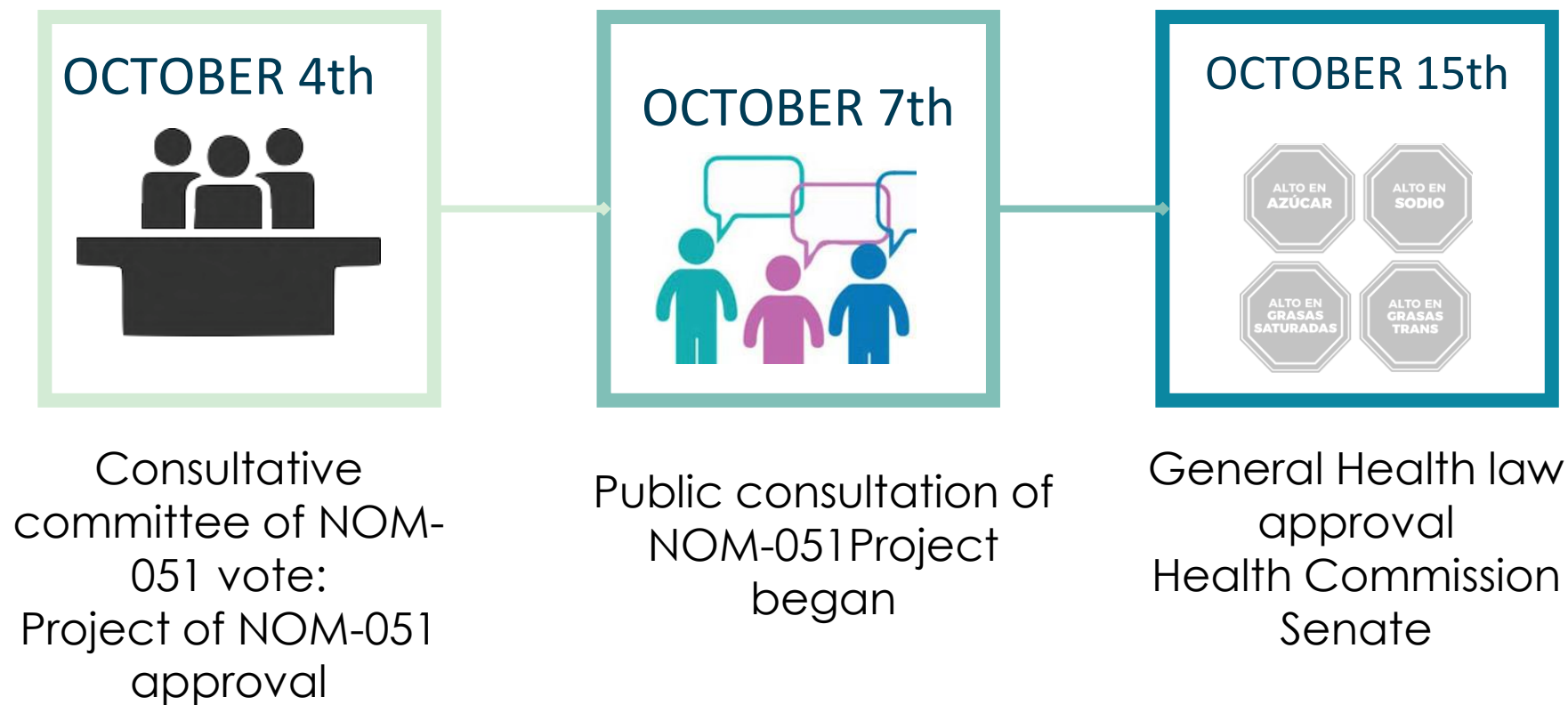
CONTIENE CAFEÍNA EVITAR EN NIÑOS



TIMELINE 2019



TIMELINE 2019



October 22nd General Health law approval at full Senate

LXIV Legislatura		
Descripción votación: REFORMAS Y ADICIONES A DIVERSAS DISPOSICIONES DE LA LEY GENERAL DE SALUD, EN LO GENERAL Y ARTÍCULOS NO RESERVADOS.		
		
