Fostering Harmonization of Labelling and Claims in ASEAN – Industry Perspective

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9th Seminar on Nutrition Labeling, Claims and Communication Strategies
August 4-5, 2015
Crowne Plaza Manila Galleria, Manila, Philippines

Déjà vu, and... Google!


Summary of Seminar and Workshop on Nutrition Labelling and Health Claims, 5–6 April 2001, Singapore

Excerpt from the 2001 “seminar on nutrition labeling and health claim” summary - Industry perspective to nutrition labelling

Kim Keat Ng ........ felt that nutrition marketing activities are sorely in need of a set of proper food laws and regulations, or an industry code of practice to create a fair trade environment.

The industry welcomes nutrition regulations that are consumer friendly, allowing room for creativity, but with firm guidelines to ensure fair trade. Harmonization efforts among regulators to eliminate technical barriers between countries are highly encouraged.

14 years gone by,.... How are we doing?


9th Seminar on Nutrition Labeling, Claims and Communication Strategies, ILSI SEAR, 2015 Manila
The format and requirements for nutrition labelling differ widely for countries in the region.

Tee ES et al, APJCN 2002. Current status of nutrition labelling and claims in South-East Asian region: are we in harmony?

By 2006, ASEAN via PFPWG (est. 2003) has finalized

**ASEAN Common Food Control Requirements**
as guiding principles for ASEAN as a whole and in particular for the relevant ASEAN food bodies.

The ASEAN Common Principles
and Requirements for the Labelling of Prepackaged Food
Endorsed by 27th ACCSQ, 2006. Note: Prepared Foodstuff Product Working Group (PFPWG) was established in 2003 under ASEAN Consultative Committee on Standards & Quality (ACCSQ)

The ASEAN Common Principles
for Food Control Systems

The ASEAN Common Principles
and Requirements for Food Hygiene

Nutrient reference values status in 2011

W. Kasapila et al

Malaysia

Codex %NRVs used in the expression of vitamins and nutrients

Thailand, Indonesia, Laos, Vietnam, Cambodia, Brunei, Singapore, Myanmar and The Philippines

Local reference values used in the declaration of micronutrients

http://www.asean.org/archive/21915.pdf
Different terminology and reference value including industry!

RDI  NRV  AKG  RENI

RDA  GDA  DV  ....

ASEAN Food and Beverage Alliance

White Paper, 2014
AFBA identified the most significant barriers faced by industry to trade in food within ASEAN:

1. Nutrition labelling
2. Pre-market Product Registration
3. Import/Export Certification
4. Authorisation of food ingredients, additives and flavours
5. Contaminant limits and analytical methods

AFBA on Nutrition Labeling a TBT

Variances in mandatory and voluntary labelling requirements;

Different minimum and maximum limits for vitamins and minerals;

Variances in tolerance levels;

Variances in Nutrition Reference Values (NRVs) used for packaging claims and NIP formats.

This has a negative bearing on regional competitiveness with the industry having to bear the brunt of a multitude of costs for redeveloping products and/or packing, resulting in reduced costs for consumers, less trade, slower growth in some markets and overall loss of regional competitiveness.

Claim – time to get serious

• Guidelines for the Scientific Substantiation of Nutrition and Health Claims for Foods/Functional Foods*
  • Developed at ILSI SEA Region’s Expert Consultation on Functional Foods, December 5-6, 2005, Singapore & 3rd Asia Region Workshop, July 18, 2006, Malaysia
  • Access the Guidelines at http://tinyurl.com/ILSI-guideline-substantiation
Challenges
Harmonization process is complex

ASEAN countries are confronted with differing levels of development, capacities and determination which hamper the progress of harmonization.

Surviving through
Compliance Cost

Complexity, inefficiency and uncertainty of food supply chain

Consumer Expectation
now and future

Are we ready for the arrival of e-Commerce, Digital Health, Personalized Nutrition?

We can do better

ASEAN needs Common labelling standards for common information
Proposal

Labelling

Revision of The ASEAN Common Principles and Requirements for the Labelling of Prepackaged Food

Step by step approach

Implementation Guidelines

Mutual Recognition Agreement

Claim

A call to establish “ASEAN Expert Group on Nutrition & Dietetic”

Thank You!

Questions?

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