

**Voluntary Report** – Voluntary - Public Distribution

**Date:** February 14,2020

**Report Number:** MX2020-0008

**Report Name:** Mexico Moves Forward on Front of Pack Warning Signs

**Country:** Mexico

**Post:** Mexico City ATO

**Report Category:** FAIRS Export Certificate Report, FAIRS Annual Country Report, FAIRS Subject Report, Food and Agricultural Import Regulations and Standards - Certification, Food and Agricultural Import Regulations and Standards - Narrative

**Prepared By:** Fabiola Cortez

**Approved By:** Andre Bradley

**Report Highlights:**

This report intends to inform U.S. Processed Foods and Non-Alcoholic Beverage companies interested in the Mexican market about the new front of pack warning signs labeling. On January 24, 2020, the Mexican Government announced that the commission formed by the Ministry of Economy and the Federal Commission for the Protection Against Sanitary Risks (COFEPRIS) gave its approval to move forward with modifications to its NOM-051 that would institute front of pack warning signs. At this point in time, possible modifications from the original draft have been made public and no specific date has been fixed for the regulation to finish the regulatory process and be published.

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF  
AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

## **General Information:**

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

## **Background**

On October 1, 2019, the Health Commission of the Mexico House of Representatives voted on the amendments to the General Health Law, including the FOP Labeling Warning Signs that received 445 votes in favor and 0 in opposition. On October 1, 2019, the opinion was sent to the Presiding Officers of the Chamber to be discussed and received approval by the Senate on October 15<sup>th</sup>, 2019.

In addition, on October 11, 2019, the Ministry of Economy published in Mexico's Federal Gazette the modification inquiry for the labeling standard NOM-051, of which the main amendments prioritize children health, and intends to modify the FOP labeling including warning signs and eliminating characters, celebrities, and toys in processed packed foods in order to protect children's health.

The inquiry was open for 60 days to receive comments from the National Consultative Committee of Standardization and Health Promotion and the National Consultative Committee of Standardization of the Ministry of Economy. A total of 6,000 comments were received from the domestic and partnering countries' food and beverage industry.

## **Status Update on New FOP Regulation**

On January 24, 2020, the Mexican Government announced that the commission formed by the Ministry of Economy and the Federal Commission for the Protection Against Sanitary Risks (COFEPRIS) gave its approval to move forward with modifications to its NOM-051 that would institute front of pack warning signs after reviewing more than 6,000 comments submitted by domestic and partnering countries. At this point in time, possible modifications from the original draft have been made public and no specific date has been fixed for the regulation to finish the regulatory process and be published.

The front of pack warning signs are meant to allow consumers to easily identify products that exceed a certain threshold in caloric content, sugars, sodium, and saturated fats through its marking with black octagon signs and white letters.

The Mexican Health Ministry estimates that the budget for obesity and overweight patients will have savings of 40,700 million MXP in five years. It is estimated that the consumption of high caloric content products will decrease between 7 – 25 percent. However, a specific start date for the new labeling regulations has not been announced yet. However, the domestic food industry is extremely concerned with the new regulation. Many claim that this regulation will have a severe impact on the industry due to the implementation costs and the decrease in consumption of its products, and at the same time be ineffective in meeting its stated objective of decreasing obesity in Mexico.

For further information and to learn more about the services provided by the Agricultural Trade Offices (ATO) in Mexico, please contact us at:

**U.S. Agricultural Trade Office**

**Mexico City, Mexico**

Liverpool No. 31, Col. Juárez

06600 México, D.F., México

Tel: (011 52 55) 5080-5287

E-Mail: [ATOMexicoCity@fas.usda.gov](mailto:ATOMexicoCity@fas.usda.gov)

**U.S. Agricultural Trade Office in**

**Monterrey, Mexico**

150 Prolongación Av. Alfonso Reyes

69196 Santa Catarina, N.L.

Monterrey, Nuevo León

Tel: (011 52 81) 8047-3393

E-Mail: [ATO.Monterrey@fas.usda.gov](mailto:ATO.Monterrey@fas.usda.gov)

**Attachments:**

No Attachments.