

CHILEAN EXPERIENCE OF USING WARNING LABELS AS FOPL

“Why should India put warning labels on unhealthy food products”

Marcela Reyes

CIAPEC, INTA, University of Chile



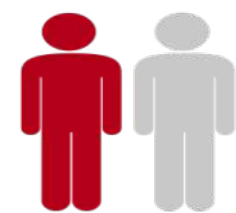
I have no conflict of interest to report



CONTEXT

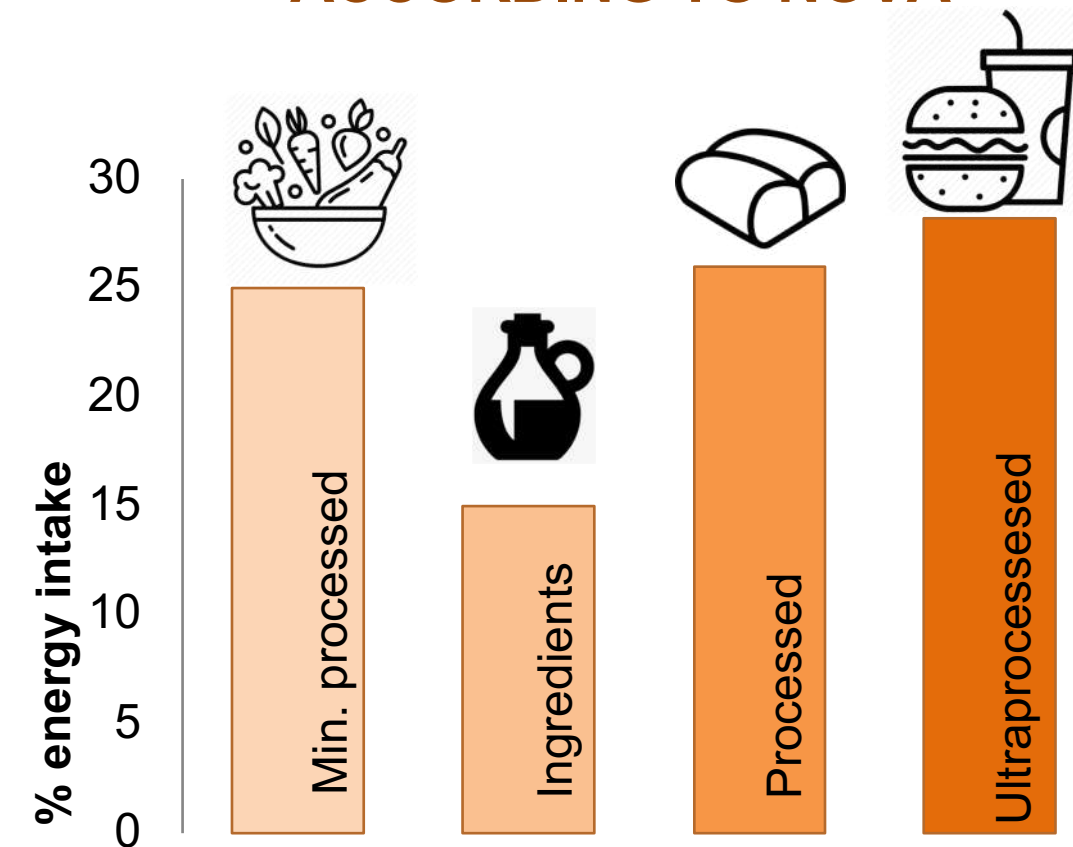


74% adults >15 years
overweight or obese
(2016-2017)

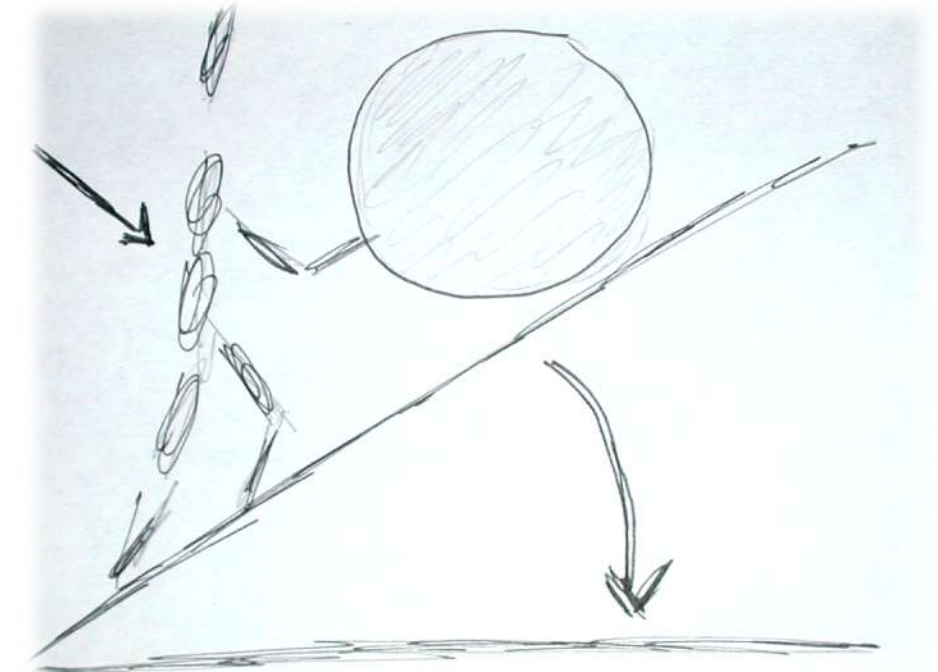


50% 6-7y old children
obese or overweight
(2016)

NATIONAL DIETARY SURVEY 2010 ACCORDING TO NOVA



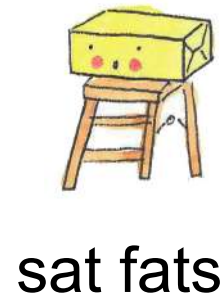
Cediel et al, 2017. PHN



Uauy & Puska

CONTEXT

New regulation (June 2016) Law (2012) and Act (2015)



Received: 20 June 2018 | Revised: 12 October 2018 | Accepted: 13 October 2018
DOI: 10.1111/obr.12802

PUBLIC HEALTH

WILEY **obesityreviews**

Structural responses to the obesity and non-communicable diseases epidemic: Update on the Chilean law of food labelling and advertising

Camila Corvalán¹ | Marcela Reyes¹ | María Luisa Garmendia¹ | Ricardo Uauy^{1,2}



Corvalan et al, 2019. Obesity Rev

CONTEXT

What is a 'high in' foods/beverages?



