Updates on Nutrition Labeling and Claims Regulations in Thailand

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Conceptual Framework

Healthy people

Nutrition labeling
Promotion of Healthy foods
Knowledge Movement
Total Balance Diet
Packaged Food
Meal/Dessert

Strategies / Measures

Exercise
Education

Involved Agencies

Nutrition Regulation

Health Claims Regulation

Future Plan

Responsibility of Thai FDA

1. Legislate Notifications
2. Pre-Marketing Control
3. Post-Marketing Control
4. Surveillance
5. Support & Cooperate Technical Knowledge
6. Disseminate Knowledge & Develop Consumer Behavior

Claim Regulation & Nutrition labeling

1. Nutrition Regulation
   - Nutrition labeling
   - GDA labeling
   - Next step

2. Health Claims Regulation
   - Nutrition and Health Claims

3. Future Plan

Other
Thai FDA
Academics
Universities
Foundation
for Consumers
Thai Health Promotion Foundation
Dept. Health
Dept. Disease Control

Total Balance Diet
Packaged Food
Meal/Dessert

Network Management

Thai Health Promotion Foundation
Academics
Universities
Foundation
for Consumers
Thai FDA
Dept. Health
Dept. Disease Control

Nutrition Regulation

Nutrition and Health Claims
Health Policy of Ministry of Public Health

Objective
- Life Expectancy at Birth Thailand: Not less than 80 years
- Life Expectancy of Healthy: Not less than 72 years

School age (5-14 years)
- Obesity no more than 15%
- Intelligence Quotient less than 100%

The Concept of Balance Diet

Healthy / Balanced diet

Nutrition Labeling

GDA

Snack Foods Labeling

3. GDA Labeling of Snack Foods (No.2) Notification of Ministry of Public Health B.E.2554 (2011)

Next Step option:
1. GDA Labeling
2. Healthier Logo
3. Multi Traffic Light
**Nutrition Labeling Regulation**
Notification of Ministry of Public Health (No. 182) B.E. 2541 (1998)

1. Food products with nutrition claims
2. Food products defining consumer groups
3. Food products utilizing food value in sale promotion
4. Other foods to be notified by FDA

**Survey:** Using and Understanding of nutrition labeling for Thai people (2009)

Objective: To know the situation of using nutrition labeling in Thai.

- **Survey:** 2,000 people
- Including 5 stratum that are Bangkok, North, South, North-eastern, and Central

**Result**
- 89% Know
- 54.4% Understanding
- 62.8% Use information

**Conclusion**
Nutrition information is difficult to use

**Snack Foods Labeling Regulation**
Notification of Ministry of Public Health (No. 305) B.E. 2550 (2007)

**Compulsory**
- 5 priority types of Snack Foods
  - Fried or baked potato chips
  - Fried or baked corn chips/popcorns
  - Rice crisps or Extruded snack
  - Crackers or Biscuits
  - Filling wafer

- Obligatory Nutritional labeling

“Consume in small amount and exercise more for healthy condition”

**GDA Labeling (Guideline Daily Amounts) Regulation**
Ministerial Notification (2011) B.E. 2554
Re: Labeling Requirement of Snack Foods (No. 2)

**5 priority types of Snack Foods**
- Fried or baked potato chips
- Fried or baked corn chips
- Rice crisps or Extruded snack
- Crackers or Biscuits
- Filling Wafer

**GDA Regulation (Thai FDA)**
- Educational Materials
- Laboratory analyst
- Analysis
- Consult
- Producer
- Educate
- Academy sector
- Public awareness
- Consumer
- Monitoring/Evaluation

**Rolling on GDA in Thailand**
Producer affected about 100 companies
GDA Label for Networks Using
Nutrition Association of Thailand
Institute of Nutrition, Mahidol University
Thai Dietetic Association

Fatless Belly Thais Network
- Nephropathy
- Hypertension

Non-Communicable Diseases (NCDs)
- Diabetes mellitus
- Heart disease
- Overweight and Obesity

Sweet enough Network
- Heart disease
- Cardiovascular disease

Low salt Network
- Heart disease
- Cardiovascular disease

Mandatory GDA Labeling
(5 Types of Snacks)

Results:
- Number of GDA labeling compliance increased significantly

Start:
- 2011: N=481 (Feb 2011)
- 2012: N=1,149 (Feb 2012)
- 2013: N=1,746 (Feb 2013)
- 2014: N=2,109 (Feb 2014)

Rolling on GDA in Thailand

GDA Regulation (Thai FDA)
- Training
- Laboratory analyst
- Producer
- Educate
- Academy sector

Public awareness
- Consumer

Monitoring / Evaluation

Voluntary GDA Labeling
(Other food products)

Results:
- Other food products’ labels have shown GDA labeling on Front of Pack (FOP).