Octubre 22, 2019 02:40:42 p.m.		
A Favor:	En Contra:	Abstención:
115	0	2
Total: 117		
FUENTES SOLIS, VÍCTOR OSWALDO	MARTÍNEZ SIMÓN, MAYULI LATIFA	RAMÍREZ, EDUARDO
GALAZ CALETTI, EVA EUGENIA	MAYORGA DELGADO, NUVIA MAGDALENA	RAMÍREZ MARÍN, JORGE CARLOS
GÁLVEZ RUIZ, XÓCHITL	MENCHACA SALAZAR, JULIO	REMENTERÍA DEL PUERTO, JULEN
GAMA BASARTE, MARCO ANTONIO	MÉNDEZ ORTIZ, CASIMIRO	REYNOSO SÁNCHEZ, ALEJANDRA NOEMI
GARCÍA CABEZA DE VACA, ISMAEL	MERCADO CASTRO, PATRICIA	RIVERA RIVERA, ANA LILIA
GARCÍA CONEJO, ANTONIO	MEZA, LUCY	ROCHA MOYA, RUBÉN
GARCÍA SEPULVEDA, SAMUEL ALEJANDRO	MICHER CAMARENA, MARTHA LUCÍA	RODRÍGUEZ, JESUSA
GARCÍA YAÑEZ, ÁNGEL	MOLINA RAMÍREZ, JOEL	ROMO MOLINA, EUNICE RENATA
GÓMEZ URRUTIA, NAPOLEÓN	MONREAL ÁVILA, RICARDO	ROSALES SAN ROMÁN, INDIRA DE JESÚS
GONZÁLEZ GONZÁLEZ, MARÍA MERCED	MORA ARELLANO, ELVIA MARCELA	RUBIO MÁRQUEZ, VANESSA
GUADIANA TIJERINA, SANTANA ARMANDO	MORENO BASTIDA, RICARDO	RUIZ MASSIEU SALINAS, CLAUDIA
GUERRERO SÁNCHEZ, MARTHA	MOYA CLEMENTE, ROBERTO JUAN	SALAZAR SOLORIO, RADAMÉS
GUTIÉRREZ CASTORENA, DANIEL	MURGUÍA GUTIÉRREZ, MARÍA GUADALUPE	SALDAÑA CISNEROS, MARÍA GUADALUPE
HARP ITURRIBARRÍA, SUSANA	NARRO CÉSPEDES, JOSÉ	SALGADO GARCÍA, NESTORA
HERNÁNDEZ MORA, M. CITLALLI	NAVARRO ACEVEDO, NADIA	SALGADO MACEDONIO, J. FÉLIX
HERNÁNDEZ RAMOS, MINERVA	NAVARRO QUINTERO, MIGUEL ÁNGEL	SÁNCHEZ GARCÍA, CECILIA MARGARITA
JARA CRUZ, SALOMÓN	NOVELO OSUNA, GERARDO	
JIMÉNEZ YÁÑEZ		

Strategic partnership

NOM 051 Public consultation still ongoing



FOOD INDUSTRY INTERFERENCE

Colocaría a la sardina a nivel de sopa instantánea

Opacaría nutrientes nuevo etiquetado

El etiquetado frontal de los alimentos y bebidas ultraprocesados que se promueve en México es "incorrecto", no por los sellos de advertencia, sino por el cálculo con el que se determinará qué producto llevará estas alertas, señaló la Asociación Latinoamericana de Ciencia y Tecnología de Alimentos (ALACCTA).

Ven inconsistencias en nueva ley de etiquetado en alimentos

La Cámara de la Industria Alimenticia de Jalisco sugiere que Gobierno e industria desarrollen un etiqueta funcional antes que adoptar el modelo chileno

Nuevo etiquetado de alimentos impactaría el clima de negocios: ConMéxico

ConMéxico, que representa a empresas como Bimbo, Coca-Cola Femsa, Kellogg's y otras, admite que el actual etiquetado frontal de alimentos y bebidas debe ser más claro en cuanto a las porciones, sin embargo, la solución no es un esquema de sellos de advertencia.

The **4D'S**
**INDUSTRY
TACTICS**

> DELAY
> DIVIDE
> DEFLECT
> DENY

© World Cancer Research Fund International

Un retroceso, el nuevo etiquetado de advertencia en productos: Conmexico

ALIMENTOS Y BEBIDAS

Industria láctea en peligro por nuevo etiquetado

El sector explica que los productos son a veces altos en grasa por naturaleza, por lo que en su etiquetado serían candidatos al sello de advertencia, equiparándolos a alimentos o bebidas más dañinos.

Jue 17 octubre 2019 01:21 PM

RECOMMENDATIONS

- Use national and international evidence
- Develop technical groups
- Record the process
- Strategic partnerships: NGOs, academy, public sector, international organizations
- Food industry interference: expose their tactics, lobbying and political pressure, defend with scientific evidence.
- Encourage participation among citizens
- Spread information for policy makers and civil society: policy briefs, videos, infographics, public conferences, forumus , seminars and social media campaigns.

ALTO EN AZÚCARES

ALTO EN GRASAS SATURADAS

ALTO EN SODIO

ALTO EN CALORÍAS

Exijamos etiquetados claros para proteger la salud de nuestros hijos

Tenemos derecho a saber qué estamos consumiendo

Información: www.etiquetadoclaro.org

¿PARA QUIÉN ES ÚTIL EL ETIQUETADO CLARO?

PARA TODA LA POBLACIÓN: NIÑOS, NIÑAS, ADOLESCENTES, ADULTOS Y ADULTOS MAYORES

EL ETIQUETADO CLARO ES TAN EFICIENTE QUE AYUDA A:

Identificar cuando un producto es alto en ingredientes que dañan la salud

Comparar productos

Tomar decisiones saludables rápidamente

¿QUÉ OTRA INFORMACIÓN MOSTRARÁN LOS PRODUCTOS EMPAQUETADOS?

Por ley se debe mantener la información nutricional y la lista de ingredientes en la parte posterior, independientemente del etiquetado frontal.