LIMITS ONLY APPLY TO FOODS/BEVERAGES THAT HAVE ADDED SUGARS, SATURATED FATS OR SODIUM

	June 2016	June 2018	June 2019
SOLID FOODS			
Energy [kcal/100g]	350	300	275
Sodium [mg/100g]	800	500	400
Total sugars [g/100g]	22.5	15	10
Saturated fats [g/100g]	6	5	4
LIQUIDS			
Energy [kcal/100mL]	100	80	70
Sodium [mg/100mL]	100	100	100
Total sugars [g/100mL]	6	5	5
Saturated fats [g/100mL]	3	3	3

CONTEXTO

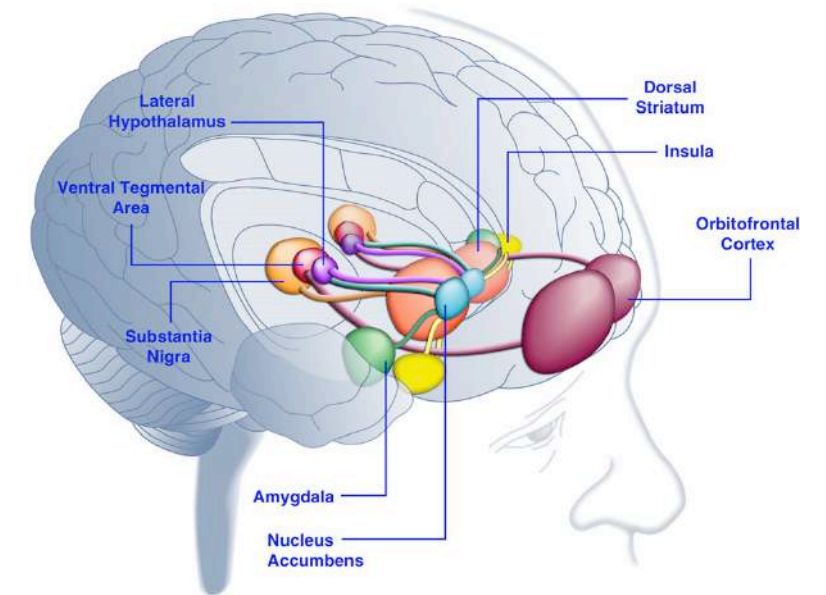
How to label 'high in' foods/beverages?



Law (2012) states pre-packaged foods/beverages high in energy or key nutrients must have a **FOP warning label** that inform the consumer of this condition



