

# **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**

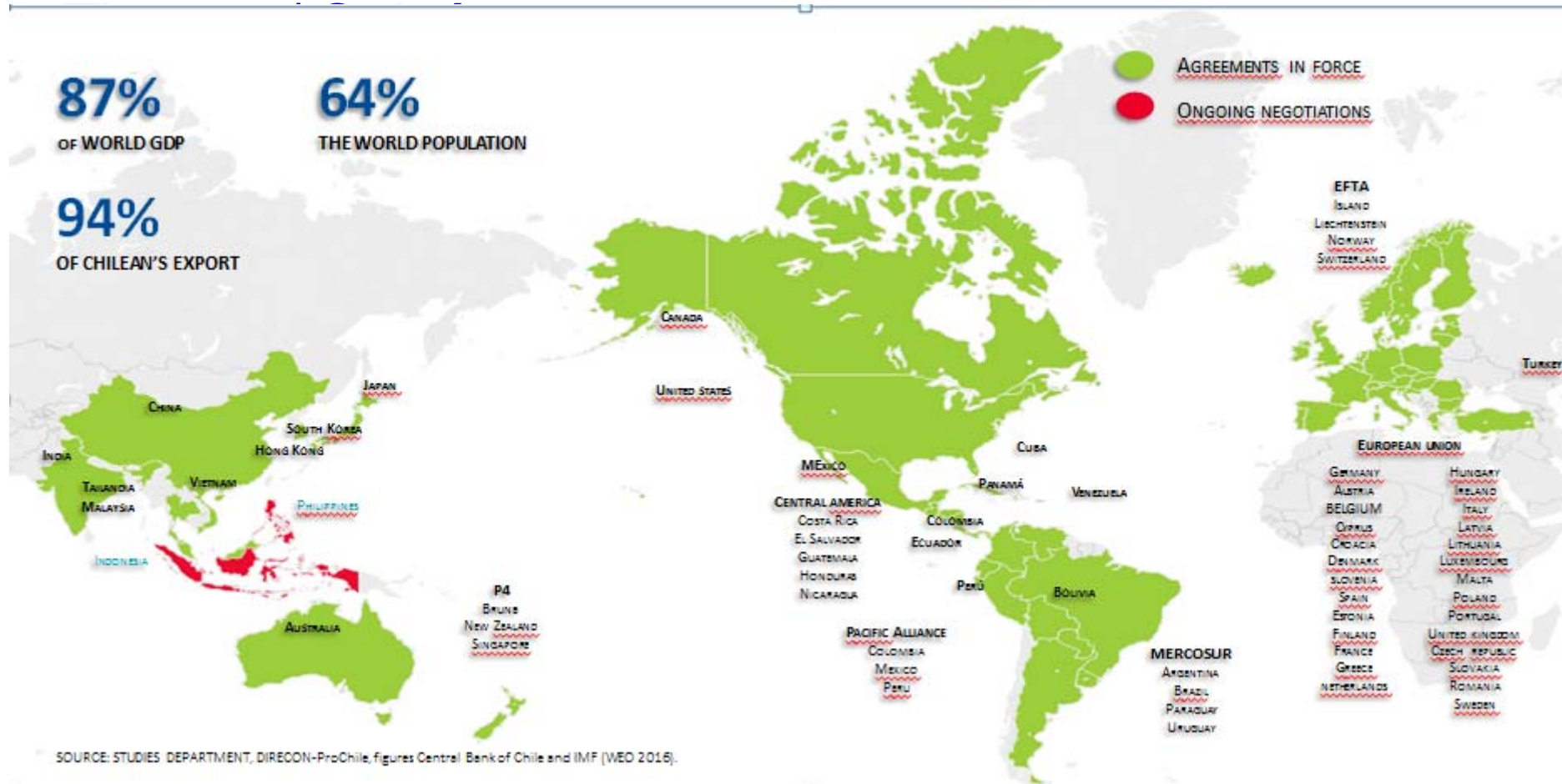
**Tackle rising obesity levels**

**Food Labelling**

**Control and evaluation of the new labelling**



# Chile's Trade Policy



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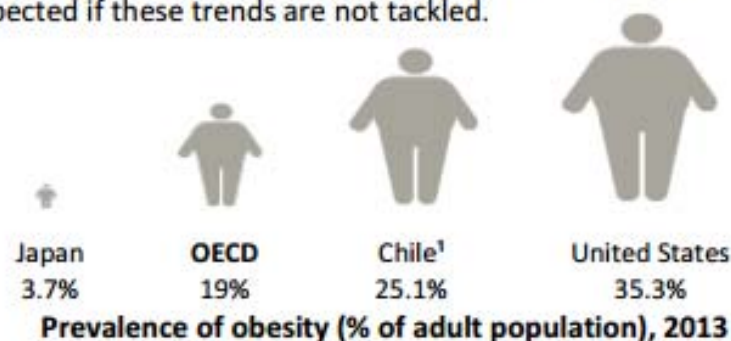
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## Tackle rising obesity levels

