The implementation of new regulations on nutritional labelling in Chile, Mrs. Lorena Rodriguez

MD Lorena Rodriguez Osiac
Master Nutrition and Public Management
Head of Food and Nutrition Department
Chilean Ministry of Health
lorena.rodriguez@minsal.cl
Agenda

Chilean Trade Policy

Tackle rising obesity levels

Food Labelling

Control and evaluation of the new labelling
Chile’s Trade Policy

87% OF WORLD GDP

64% THE WORLD POPULATION

94% OF CHILEAN’S EXPORT

SOURCE: STUDIES DEPARTMENT, DIRECON-ProChile, figures Central Bank of Chile and IMF (WEO 2016).
Agenda

Chilean Trade Policy

Tackle rising obesity levels

Food Labelling

Control and evaluation of the new labelling
Tackle rising obesity levels

Obesity rates in Chile are now among the highest in the OECD

1 in 4 adults in Chile were obese in 2009. Although less than the United States (35.3%) and Mexico (32.4%), obesity is now more prevalent in Chile than the OECD as a whole (19%). Increasing healthcare costs should be expected if these trends are not tackled.

<table>
<thead>
<tr>
<th></th>
<th>Japan</th>
<th>OECD</th>
<th>Chile</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevalence of obesity (% of adult population), 2013</td>
<td>3.7%</td>
<td>19%</td>
<td>25.1%</td>
<td>35.3%</td>
</tr>
</tbody>
</table>

(1) Data from 2009
To read more about our work: Health at a Glance 2015 and Obesity and the Economics of Prevention: Fit not Fat
"Alimentos y bebidas ultraprocesados en América Latina: tendencias, efecto sobre la obesidad e implicaciones para las políticas públicas" OPS/OMS 2015
Agenda

Chilean Trade Policy

Tackle rising obesity levels

Food Labelling

Control and evaluation of the new labelling
Restrictions to food marketing to children under 14 years

Restriction to school food environment

Front of package warning label

Goals:
1. Children protection
2. Promoting informed selection of food
3. Decreasing food consumption with excessive amount of critical nutrients.

All this points are related to the food nutrient content and to the nutrient cut off values.
SCOPE OF FRONT OF PACKAGE
WARNING FOOD LABELLING

All foods with added sugars (honey, sugar, syrups), sodium (salt, additives) and saturated fatty acids (any oil or fat with SFA) and its content exceeds the limits established by the MOH.
It will be understand as addition of sodium, saturated fats and sugar, when any of the following ingredients were added:

**SODIUM**
- salt
- Aditives with sodium
- Ingredients or foods with any of them

**SUGARS**
- Sugar
- Sugars: mono and disaccharides
- Honey
- Syrups
- Aditives with mono and disaccharides
- Ingredients or foods with any of them

**SATURATED FATS**
- Oils and fats with sat fatty acids
- Aditives with SFA
- Ingredients or foods with any of them

**EXCLUSIONS**
Cut-off values for sugar, saturated fat, sodium and calories.

<table>
<thead>
<tr>
<th>Nutrient or Energy</th>
<th>From the date of implementation</th>
<th>24 months after implementation</th>
<th>36 months after implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid food</td>
<td></td>
<td></td>
<td></td>
</tr>
<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>Saturated fats g/100 g</td>
<td>6</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Liquids</td>
<td></td>
<td></td>
<td></td>
</tr>
<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>Total sugars g/100 ml</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Saturated fats g/100 ml</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
SERVING SIZE VS 100 GRAMS

CUT-OFF VALUES PER 100 GRAMS ALLOWS:
- Having a standard measure for all foods.
- To judge food based on the nutritional quality and not the way as it consumed.
- To compare food within and between categories.
- To educate with information for persons select their own healthy diet, even serving size.

CUT-OFF VALUES PER SERVING SIZE COULD IMPLY:
- Confusion because people is not eating according to serving size.
- Providing information according to a theoretical pattern of intake.
- Do not educate about the real characteristics of food.
- Do not incentive more flexible decisions.

Since 2006 in Chile is mandatory the nutritional declaration per 100 grams (or 100 mL) and per serving size.
- People will be able to compare looking food labelling and complementary nutrition information.
Front of package warning label (FOP)
**FOP warning label**

- The **warning message** was defined by previous studies convened by Ministry of Health in which qualitative and quantitative studies were held in different groups.

- Studies demonstrate that this symbol is the best performance in visibility, understanding and intention of purchase.
Agenda

Chilean Trade Policy

Tackle rising obesity levels

Food Labelling

Control and evaluation of the new labelling
<table>
<thead>
<tr>
<th></th>
<th>Inspecciones</th>
<th>Incumplimientos</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lugares de expendio</strong></td>
<td>588</td>
<td>286 (48%)</td>
</tr>
<tr>
<td><strong>Escuelas</strong></td>
<td>809</td>
<td>356 (44%)</td>
</tr>
<tr>
<td><strong>Productos alimenticios</strong></td>
<td>3000</td>
<td>1000 (33%)</td>
</tr>
</tbody>
</table>

CONTROL AND ENFORCEMENT
THE NEW REGULATION
EVALUACIÓN LEY DE ETIQUETADOS
En general, ¿Cree usted que la nueva ley de etiquetado de alimentos va...?

- En la dirección correcta porque mejorará los hábitos alimenticios de las personas: 77%
- En la dirección equivocada porque es un exceso de regulación a las empresas: 17%
- No sabe, no responde: 6%

Casos: 729

APLICACIÓN LEY DE ETIQUETADOS
¿Has visto en aplicación la nueva Ley de Etiquetados, que obliga a rotular los alimentos con un disco pare negro que dice “alto en (grasas, azúcares, calorías y sodio)”...

- Si: 82%
- No sabe, no responde: 1%
- No: 17%

Casos: 729
CAMBIO DE PREFERENCIA DE COMPRA
¿Qué haría en el caso de que su marca preferida de alguno de los productos que más consume en su casa tiene un disco pare negro que dice “alto en (grasas, azúcares, calorías y sodio)”...?

- Se cambiaría de marca a una que no tenga disco pare 36%
- Lo seguiría comprando porque es su marca preferida 31%
- Eliminaría de su consumo el producto de forma definitiva 28%
- No sabe, no responde 3%

Casos: Quienes han visto aplicada la nueva Ley de etiquetados (82%).
The implementation of new regulations on nutritional labelling in Chile.

MD Lorena Rodriguez Osiac
Master Nutrition and Public Management
Head of Food and Nutrition Department
Chilean Ministry of Health
lorena.rodriguez@minsal.cl