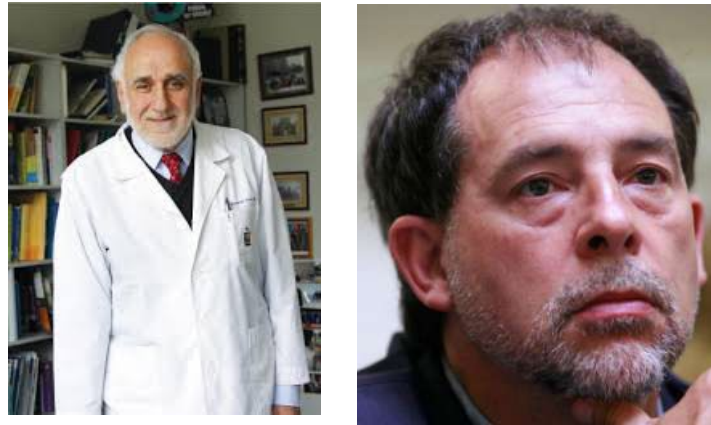
New paradigm on FOPL



CONTEXT



Key actors



Development of the act



Internal discussion

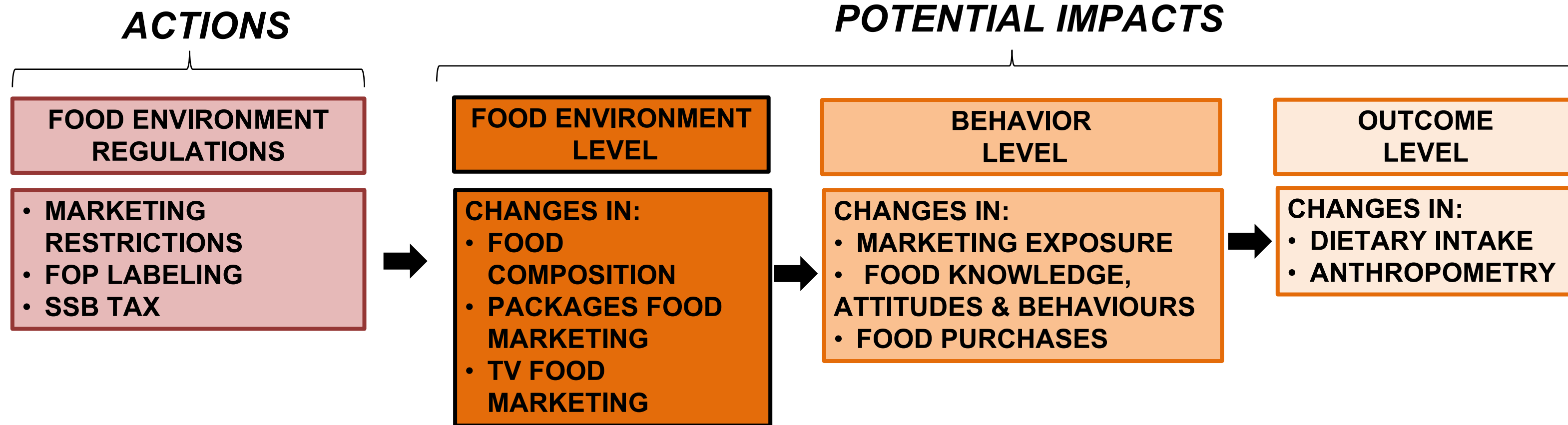


Public consultation



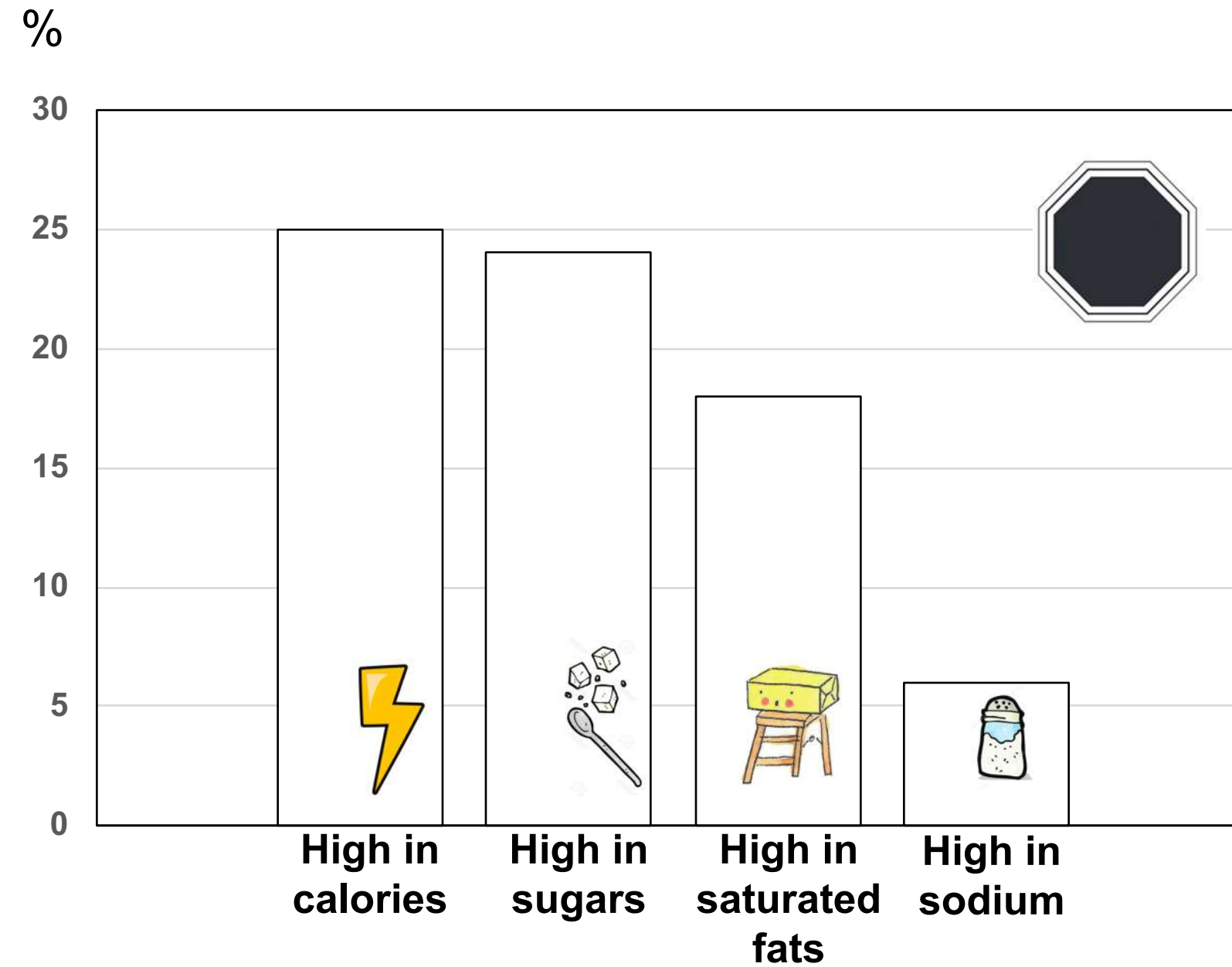
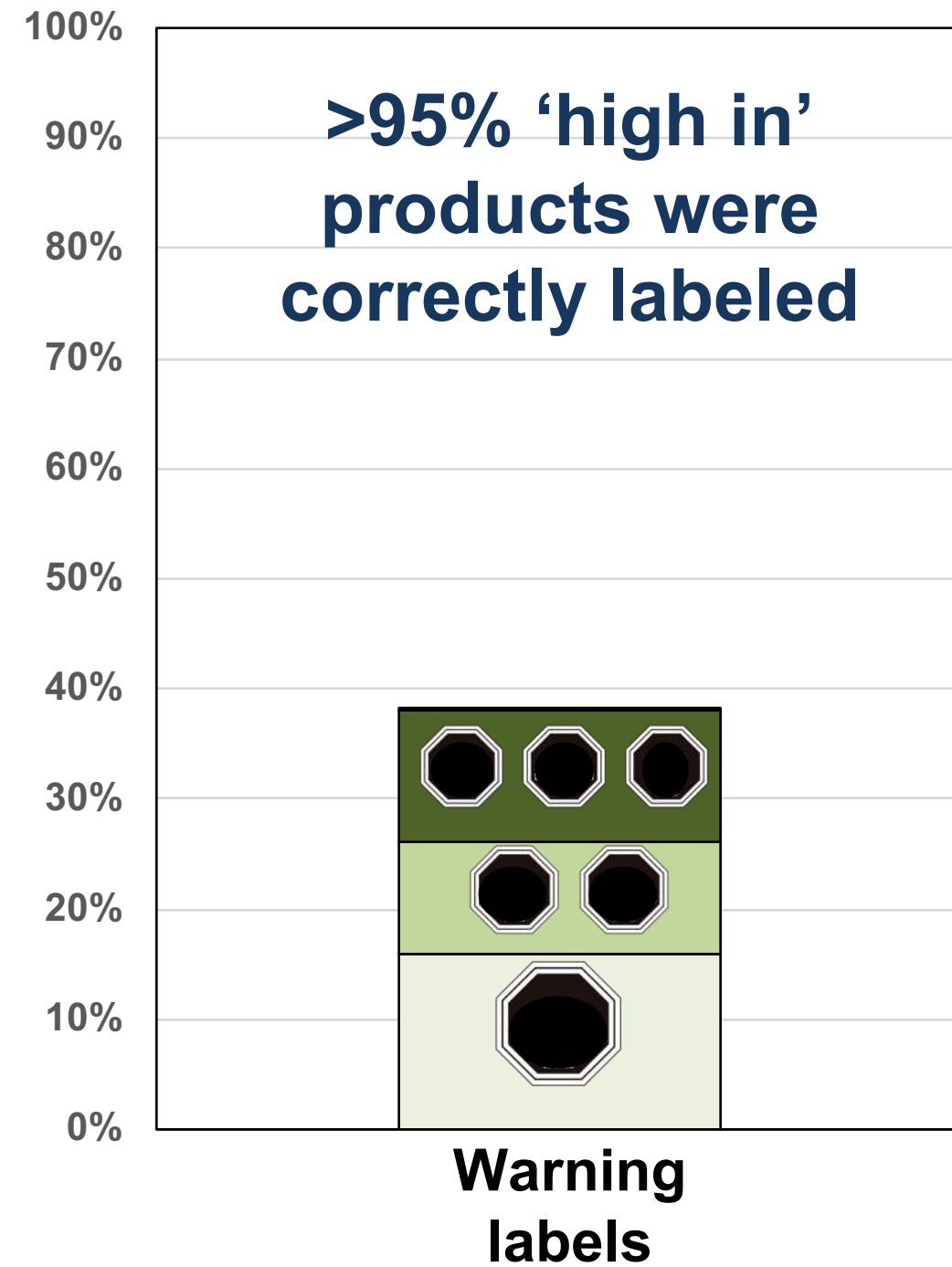
EVALUATION