Product name List:
- Daily product/ Tea & Coffee/ Cereal Beverage/ Breakfast Cereal / Chocolate product/ Ready to eat (soup)

Start:
- 2011: N=1,559 (Feb 2011)
- 2012: N=2,075 (Feb 2012)
- 2013: N=4,107 (Feb 2013)
- 2014: N=5,498 (Feb 2014)
Survey on consumers’ utilization of GDA Labeling

Objective
1) To know the situation of using GDA labeling in Thai.
2) To adjust the consumer education campaigns in the future

Survey: 2,000 people (June - July 2012 and 2013) including 5 regions that are Bangkok, North, South, North-eastern, and Central

Result

<table>
<thead>
<tr>
<th></th>
<th>2012 - 2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know</td>
<td>52%</td>
<td>57%</td>
</tr>
<tr>
<td>Understanding</td>
<td>62%</td>
<td>64%</td>
</tr>
<tr>
<td>Use information</td>
<td>51%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Conclusion: GDA Labeling are Easy to Understanding

Tools (Nutrition labeling Based on Thai RDI)

1. Nutrition Labeling
   Notification of Ministry of Public Health (No.182) B.E.2541 (1998)
   Voluntary

2. Snack Foods Labeling
   Notification of Ministry of Public Health (No.305) B.E.2550 (2007)
   Mandatory

3. GDA Labeling of Snack Foods (No.2)
   Notification of Ministry of Public Health B.E.2554 (2011)
   Mandatory

Next Step options:
1. GDA Labeling
2. Healthier Logo
3. Multi-Traffic Light

Nutrition Regulation
- Nutrition labeling
- GDA labeling
- Next step

Health Claims Regulation
- Nutrition and Health Claims

Future Plan

Next step: GDA labeling

Improvement of Nutrition Labeling
Extension of Nutrition and GDA Labeling
Next step: Healthier Logo

**Policy:**
- **Reduce** Sugar Fat and Salt

**Simplified logo**
- **Industry:** Reformulation
- **Consumer:** Change behavior

**Function**
- Executive Committee: (Board)
- Scientific Experts
- Consumer Education

**Actuation**
- **Stakeholder**
  - **Scientific Experts**
  - **Executive Committee:** (Board)
  - **Consumer Education**

**Outcome**
- **Healthy Population**

**Goal**
- **Goal:** to prevent obesity & diet-related NCDs
  - 1. To encourage industry to reformulate for healthier products
  - 2. To help consumer easily identify and select healthier food products.

**Healthier People**

**Step of Obtaining Healthier Logo**
1. Select Food groups
2. Set up criteria
3. Certify
4. Monitor and Evaluate
5. Educate consumers

**Food Groups**
- **Main dish**
- **Milk and milk products**
- **Beverage**
- **Instant food products**
- **Rice**
- **Cooking oil**
- **Salty condiments**
- **Snack products**

**Criteria:**
- Out of score system
- Based on 100 Kcal

**Nutrient:**
- Protein, Total fat, Saturated fat, Fiber, Sodium, Sugar, Calcium, Iron

**Mechanism and Activities**

**Scientific committee**
- Implementation
- Post marketing control
- Public Relation /Promotion

**Industry**
- Product testing
- Symbol granting
- Marketing
- Sampling from market
- Verified
- Pass
- Non pass
- Publicize
- Punishment

**NPF**
- Publicize the symbol
- Publicize the product

**National Food Committee**

Another option: Multi-traffic light

Quick survey on consumers’ perception of FOP conducted by IHPP and Thai FDA

Waiting for result

Be implemented instead of GDA monochrome???
Activity related to reduction of Obesity and NCDs:

“Reduce sugar consumption”

1. The statistics sugar consumption in Thai people increased steadily over the last 10 years. This seems to cause non-communicable diseases (NCDs).
2. WHO recommended intake free sugar less than 6 teaspoon (24 gm)
3. Sugar consumption in Thailand = 25 teaspoon/day or 100 gm
4. The behavioural survey of adding sugar during taking a break showed that the average amount of sugar consumed equals to the amount of sugar filled in the sachet.

