Nutrition Labeling and Claims Regulations: Updates in Thailand

ILSI SEMINAR AND WORKSHOP ON NUTRITION LABELING, CLAIMS AND COMMUNICATION STRATEGIES FOR THE CONSUMERS, August 29, 2012

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Thai Food and Drug Administration
Trend of health concern:

Target of consumer protection in food

Quality and Standard  Safety Aspect  Nutritional Identity

Communicate Diseases  Non-communicate Diseases  Behavior-related Diseases

Trend of health concern:

Past to Present  Food Origin

- Cancer
- Food intoxication
- Food Poisoning
- Etc.

- Heart Disease
- Hypertension
- Diabetes
- Etc.
A major concern in growing number of countries

By 2015, 1.5 billion people worldwide will be obese or overweight

– a rise of 50% from 2005.

[Source: "The World Health Organisation warns of the rising threat of heart disease and stroke....", news release,

WHO, 22 Sep 2005]
Nutritional Problem in Thailand

Diabetes  World Health problem!!

6.85% (3 million) diabetes problem in Thais up 6 years old (2004)
(Ref. : Journal of Thai FDA, No.4, Vol.6, June 2007)

Overweight and Obesity Problem

In Thailand (1996-2001):

40% obesity problem was increase in Children below 6 years old

Obesity: a cause of health diseases Such as:
- Hypertension
- Osteoarthritis
- Diabetes Mellitus
- Mental and Social illness
1. How do We Work?

2. Thailand’s Current Status and Future Plan
   - Nutrition Labeling
   - Nutrition Claims and Health Claims
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
Food Act BE. (1979)

Thai FDA

Producer/Importer

Enforcement

Regulation

Protect

Consumer

Safety  Efficacy  Wholesomeness

Food and Drug Administration
Content

1. How do We Work?
   - Thailand’s Current Status and Future Plan
     - Nutrition Claims and Health Claims
     - Nutrition Labeling
Nutrition Claims in Food Labeling


List 4: Criteria for Nutrition Claims in Food Labeling

Nutrition Claims

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

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

3. Nutrient function claim

29 Nutrients

- Protein
- Vitamin B1
- Biotin
- Vitamin D
- Phosphorus
- Zinc
- Selenium
- Chloride
- Dietary Fibre
- Niacin
- Pantothenic acid
- Vitamin B12
- Vitamin E
- Vitamin K
- Calcium
- Iron
- Copper
- Iodine
- Potassium
- Molybdenum
- Vitamin A
- Folic acid/Folate
- Vitamin B6
- Vitamin C
- Calcium
- Magnesium
- Manganese
- Chromium
Current Status of Health Claims:

MoPH Notification on Health Claims is on process of drafting using Codex Standard as reference.

MoPH notification (as draft): Health Claims and Warning

Announcement of the Food and Drug Administration (as draft): Scientific Substantiation of Health Claims

Draft regulation health claims will be based on considered 2 Codex Guidelines:


Food and Drug Administration
Prototyping of Health Claims: Probiotic in Food Product
Why?

Policy: There is an increasing application of Prebiotic & Probiotic in food industry, therefore Thai FDA has established guideline and criteria for evaluation of health efficacy to health, safety and health claims of Probiotic / Prebiotic in Food Products.


(2011) Ministerial Notification Re : Use Probiotic in Food Products

- Safety
- Quality Efficacy
- Definition
- Labeling and Claim
Prototyping of Health Claims: Probiotic

1. Evaluation of identify and safety of probiotic microorganisms
2. Evaluation of safety of probiotic to humans
3. Evaluation of efficacy of probiotic to health

List of Microorganisms Permitted to be Probiotic and safe to be used in human

23 probiotic microorganism in positive list

Genus: *Bacillus* sp., *Bifidobacterium* sp., *Enterococcus* sp., *Lactobacillus* sp., etc.

eg - “Helps to improve slow transit in 14 days.”
“Helps natural regulate digestive in 7 days.”

For more detail, please see www.fda.moph.com
Future Plan .. ?