Natural experiment (pre-post)



	June 2016	June 2018	June 2019
SOLID FOODS			
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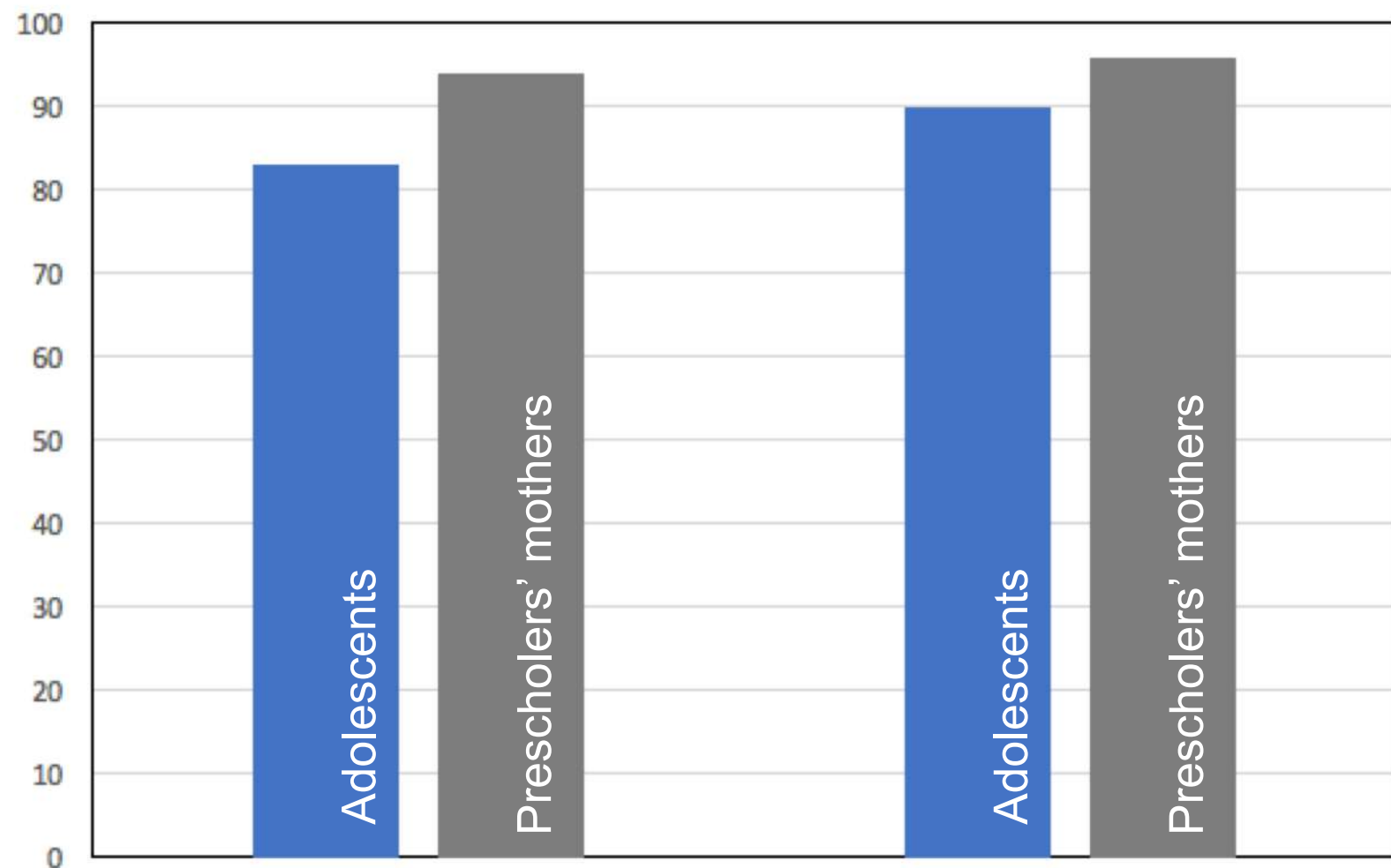
EVALUATION



