

Voluntary Report – Voluntary - Public Distribution

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Report Name: Mexico Front of Pack Requirements for Endorsed Products by Organizations and Associations

Country: Mexico

Post: Mexico City ATO

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

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Report Highlights:

This report intends to inform U.S. processed foods and non-alcoholic beverage companies interested in the Mexican market about updates to the new Front of Pack labeling modifications that was originally implemented on October 1, 2020 as the first phase of its three-phase implementation schedule. On April 1, 2021, another set of requirements will go into effect that regulates endorsements and claims by associations that affix their seals on product packaging, as well as nutritional recommendation legends. This report intends to provide the latest update on compliance to the standards.

General Information:

Domestic and imported retail prepackaged, processed foods and non-alcoholic beverages in Mexico are subject to labeling regulations including the front-of-package (FOP) labeling requirement. This report intends to provide an analysis about the impact of the warning signs labeling in Mexico.

Requirements for Products Endorsed by Organizations and Associations

On January 27, 2021, PROFECO published updated requirements in the Federal Registry that stipulates that the inclusion of seals and recommendation legends endorsed by organizations and associations must be approved by the Consumer Protection Office (PROFECO). As of January 28, associations wanting to include their seals or nutritional recommendations on processed foods and non-alcoholic beverages must prove to PROFECO that there is scientific and objective evidence for the claim and must register to this authority.

As per the requirements, associations must register under PROFECO, and in the case of foreign associations, the registration must be done by a legal representative in country. In order to obtain the registry, it is necessary to certify that the association has been in existence for more than five years, that it has a tax ID (RFC for Mexico), and that it shows certifications, acknowledgments and authorizations that prove that the association has professional prestige and academic quality.

Interested parties must present the following required information: name or denomination of the prepackaged product that is being endorse, brand, net content, country of origin, expiration date and lot identification. The registry will be accredited by PROFECO and is valid for one year; it must be renewed annually. The purpose of the registry is to have on record that each organization or association issuing a seal or a nutritional legend has acknowledgement from the regulating authorities that the organization's claims comply with its scientific, objective and reliable evidence.

The agreement published in the Federal Registry that states the requirements can be found in the following [link](#) in Spanish. For further information and to learn more about the services provided by the Agricultural Trade Office (ATO) in Mexico, please contact us at:

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Attachments:

No Attachments.