Set up Regulation for Prebiotic
Future Plan (Claims)

Review and set up regulation for Prebiotic and Dietary fiber

**Dietary fibre** means carbohydrate polymers with 10 or more monomeric units which are not hydrolysed by the endogenous enzymes in the small intestine of humans.

*Reference*: Codex Guideline for the use of nutrition claims: table of conditions for nutrient contents (part B) dietary fibre (At Step 8)

**Prebiotic** is a non-viable food component that confers a health benefit on the host associated with modulation of the microbiota.

Prebiotic Guideline


- It is stable in the upper GI tract, i.e. Resistant to gastric acidity, to hydrolysis by host enzymes and, to absorption
- It is fermentable by the intestinal microflora
- Selective fermentability, it selectively stimulates the growth and/or activity of those intestinal bacteria that are associated with health and well-being.
Content

1. How do We Work?

2. Thailand’s Current Status and Future Plan
   - Nutrition Claims and Health Claims
   - Nutrition Labeling
Policy of Ministry of Public Health

Healthy people

Strategies / Measures

Nutrition labeling
Promotion of Healthy foods
Knowledge Movement
Network Management

Total Balance Diet

Packaged Food
Meal/Dessert

Exercise

Education

Involved Agencies

Dept. Disease Control
Dept. Health
Thai Health Promotion Foundation
Thai FDA
Academics Universities
Foundation for Consumers
Other
The Concept of Balance Diet

- **Concept**: Reduce Sugar, Fat, and Salt
- **Tool**: Nutrition labeling
- **Knowledge**: Balance diet
Displaying of Nutrition Labeling

Shall be in accordance with the criteria and conditions comply with the 4 lists as follows;

**List 1**: Format and Conditions Involving Display of Nutrition Information

**List 2**: Method of Specifying Quantity of One Serving and Quantity of Serving per Container

**List 3**: Thai Recommended Daily Intake (Thai RDI)

**List 4**: Criteria for Nutrition Claim in Food Label
## Nutrition labeling and Front-of-Pack

### Difficult to read

- Consumer can’t apply to use

### Difficult to understand

- Different format

### Table: Nutrition Information

<table>
<thead>
<tr>
<th>Serving size</th>
<th></th>
<th>Amount per serving</th>
<th></th>
<th>Total energy</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(Energy from fat)</td>
<td></td>
<td>kcal</td>
<td>kcal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Percent Thai RDI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total fat</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Saturated fat</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>......</td>
<td>g</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Total carbohydrate</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Dietary fiber</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Sugars</td>
<td>......</td>
<td>%</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td>......</td>
<td>mg</td>
<td>......</td>
<td>%</td>
<td></td>
</tr>
</tbody>
</table>

### Percent Thai RDI

<table>
<thead>
<tr>
<th>Vitamin A</th>
<th>......</th>
<th>%</th>
<th>Vitamin B1</th>
<th>......</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin B2</td>
<td>......</td>
<td>%</td>
<td>Calcium</td>
<td>......</td>
<td>%</td>
</tr>
<tr>
<td>Iron</td>
<td>......</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Percent Thai Recommended Daily Intakes for population over 6 years of age are based on a 2,000 kcal diet.

**Energy needs vary by individuals. If your activities require energy of 2,000 kcal per day, your daily diet should provide the following nutrients.**

- Total fat: less than 65 g
- Saturated fat: less than 20 g
- Cholesterol: less than 300 mg
- Total carbohydrate: 300 g
- Dietary fiber: 25 g
- Sodium: less than 2,400 mg

Energy (kcal) per gram: Fat 9; Protein 4; Carbohydrate 4
Survey: Using and Understanding of nutrition labeling for Thai people (2009)

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

Objective

1) To know the situation of using nutrition labeling in Thai.
2) To build the insight database for launch the nutrition labeling campaign policy

Result

89% of people know nutrition labeling.

54.4% of people understanding nutrition labeling depend on occupation.

62.8% of people can use information from nutrition labeling.