> 10,000 pre-packaged products (Jan-Feb 2017)

EVALUATION

Warning labels well received by population



A food with a warning label is less healthy than a food with no label

I would like the ministry of health highlights less healthy products

Preimplementation period

Change on food purchase behavior and social norms, triggered by young children

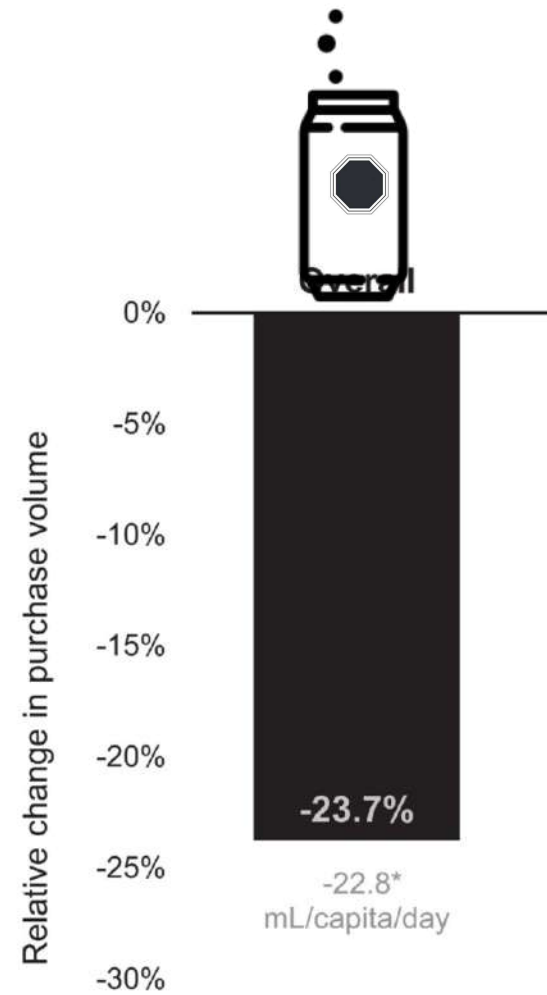


Int J Behav Nutr Phys Act. 2019;16(1):21

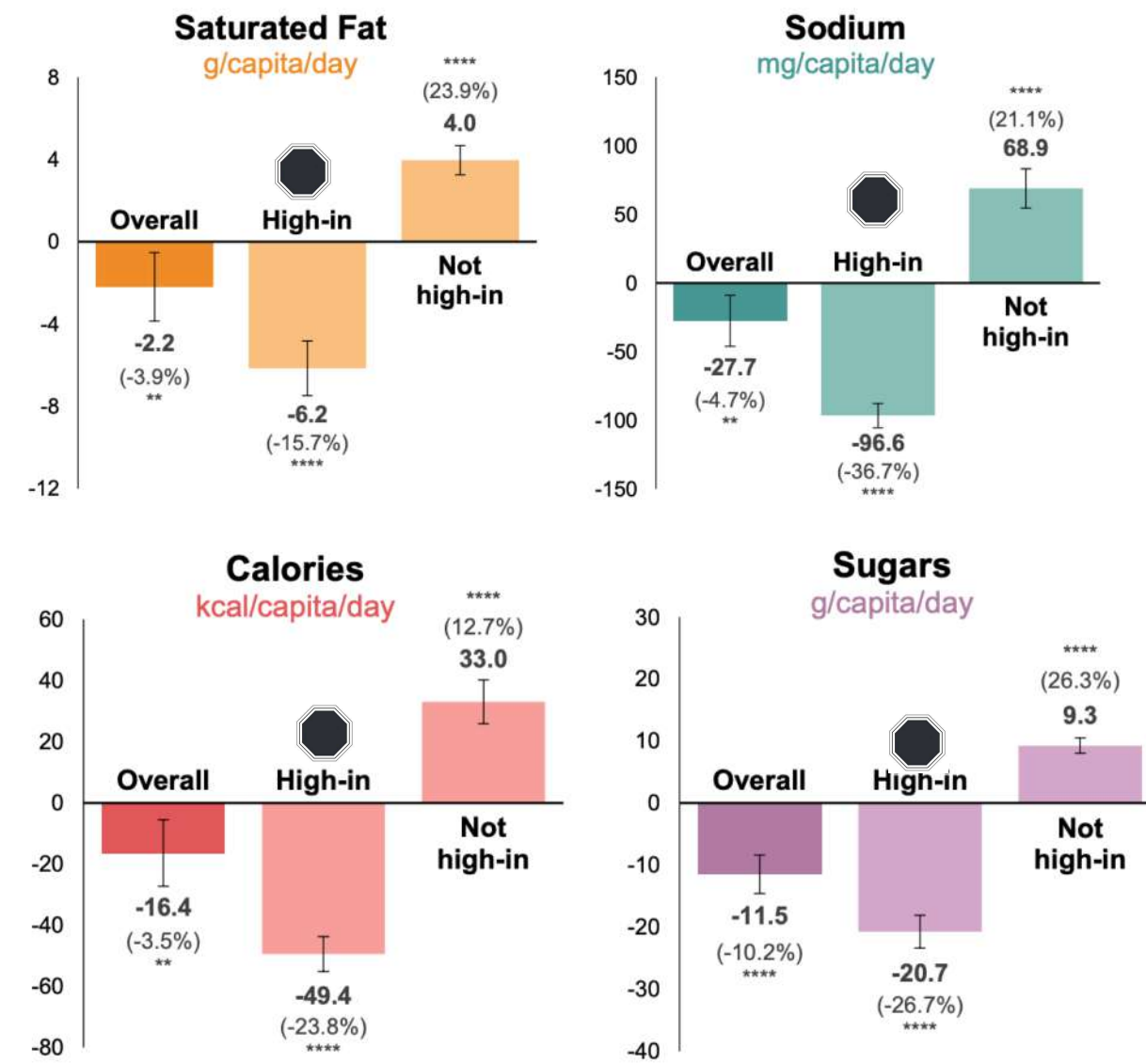
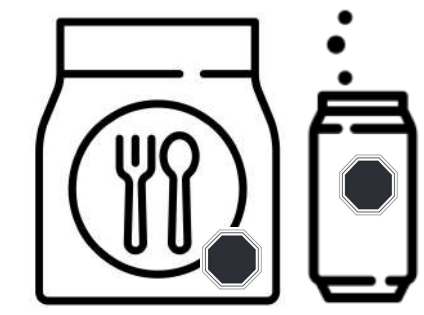
EVALUATION