### ► 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.



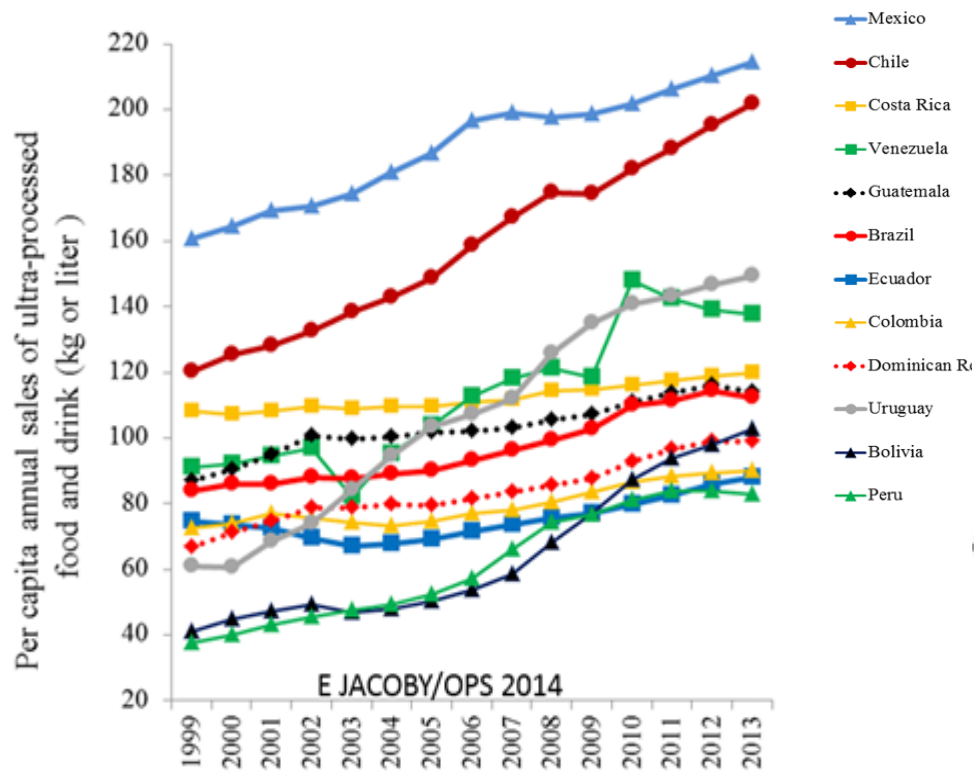
(1) Data from 2009

To read more about our work: [Health at a Glance 2015](#) and [Obesity and the Economics of Prevention: Fit not Fat](#)

### ► What can be done?

- Help consumers make informed choices through compulsory food labelling (using front-of-package guidelines)
- Strengthen the industry's regulation of food advertising (particularly advertising directed to children)
- Support worksite and school-based health promotion programmes targeting different age groups and determinants of obesity
- Encourage intensive counselling of individuals at risk in primary care
- Provide fiscal incentives, such as increasing the price of food with high fat and/or high sugar content
- Promote active traveling alternatives like walking, bicycling and mobilisation by public transport to increase physical activity

