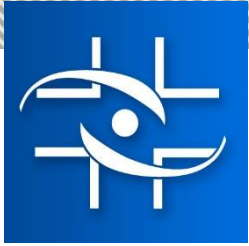




# Guidelines on Front-of-Pack Nutrition Labelling

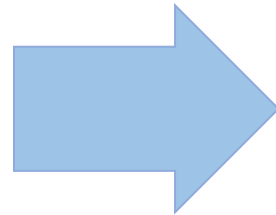
Anvisa's experience in the use of Codex Alimentarius Guidelines to assist in the development of the Brazilian FOPNL system.



# Nutrition labelling in Brazil

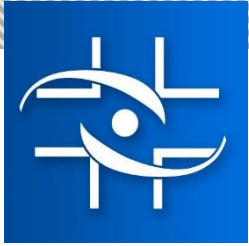
## Nutrient declaration in prepackaged foods

- Mandatory since 2006.
- Part of the actions recommended by the Brazilian Nutrition Policy.



## First review of nutrition labelling regulation

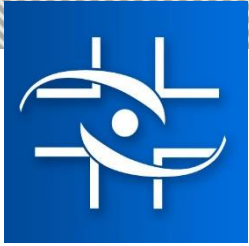
- Facilitate consumer's understanding and food choices.
- Adoption of a FOPNL was under consideration.



## Stocktake of FOPNL systems

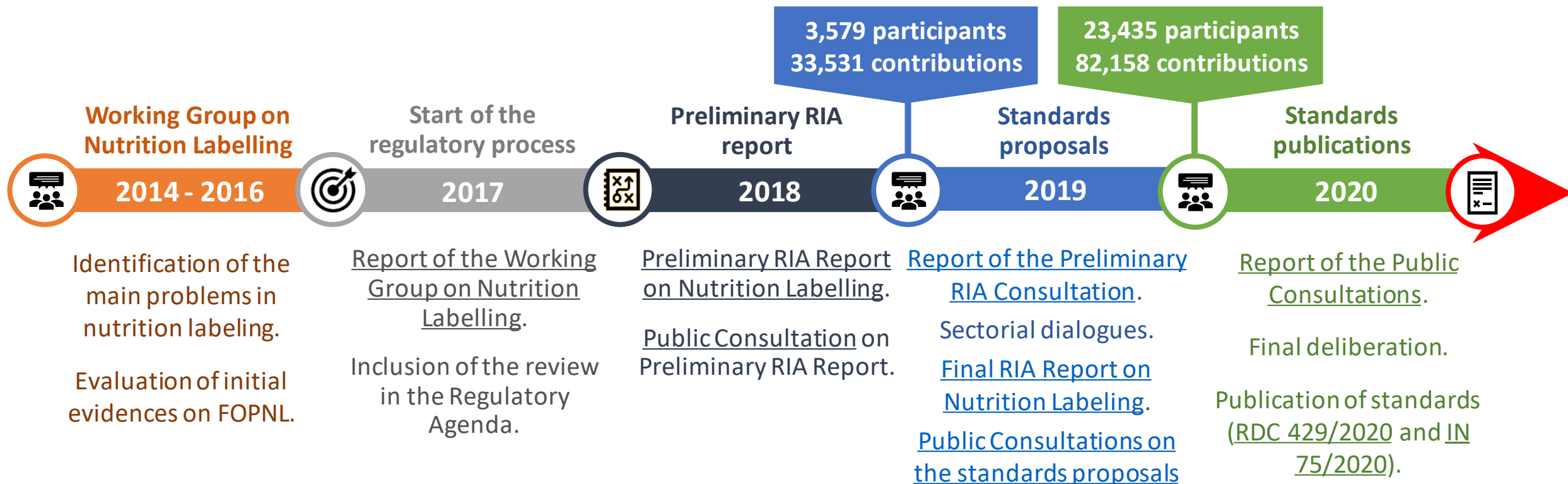
CCFL's work on FOPNL would need to focus on high level principles to cover the different approaches.

These data were used by Anvisa to help identifying different options to provide simplified nutritional information to Brazilian consumers.



# Process of nutrition labelling review in Brazil

FOPNL should be government led but developed in consultation with all interested parties, including private sector, consumers, academia, public health associations among others.





## Some principles for the establishment of FOPNL systems.

- FOPNL should:
  - ✓ present information in a way that is easy to understand and use by consumers in the country or region of implementation. The format of the FOPNL should be supported by scientifically valid consumer research.
  - ✓ be clearly visible on the package/packaging at the point of purchase under normal conditions.
  - ✓ help consumers to make appropriate comparisons between foods.
  - ✓ align with evidence-based national or regional dietary guidance or, in its absence, health and nutrition policies. Consideration should be given to the nutrients and/or the food groups which are discouraged and/or encouraged by these documents.
- It was also recognized that some foods should be excluded from FOPNL.

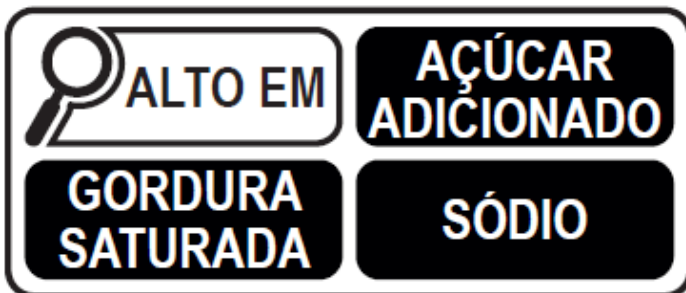


# Development of FOPNL in Brazil

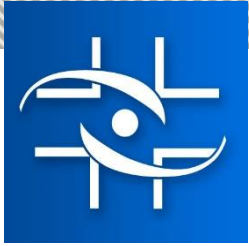
- Anvisa sought to use the best available evidence to select the FOPNL model and its characteristics:
  - ✓ Systematic review of studies comparing the effects of different FOPNL models.
  - ✓ Scientific studies with Brazilian consumers to explore the understanding and use of different FOPNL systems.
- Consideration of the recommendations of the Brazilian Dietary Guidelines.



## FOPNL adopted in Brazil



Nutrients	Criteria
Added sugars	15 g or more per 100 g. 7.5 g or more per 100 ml.
Saturated fats	6 g or more per 100 g. 3 g or more per 100 ml.
Sodium	600 mg or more per 100 g. 300 mg or more per 100 ml.



# Mandatory or voluntary FOPNL

## Codex Alimentarius

- FOPNL can be voluntary or mandatory in line with national legislation.
- FOPNL should be implemented in a way that facilitates the broad availability of FOPNL for consumer use.

After evaluating scientific evidence on FOPNL uptake by food industry of voluntary and mandatory systems, Anvisa concluded that the Brazilian FOPNL system should be mandatory in order to maximize its availability to consumers.





# Consistency between nutrient declaration and FOPNL

## Codex Alimentarius

- FOPNL should only be provided in addition to, and not in place of, the nutrient declaration.
- FOPNL should be applied to the food in a manner consistent with the corresponding nutrient declaration for that food.

Adjustments were made in the Brazilian nutrient declaration to require the declaration of the quantity of added sugars and the expression of the quantity of nutrients per 100 grams or 100 milliliters.