KANTAR W^{ORLD}PANEL

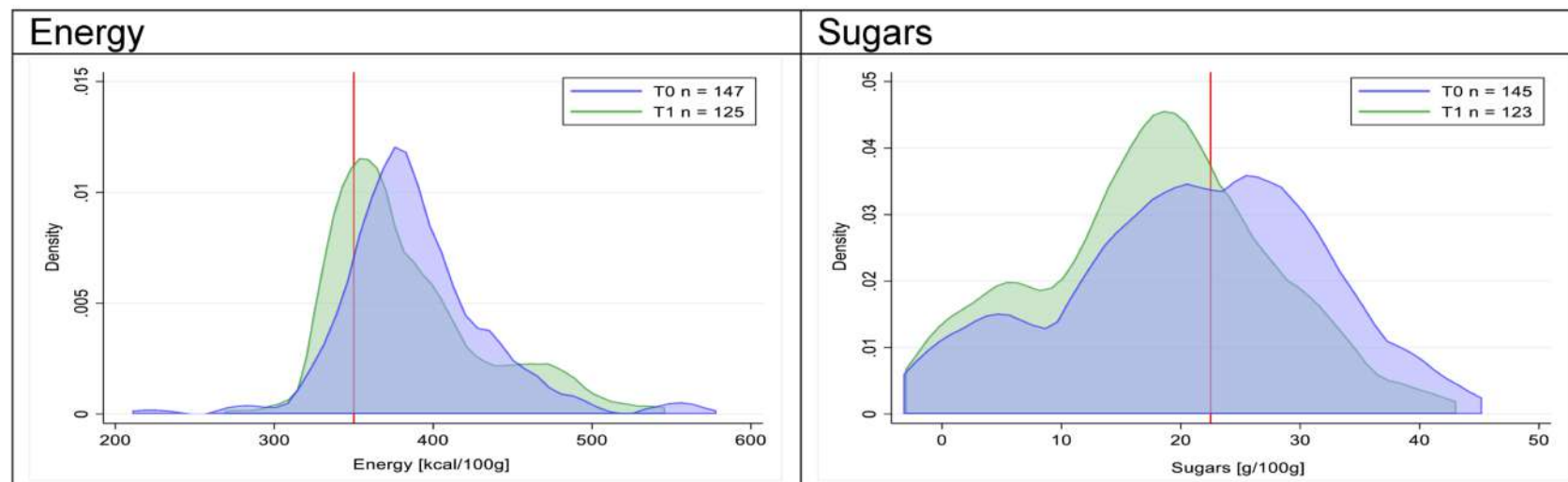
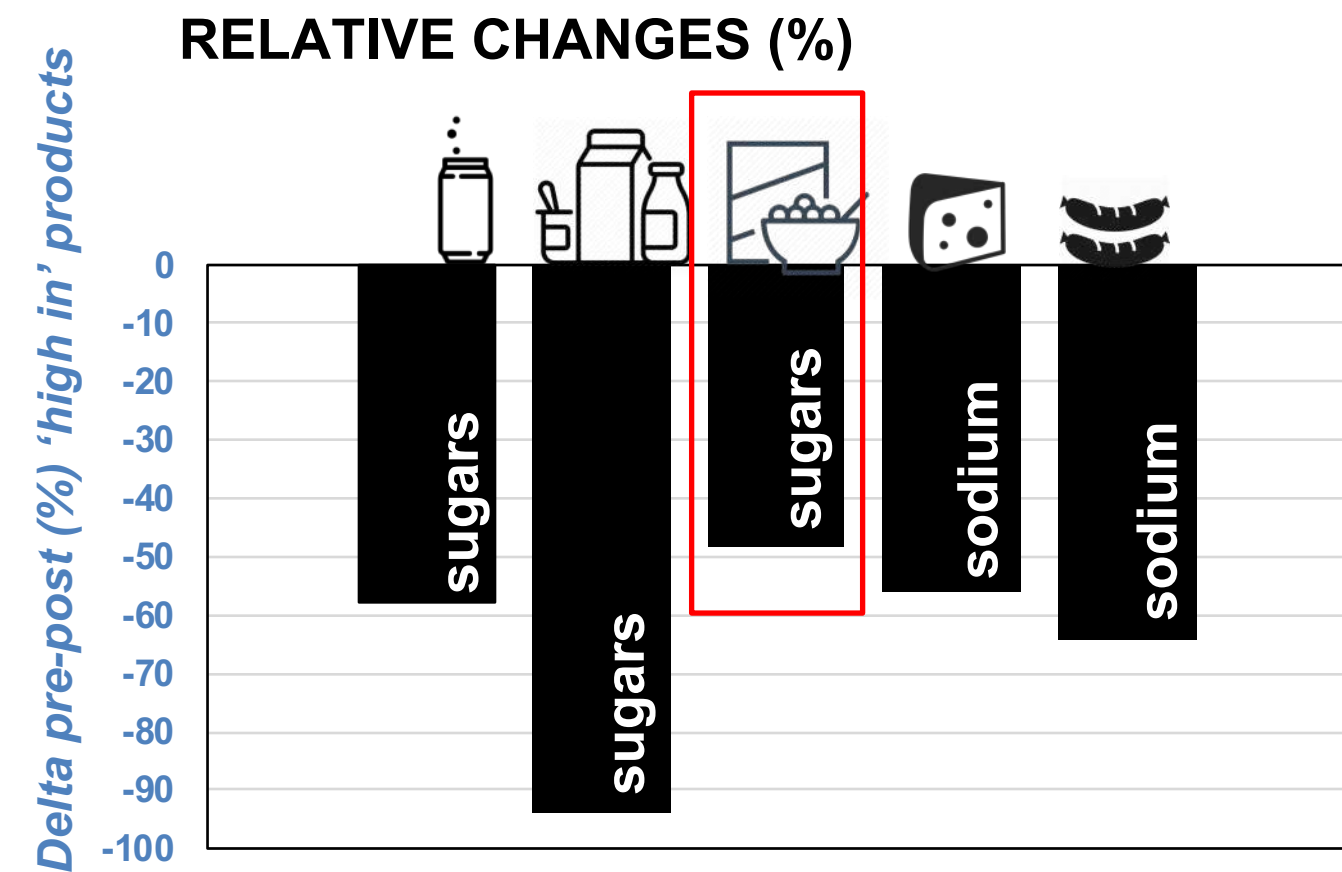
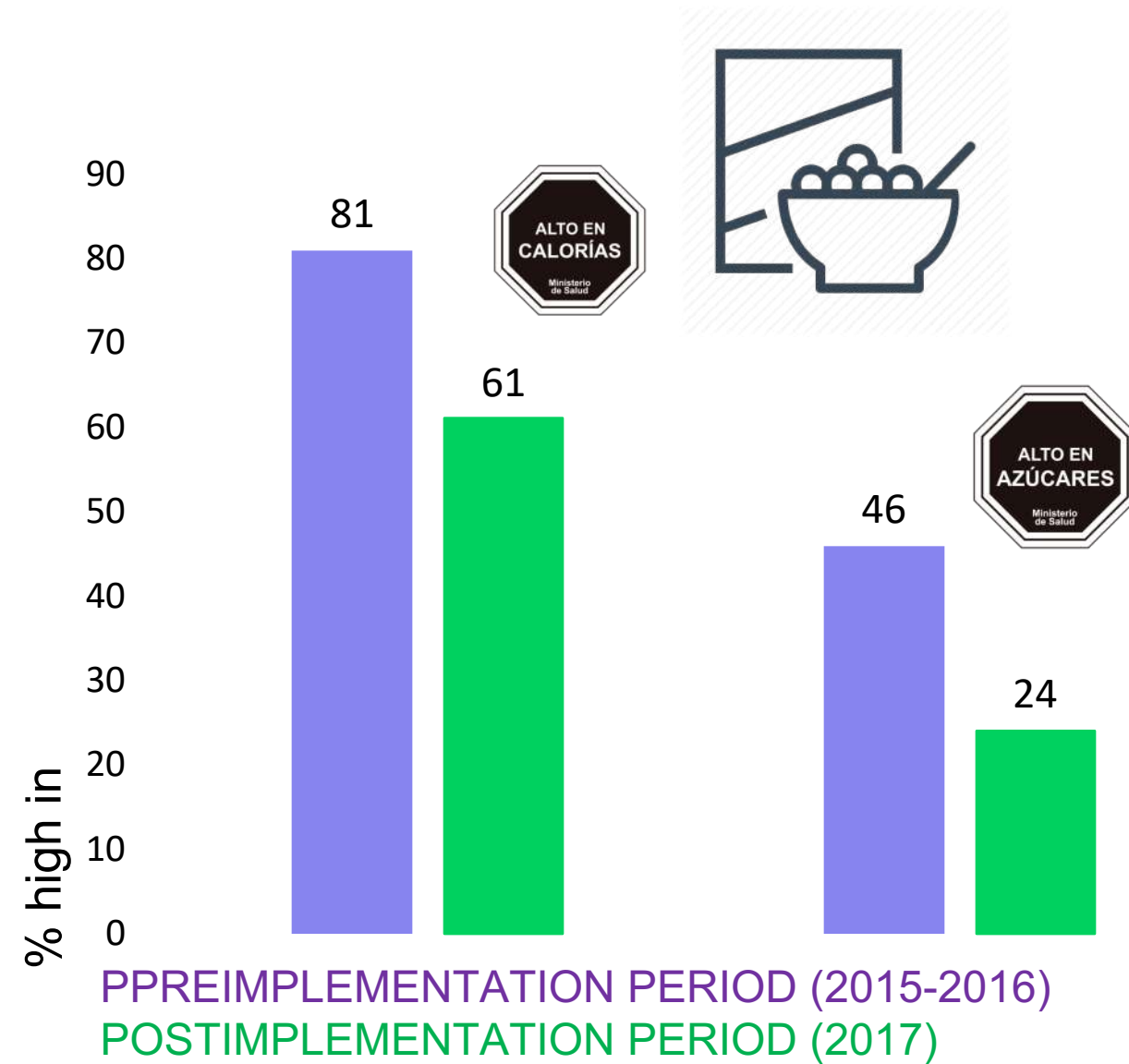


