

Voluntary Report – Voluntary - Public Distribution

Date: October 21,2020

Report Number: BR2020-0046

Report Name: Brazil Approves New Regulations for Food Labeling

Country: Brazil

Post: Sao Paulo ATO

Report Category: Agriculture in the News

Prepared By: Fabiana Fonseca

Approved By: Nicolas Rubio

Report Highlights:

The National Agency of Sanitary Surveillance (ANVISA) published new regulations on nutrition labeling of packaged food products. The most critical change refers to alerts for high levels of sugar, saturated fat, and sodium, which now must be included on the front panel of food and beverage products. The new model does not include warnings for non-caloric sweeteners. The new regulation will go into effect 24 months after its publication.

Brazil's National Agency of Sanitary Surveillance Approves New Labeling Regulation

After a process initiated in 2014, the National Agency of Sanitary Surveillance (ANVISA) approved the new nutritional label regulation. On October 9, 2020, the Brazilian Official Gazette published the Resolution of the Collegiate Board 429 and Normative Instruction 75, which refer to the new regulations on nutritional labeling of packaged food. The new rules aim to facilitate the understanding of nutritional information and lead consumers to make more conscious food intake decisions. The new legal framework establishes significant changes in the legibility of information, its content, and how information must be displayed on the nutritional tables. It also covers nutritional claims; however, the most accentuated modification was the adoption of the frontal labeling. Under the new regulation, the nutritional labeling must be placed on the front panel of packaged foods using simple and clear icons to emphasize high contents of saturated fat, added sugar, and sodium. According to ANVISA, these three nutrients were chosen because they represent the most critical ones to consumers' health, as there is robust evidence pointing into this direction. In addition, ANVISA took into consideration the concerns of Brazilian consumers towards these nutrients. The new model does not include warnings for non-caloric sweeteners.

Minimum and Maximum Levels to be Considered High in Added Sugar, Saturated Fat, or Sodium

Nutrient	Limits for solids and semi-solid foods	Limits for liquid foods
Added Sugar	Equal or above 15g of added sugar per 100g of food.	Equal or above 7.5g of added sugar per 100ml of food.
Saturated Fat	Equal or above 6g of saturated fat per 100g of food.	Equal or above 3g of fat per 100ml of food.
Sodium	Equal or above 600mg of sodium per 100g of food.	Equal or above 300mg of sodium per 100ml of food.

Model Labels on Mandatory Warning for Nutrients

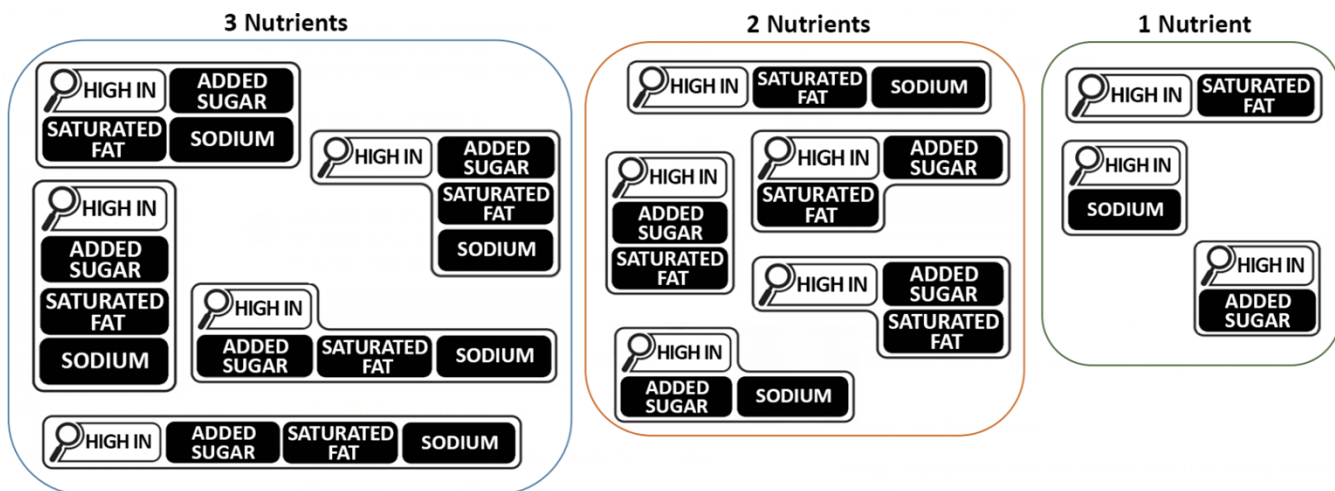


Table of Nutritional Information

The table of nutritional information will also go through significant changes. From now on, it will be mandatory to use a black font and white background. In addition, total sugars and added sugars, energy value per 100g and 100ml, and the number of servings per package will be mandatory. It will also be mandatory to place the table of nutritional information close to the list of ingredients. It will not be permitted to cover, brake or display the table on areas of difficult reading or areas that may be deformed by the package's nature. The only exception accepted will be for products that provide a small display area (below 100cm²). For such products, it will be permitted to display the nutritional information on covered areas; however, it must be accessible for consumers.

NUTRITIONAL INFORMATION			
Servings per package: 000 servings			
Servings: 000g (household measurement)			
	100g	000g	%VD*
Energy Value (kcal)			
Carbohydrates			
Total sugars (g)			
Added sugars (g)			
Proteins (g)			
Total Fat (g)			
Saturated fat (g)			
Trans fat (g)			
Dietary fiber (g)			
Sodium (mg)			
*Percentage of daily value provided by the serving			

Note: The regulation permits the table of nutritional information to be presented in different models, vertical, horizontal, aggregating up to 3 products, using two columns, and linear.

Claims

Under the new regulations, the major requirements for claims are:

- Foods that display the frontal label for added sugar cannot have claims for sugars or added sugars.
- Foods that display the frontal label for saturated fat cannot have claims for total fat, saturated fat, trans fat, or cholesterol.
- Foods that display the frontal label for sodium cannot have claims for sodium or salt.
- It will not be allowed to place claims on the superior part of the main panel if the product has frontal nutritional information.

Timeframe for Implementation and Compliance

- 24 months after its publication, the new regulation will go into effect (products produced before the regulation may be marketed until its expiration date).
- 12 months after the regulation goes into effect, smaller companies will have the additional time to comply with the new regulation. Smaller companies include small family farmers, rural entrepreneurs, micro-entrepreneurs, individuals, small-sized agro industries, artisanal industries, or artisanal productions.
- Up to 36 months after the regulation goes into effect for compliance of non-alcoholic beverages in reusable packaging.

Attachments:

No Attachments.