Goal: To reduce size of a sugar sachet into an appropriate size

Reduce sugar consumption

Why sugar sachet containing 4 gm?

1. The statistics sugar consumption in Thai people increased steadily over the last 10 years. This seems to cause non-communicable diseases (NCDs). (Non-communicable diseases; NCDs)
2. WHO recommended intake free sugar less than 6 teaspoon (24 gm)
   Sugar from snack/dessert less than teaspoon (4 gm)
3. Sugar consumption in Thailand = 25 teaspoon/day or 100 gm
   Thai Health Promotion Foundation, 2012
4. The behavioural survey of adding sugar during taking a break showed that the average amount of sugar consumed equals to the amount of sugar filled in the sachet.
   Measures-driven project on determination of the appropriate size of a sugar sachet, 2014

Reduce sugar consumption

Board of Thai Health Promotion Foundation has proposed this issue to the cabinet for approval to reduce sugar to four grams/sachet.

Suppliers pull

Manufacturers:
Be encouraged to produce 4 gm of sugar/sachet and label net content on the packet

Demand push

• Government and Business:
  Be encouraged to use 4 gm of sugar/sachet
• Consumer:
  Public Relation
Claim Regulation & Nutrition labeling

1 Nutrition Regulation
- Nutrition labeling
- GDA labeling
- Next step

2 Health Claims Regulation
- Nutrition and Health Claims

3 Future Plan

Nutrition Claims in Food Labeling

List 4: Criteria for Nutrition Claims in Food Labeling

Nutrition Claims
- Nutrient content claim
- Comparative claim
- Nutrient function claim

29 Nutrients

Nutrient content claim
- the level of nutrient or energy in food
- “Source of Calcium” “High in Fiber” “Low Fat”

Comparative claim
- compares of nutrient contents or energy
- “Less than of Fewer” “More than” “reduced”

Nutrient function claim

Scientific Substantiation
- Systematic review, Meta-analysis or
- Scientific opinion of department organization or expert scientific bodies or
- Well-designed human intervention study (full version)

Other function claims
- Reduction of disease risk claims

(Draft) Guidelines for Use of Health Claims
- Must be safe and complied with the Notification of the Ministry of Public Health
- Novel Food also having passed safety assessment
- Must display nutrition labeling as designated in MoPH No.182(1998) “Nutrition labeling”

Scientific Substantiation
- Well-designed human intervention study and at least one of the following documents must be submitted:
  (1) Systematic review, Meta-analysis or
  (2) Scientific opinion of department organization or expert scientific bodies

Refer: Guidelines for Use of Nutrition and Health Claims, CODEX (23-1997)
**Approval Process of Health Claims**

1. **Apply**
   - Thai FDA
   - Check the completion of evidences
   - Experts consider and comment on the quality of evidence

2. **Conclusion**
   - Considered and endorsed by sub-committee
   - Approved
   - Not approved
   - Permitted
   - Rejected

3. **Expected Duration**: 1 1/2 years

**Future Plan**

1. **Nutrition Labeling**
   - Extension of positive nutrient function claim
     - Initiated & proposed with supportive documents by industry
     - Considered and approved by Thai FDA
   - Revised Notification of MOPH No. 182
     - Update Thai RDI of Sodium to 2,000 mg
     - Update serving size reference regarding Thai consumption behavior
   - Trans fat
     - Set up trans fatty acid intake less than 1% Energy (FAO, 2010)
     - Cooperate with industry and academia to find out other modified technology
     - Educate consumers

2. **GDA Labeling**
   - Extension of GDA labeling
     - All snack food and Meals

**Claim Regulation & Nutrition Labeling**

1. **Nutrition Regulation**
   - Nutrition labeling
   - GDA labeling
   - Next step

2. **Health Claims Regulation**
   - Nutrition and Health Claims

3. **Future Plan**
   - Healthier Logo
     - Setting criteria
     - Setting Inspection and Monitoring system
     - Public Awareness
     - Educate consumer
   - Multi-Traffic Light
   - Voluntary
   - Establish Notification of Ministry of Public Health

**Future Plan**

3. **Healthier Logo**
   - Setting criteria
   - Setting Inspection and Monitoring system
   - Public Awareness
   - Educate consumer

4. **Multi-Traffic Light**

5. **Health Claims**
   - Establish Notification of Ministry of Public Health

**Mandatory ???**
THANK YOU

Thai Food and Drug Administration
http://www.fda.moph.go.th