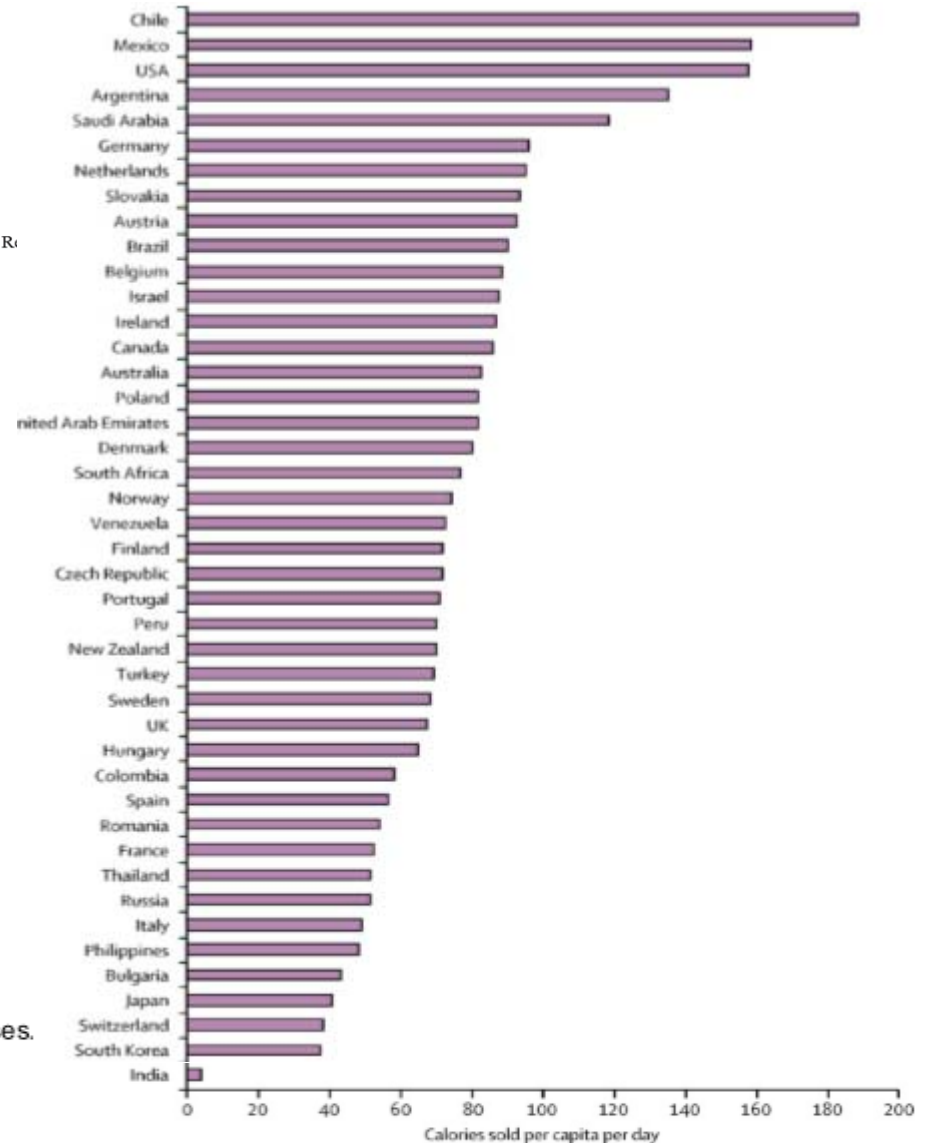
## Ventas per cápita de snacks y bebidas (Kg o Lt) azucaradas en países de AL entre 1999 y 2013



"Alimentos y bebidas ultraprocesados en América Latina: tendencias, efecto sobre la obesidad e implicaciones para las políticas públicas" OPS/OMS 2015

Popkin B & Hawkes C. Sweetening of the global diet, particularly beverages: patterns, trends, and policy responses. The Lancet Diabetes & Endocrinology, Volume 4, Issue 2, 2016, 174–186

Chile is the main consumer of sugar beverages



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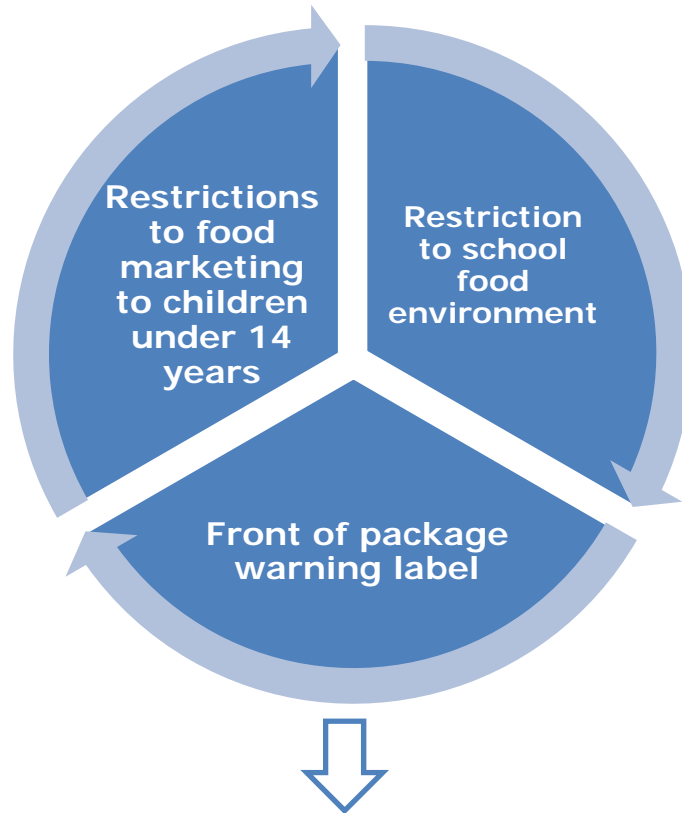
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## LAW 20.606: FOOD NUTRITIONAL COMPOSITION AND FOOD MARKETING