VOTAR SÍ por un

#EtiquetadoClaroYa!

Es elegir ponerse del lado de la salud de los mexicanos.

¡Confiamos en los Senadores para defender nuestros derechos!

ETIQUETADO CLARO PARA TRATAR LA OBESIDAD SERIAMENTE

En Chile, Uruguay y Perú se ha adoptado un etiquetado claro con octágonos frontales para combatir la obesidad. Este etiquetado permite identificar fácilmente cuando un producto no es saludable.

EN PERÚ, SE REALIZÓ UNA ENCUESTA PARA CONOCER LA INTENCIÓN DE COMPRA DE LOS HOGARES UNA VEZ IMPLEMENTADO EL ETIQUETADO.

RESULTADOS:

1 DE CADA 2 HOGARES
Revisa la información nutricional

7 DE CADA 10 HOGARES
Reducieron o reemplazaron el consumo de productos con octágonos

1 DE CADA 3 HOGARES
Aumentó su consumo de productos naturales

Este etiquetado es el único en el mundo que es entendido incluso por niños y que desincentiva el consumo de productos no saludables.

Urge adoptarlo en México, donde **1 de cada 3 niños, y 7 de cada 10 adultos** presentan sobrepeso u obesidad, enfermedades relacionadas al consumo de productos no saludables.

UN ETIQUETADO CLARO PROMUEVE LA REFORMULACIÓN DE PRODUCTOS

En 2016, en Chile se implementó un etiquetado frontal en el que los productos con exceso de ingredientes que dañan la salud llevan uno o más octágonos frontales.

Esta medida promueve que la industria alimentaria reformule sus productos para que no presenten sellos o presenten menos.

En Chile, antes de la implementación del etiquetado, se evaluó el contenido nutricional de productos empaquetados disponibles en supermercados para conocer si los productos habían sido reformulados

ANTES DESPUÉS

Se encontró que diversos productos disminuyeron la cantidad de sodio, azúcares, grasas saturadas y calorías que contienen antes de que se volviera obligatorio el etiquetado.

Algunos de los productos que más disminuyeron la cantidad de ingredientes dañinos fueron:

SODIO
Pescado marinado congelado, té listo para beber y malvaviscos

AZÚCAR
Carnes marinadas congeladas, quesos y nuggets

GRASAS SATURADAS
Pan para hamburguesas, pan para hot-dog y papas fritas

CALORÍAS
Gelatina, té listo para beber, y yogures

¿CUÁL ES EL MEJOR ETIQUETADO DE ALIMENTOS Y BEBIDAS PARA LA POBLACIÓN MEXICANA?

EL ETIQUETADO ES LA HERRAMIENTA PRINCIPAL QUE EL CONSUMIDOR POSEE PARA TOMAR SUS DECISIONES ALIMENTARIAS

GUÍAS DIARIAS DE ALIMENTACIÓN (GDAS)

Energía	Azúcar	Grasa	Sodio
200kcal	100g	100g	5g
10%	13%	1.5%	35%

No distingue entre azúcares añadidos y azúcares naturales

Creado bajo conflicto de intereses y controlado por la industria

La población no lo comprende, ni siquiera expertos

ETIQUETAS DE ADVERTENCIA

Informa de forma clara, veraz, sencilla y rápida cuando un producto contiene excesos de nutrientes críticos para la salud

Es de fácil comprensión, incluso para niños

Promueve la reformulación de productos

1. Oie R. 7 de cada 10 hogares cambian sus hábitos de consumo. Kantar World Panel. 2019. [2. CINYS INSP "La evidencia es clara! Los octágonos frontales funcionan. [Video File] 27 de agosto 2019. Disponible en: <https://youtu.be/S29c3YCykA>.] 3. Cuevas et al. Estado de nutrición escolares y adolescentes; Barquera et al. Estado de nutrición adultos en ENSANUT MC 2016. Informe final de resultados. México, 2016.

Fuente: Kanter et al. Anticipatory effects of the implementation of the Chilean Law of Food Labeling and Advertising on food and beverage product reformulation. Obes Rev. 2019 Jun 27.

1. Comité de expertos académicos nacionales del etiquetado frontal de alimentos y bebidas no alcohólicas para una mejor salud. Sistema de etiquetado frontal de alimentos y bebidas no alcohólicas para una mejor salud. Salud Pública Mex. 2018;60:479-486. 2. Nestle M. Public Health Implications of Front-of-Package Labels. Am J Public Health. 2018; 3:320-3. Arria et al. Impact of front-of-pack nutrition information and label design on children's choices of two snack foods: Comparison of warnings and the traffic-light system. Appetite. 2017;116:139-146. 4. OPS/OMS. Avanza el etiquetado frontal en las Américas. Washington, D.C., 2019.

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THANKS!

Any questions?

You can find me at:

@msp_munguia

cinys32@insp.mx



Instituto Nacional
de Salud Pública

Questions?

Email mneveux@worldobesity.org after the webinar with any comments or further questions for our speakers.

Do you have some interesting webinar ideas? Fill out our follow-up survey and include your suggestions!



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interventions on
Wednesday 11 December!**