PLoS Med 2020;17(2):e1003015



Lancet Planet Health 2021;5(8): e526

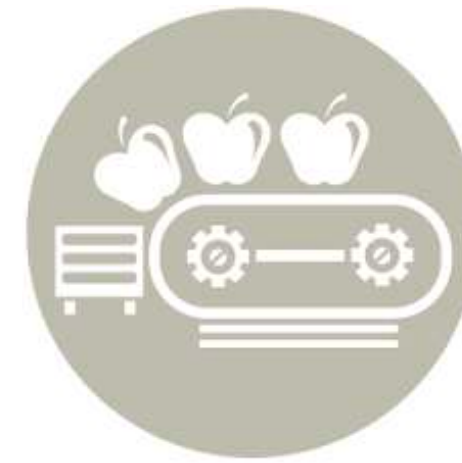
EVALUATION



EVALUATION



VS

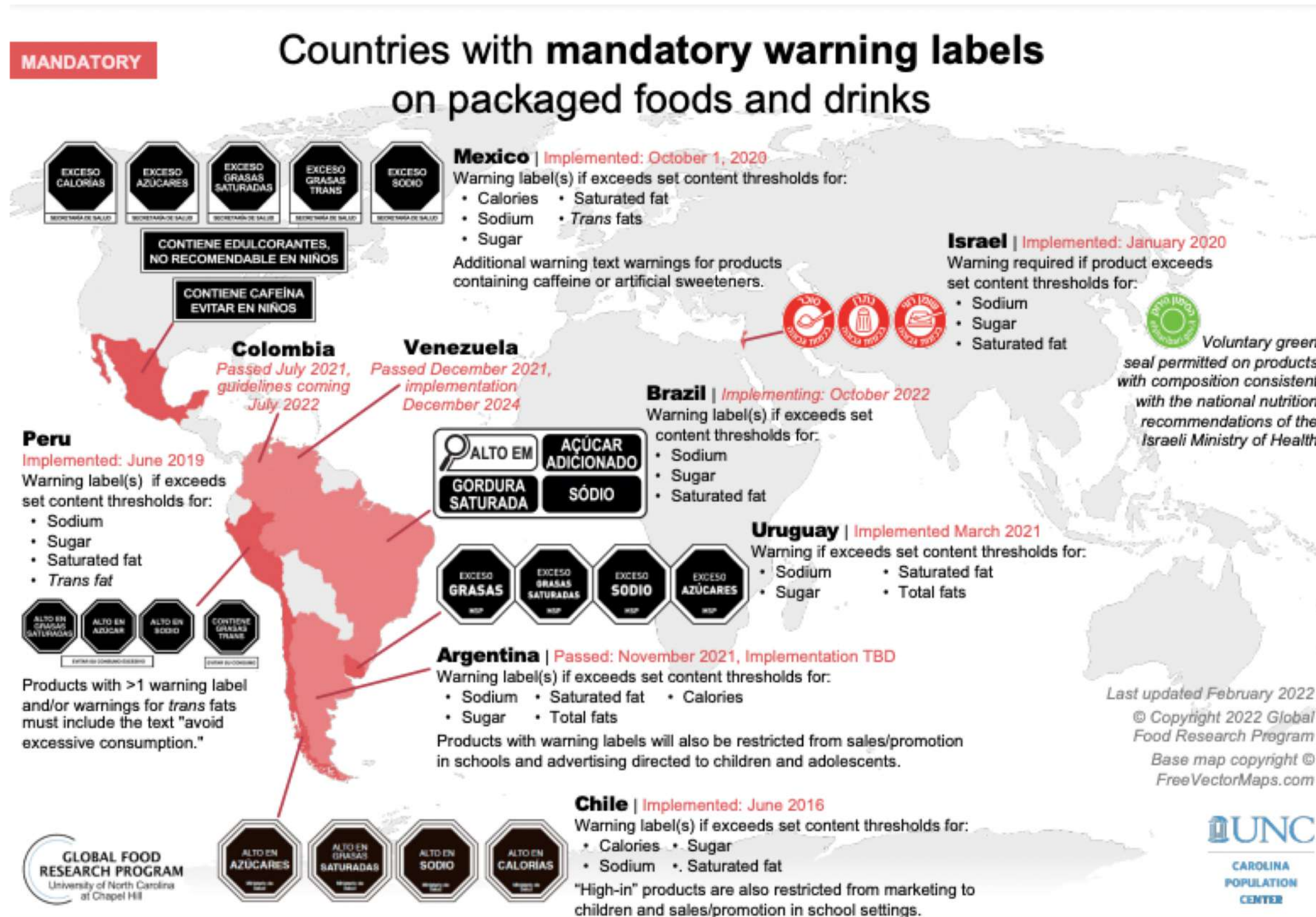


FINAL THOUGHTS



- Warning labels were implemented as stated in the Law and act
- Warning labels are recognized, understood and valued by the population
- Warning labels have modulated purchase behaviour
- Food industry reformulated their products
- No burden in jobs or wage

WARNING LABELS ARE BECOMING GLOBAL





Center of Research in Food Environment and Prevention of Obesity and Non-Communicable Diseases



UNIVERSIDAD DE CHILE
Instituto de Nutrición y Tecnología de los Alimentos
Doctor Fernando Monckeberg Barros



udp



Instituto Nacional de Salud Pública



THE UNIVERSITY
of **NORTH CAROLINA**
at **CHAPEL HILL**



Bloomberg Philanthropies



Thanks!



@CIAPEC_INTA



CIAPEC-INTA



WWW.CIAPEC.CL



MREYES@INTA.UCHILE.CL