All this points are related to the food nutrient content and to the nutrient cut off values

### Goals:

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





## 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 understood as addition of sodium, saturated fats and sugar, when any of the following ingredients were added:**

#### **SODIUM**

- salt
- Additives with sodium
- Ingredients or foods with any of them

#### **SUGARS**

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

#### **SATURATED FATS**

- Oils and fats with sat fatty acids
- Additives with SFA
- Ingredients or foods with any of them

#### **EXCLUSIONS**



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

INFORMACION NUTRICIONAL		
Porción: ..... Unidades (80 g)		
Porciones por envase .....		
	100 g o 100 ml	1 porción
Energía (Kcal)	218	174
Proteínas (g)	16,7	13,3
Grasas Saturadas (g)	3,7	2,9
Ácidos grasos trans (g)	0	0
Grasas Monoinsaturadas (g)	5,1	4,0
Grasas poliinsaturadas (g)	3,8	3,0
Colesterol (mg)	82,5	66
Hidratos de carbono (g)	0	0
Azúcares totales (g)	0	0
Sodio (mg)	77	61,6

<b>Nutrient or Energy Solid food</b>	<b>From the date of implementation</b>	<b>24 months after implementation</b>	<b>36 months after implementation</b>
<b>Energy kcal/100 g</b>	<b>350</b>	<b>300</b>	<b>275</b>
<b>Sodium mg/100 g</b>	<b>800</b>	<b>500</b>	<b>400</b>
<b>Total sugars g/100 g</b>	<b>22,5</b>	<b>15</b>	<b>10</b>
<b>Saturated fats g/ 100 g</b>	<b>6</b>	<b>5</b>	<b>4</b>
<b>Nutrient or Energy Liquids</b>	<b>From the date of implementation</b>	<b>24 months after implementation</b>	<b>36 months after implementation</b>
<b>Energy kcal/100 ml</b>	<b>100</b>	<b>80</b>	<b>70</b>
<b>Sodium mg/100 ml</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Total sugars g/100 ml</b>	<b>6</b>	<b>5</b>	<b>5</b>
<b>Saturated fats g/ 100 ml</b>	<b>3</b>	<b>3</b>	<b>3</b>

## 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.



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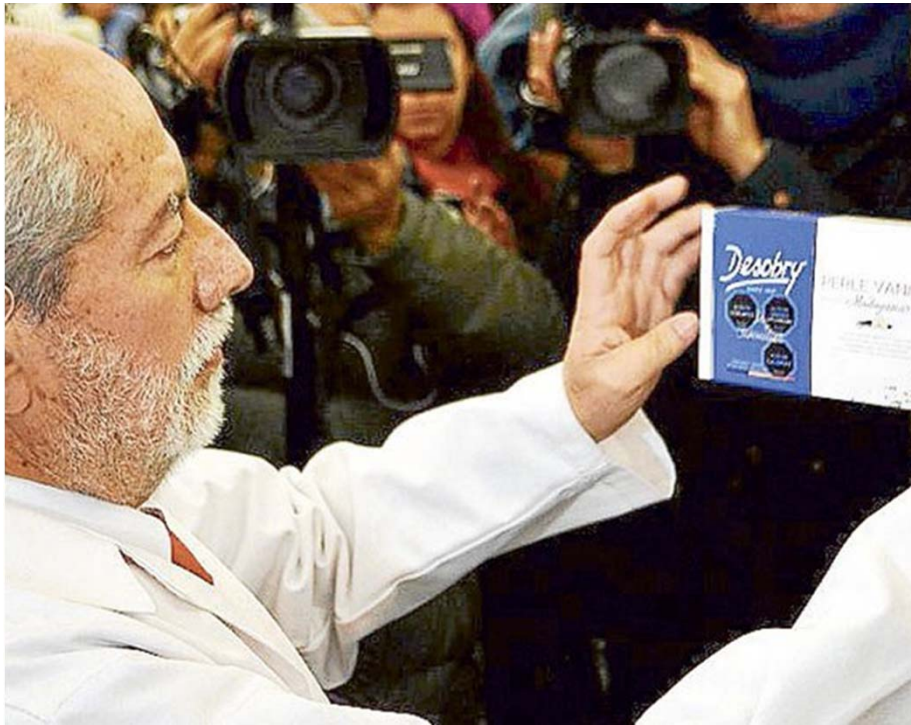
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## CONTROL AND ENFORCEMENT THE NEW REGULATION