Conclusion: Nutrition Fact Table are Difficult to Use

Food and Drug Administration
The Concept of Balance Diet

- **Concept**
  - Reduce Sugar, Fat, and Salt
  - Nutrition labeling

- **Tool**
  - Knowledge

- **Balance diet**

Food and Drug Administration
Mandatory only for the following foods:

1. Simplified Format
   - Measures in Thailand
     - 5 priority types of Snack Foods
     - Obligatory Nutritional Labeling
     - Recommended statement

2. Statement
   - "Consume small amount and exercise for healthy condition"

Objects:
- Fried or baked popcorns
- Fried or baked potato chips
- Rice crisps or Extruded snack
- Crackers or Biscuits
- Filling wafer
Ministerial Notification (2011) B.E. 2554
Re: Labeling Requirement of Snack Foods (No.2)

Mandatory only for the following foods:

- Fried of baked popcorns
- Rice crisps of Extruded snacks
- Fried or baked potato snacks
- Crackers or Biscuits
- Filling wafer

Simply Nutrition Information

Nutritive values per container...........
Serving(s) per container...........

<table>
<thead>
<tr>
<th>Energy</th>
<th>Total sugar</th>
<th>Total fat</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>......kcal</td>
<td>........g</td>
<td>........g</td>
<td>......mg</td>
</tr>
<tr>
<td>..........%</td>
<td>..........%</td>
<td>..........%</td>
<td>..........%</td>
</tr>
</tbody>
</table>

calculated as percentage of recommended daily intake

Front-of-pack

Producer affected about 90 companies
GDA (Guideline Daily Amounts) : Front-of-pack

Nutrition fact per container

Quantity of serving

Statement
Amount
Percentage

Nutritive values per container...........
Serving(s) per container...........

Energy | Total sugar | Total fat | Sodium
-------|-------------|-----------|---------
| kcal | g | g | mg |
*.......% | *.......% | *.......% | *.......%

*calculated as percentage of recommended daily intake

Total energy
2,000 kcal/day
Ref. : Thai RDI

Recommended Total Sugar
Not more than 65 g/day
- 40 g : vegetable (2 g)
  fruit (30g) and milk (8g)
- 25 g : (Added Sugar)

Ref. : Thai RDI

Recommended Total fat
Not more than 65 g/day

Recommended Sodium
Not more than 2,400 g/day
Ref. : Thai RDI
Survey compliance with GDA Labeling on Ready to Eat products (All snack and Beverage) in Thailand 2012

Objectives:
To study the Current status of nutrition label (GDA) on the package of ready-to-eat products (February, 2012)

Results:

- Snack 5 types (Mandatory):
  - 2011: N=481
  - 2012: N=1,093
  - 39.3% with GDA label: n=430
  - 10.4% without GDA label: n=50

Without GDA label is valid to 24 August 2012
Survey compliance with GDA Labeling on Ready to Eat products (All snack and Beverage) in Thailand 2012

Results (con’t):

Now, There are many products of ready-to-eat products used GDA on package.

Conclusion

Mandatory
Voluntary

Now, There are many products of ready-to-eat products used GDA on package.

Total other products
N = 2,075
Having GDA Label
n = 133 (6.4%)

Product name List:
Daily product / Tea & Coffee / Cereal Beverage / Breakfast Cereal / Chocolate product / Ready to eat (soup) / Dry fruit
Future Plan (Nutrition Labeling & GDA)

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

1. Improve nutrition labeling
   - Simply Nutrition Information

2. All types of snack food
   - Chilled and frozen ready-to-eat meals
   - Instant food
   - Nutrition Survey

3. All types of food declare nutrition labeling and signpost

Healthy Population

Improvement of Nutrition Labeling

Extension of Nutrition Labeling and signpost
Thai FDA Future Plane

All types of food declare nutrition labeling and signpost

Networking campaign

Prototype implementation of Policy: Reduce sweetly fatty salty

Driven of nutrition information on meal in cafeteria or restaurant
THANK YOU

Thai Food and Drug Administration

http://www.fda.moph.go.th