

**Voluntary Report** – Voluntary - Public Distribution

**Date:** August 03,2020

**Report Number:** MX2020-0041

**Report Name:** Front of Pack Labeling Law Verification and Enforcement  
Timeline

**Country:** Mexico

**Post:** Mexico City ATO

**Report Category:** Food and Agricultural Import Regulations and Standards - Narrative

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**Report Highlights:**

On July 31, the Secretariats of Economy and Health, the Federal Commission for Protection Against Sanitary Risks (COFEPRIS), and the Federal Consumer Protection Office (PROFECO) published an Institutional Agreement to the Federal Register, that establishes timelines for verification and enforcement activities of the NOM-51 Front of Pack Labeling Law. The law was signed on March 27, and will enter into force on October 1, 2020.

## **General Information:**

Domestic and imported retail prepackaged, processed foods, and non-alcoholic beverages sold in Mexico are subject to labeling regulations, including the front-of-the pack labeling requirement.

### **Timeline for Verification and Enforcement of NOM-51 Front of Pack Labeling Law**

On July 31, the Secretariats of Economy and Health, the Federal Commission for Protection Against Sanitary Risks (COFEPRIS), and the Federal Consumer Protection Office (PROFECO) published an Institutional Agreement to the Federal Register, that establishes timelines for verification and enforcement activities of the NOM-51 Front of Pack Labeling Law. The law was signed on March 27, and will enter into force on October 1, 2020.

The agreement includes four articles that are summarized below. The Federal Register announcement can be found [here](#).

**Article One:** From September 1 to November 30, producers, importers, and marketers will not be penalized during verification activities for prepackaged foods and non-alcoholic beverages subject to NOM-51 front of pack labeling requirements.

**Article Two:** From September 1, 2020 to September 30, 2020, food and non-alcoholic beverages can be marketed and sold to the final consumer that comply with the front of pack labeling requirements.

**Article Three:** From October 1, 2020 to November 30, 2020, food and non-alcoholic beverages that do not display the front of pack warning sign (as required and otherwise in compliance with the NOM-051 front of pack labeling requirements) can be marketed and sold to the final consumer.

**Article Four:** Legal producers, importers and marketers will not be administratively sanctioned with reprimand, fines, closure, arrest, suspension, revocation, cancellation, marketing ban, withdrawal from the market, and/or issuance of alerts, in the identified cases and deadlines in the preceding that are the object of this Institutional Agreement.

This verification and enforcement timeline follows previous guidance published on July 10 allowing use of temporary front of pack labeling stickers until March 31, 2021.

**Attachments:**

No Attachments.