	Inspecciones	Incumplimientos
Lugares de expendio	588	286 (48%)
Escuelas	809	356 (44%)
Productos alimenticios	3000	1000 (33%)



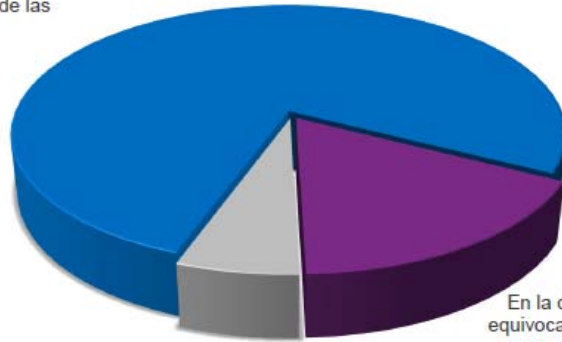


## EVALUACIÓN LEY DE ETIQUETADOS

En general, ¿Cree usted que la nueva ley de etiquetado de alimentos va...?



En la dirección correcta  
porque mejorarán 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%

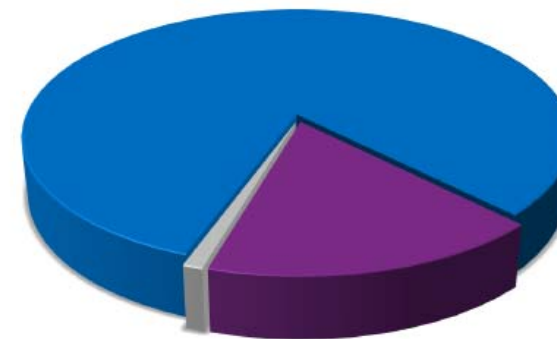
Casos: 729

## 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%

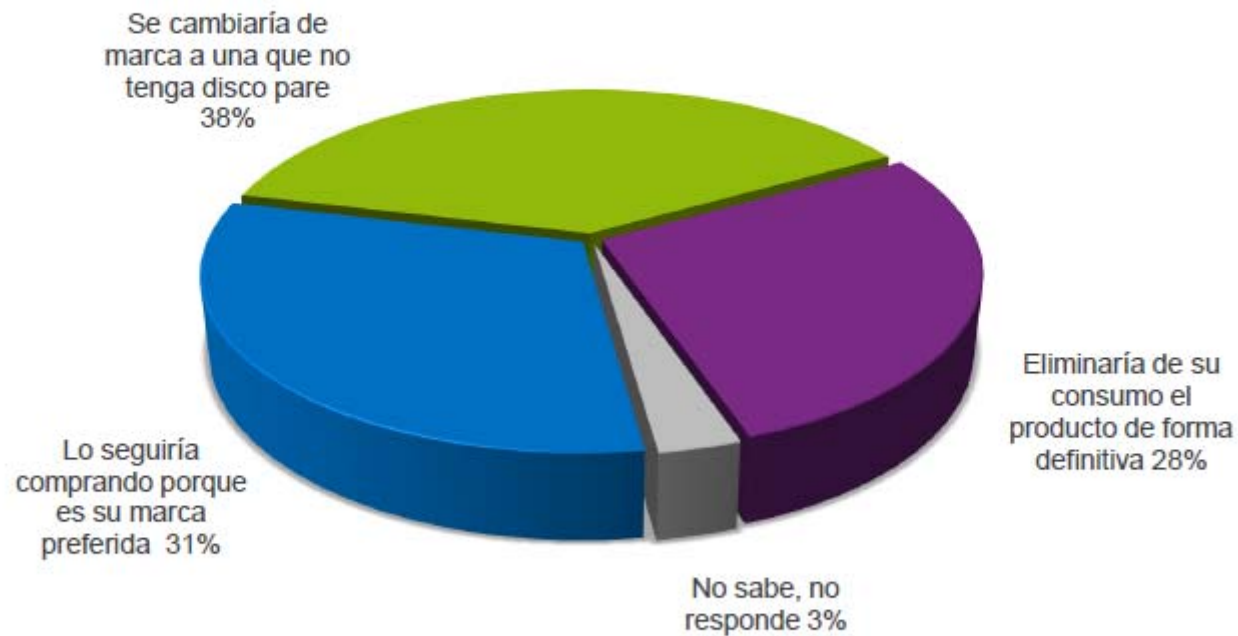
No  
17%

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)” ...?



Casos: Quienes han visto aplicada la nueva Ley de etiquetados (82%).



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