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**Public Health (Food) Act (Chapter 182)**

Since 2001, Brunei Darussalam has implemented voluntary nutrition labeling as stipulated in Public Health (Food) Act.
NUTRITION LABELING

• **Not mandatory** for a wide variety of foods, but only mandatory for infant formulae and special purpose foods* and food that has nutritional claim.

*special purpose food shall include diabetic food, low sodium food, gluten-free food, low protein food, carbohydrate-modified food, low calorie food, energy food, low protein food, infant formula food and formulated food.

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NUTRITION INFORMATION PANEL (NIP)

• A set of mandatory nutrients are as follows:
  - Energy in kcal, KJ or both
  - Protein (g)
  - Fat (g)
  - Carbohydrate (g)

• **Voluntary nutrients** to be included:
  - Other nutrients for which nutrition claims are made or any other nutrients to be declared

• Per serving OR per 100g OR per 100 ml. The serving size and number of servings per package must be declared

• Energy value obtained from laboratory analysis.

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NUTRIENT REFERENCE VALUE – REQUIREMENTS (NRVS-R)

• **Not mandatory**

• Nutrient values on the labels are derived from laboratory analysis as Brunei Darussalam doesn’t have food composition database.

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FRONT-OF-PACK (FOP) SIGN POSTING

• Brunei’s Healthier Choice Logo
  - Products that comply with the Nutrient Criteria of Foods and Beverages with the Healthier Choice Logo guideline.
Objectives;
1. Help consumers choose healthier foods and beverages

2. Positively influence the nutritional content of pre-packaged foods and beverages
   • Food manufacturers - reduce the sugar, salt and fat content of their products, or increase dietary fibre.
   • ‘Product reformulation’

AIMS:
1. Develop and implement a consumer-friendly logo to help consumers identify healthy foods and beverages at a glance

2. Develop a nutrient benchmark to categorize healthy foods and beverages

3. Facilitate product reformulation by food manufacturers; to reduce the content of sugar, salt and fat as well as eliminating transfat.

NUTRIENT CRITERIA OF FOODS AND BEVERAGES WITH THE HEALTHIER CHOICE LOGO

- Nutrient guidelines developed for food industries and manufacturers in Brunei Darussalam to satisfy the criteria for a healthier choice logo on the beverages and food products.

- Took into account current nutritional status of existing food products in Brunei Darussalam.

- In line with the Public Health (Food) Act 2001, Brunei Darussalam:
  ✓ all products that make nutritional claims are required to display the amount of nutrient being claimed in the Nutrition Information Panel.
### NUTRITION CLAIMS

- Representation that suggests or implies that a food has a nutritive property, whether general or specific and whether expressed affirmatively or negatively, and includes reference to—
  - energy;
  - salt, sodium or potassium;
  - amino acids, carbohydrate, cholesterol, fats, fatty acids, fibre, protein,
  - starch or sugars; or
  - any other nutrients,
  - but does not include a statement of ingredients or a declaration or claim relating to a vitamin or mineral.

- Types of nutrition claims that are allowed are nutrient content and nutrient comparative claims.

### NUTRITION CLAIMS

- The regulatory procedure only applies for nutrition claims, which are done on a case-by-case through formal applications from the food manufacturers to the Director General of Medical and Health Services.

- Procedures:
  - Food manufacturers to submit application to the Ministry of Health via Director General of Medical and Health Services
  - Food Safety and Quality Division, MOH will review the application and products. The review process will require manufacturers to submit information about the related products.
  - Some of the applications will be directed to Pharmacy Department, depending on the products.
  - Food manufacturers will be notified on the application’s approval.

### HEALTH CLAIMS

- **Not allowed** in Brunei Darussalam

### GUIDELINES ON FOOD AND BEVERAGES ADVERTISED TO CHILDREN IN BRUNEI DARUSSALAM

- Adapted from the WHO (World Health Organisation) Nutrient Profile Model for the Western Pacific Region to be used as a reference to the Policy on Responsible Advertisement of Food and Beverages To Children in Brunei Darussalam.

- Nutrient profiling has been recognized by WHO as critical tools for the implementation of restrictions on the marketing of foods and beverages to children in order to prevent disease and promote health. They provide a way to differentiate between food and non-alcoholic beverages that are more likely to be part of a healthy diet, and foods that may contribute to excess consumption of energy, saturated fats, trans-fats, sugar and salt.

- The Guidelines consist of a total of 18 food categories, in which they are ranked by their nutritional composition. In addition, nutrient thresholds are set for saturated fats, trans-fatty acids, added sugar and sodium across the food categories.
MONITORING & SURVEILLANCE

- Ministry of Health currently conducts post-marketing surveillance on food labelling ONLY.

- Surveillance procedures:
  - Food importers MUST provide complete documentation of imported products, prior to importation and these products must comply with the Regulations.
  - Once permitted, MOH’s personnel will conduct random monitoring of the products in food outlets such as supermarkets.
  - If any non-compliant products are identified, managers or supervisors of the food outlets will be called and are asked to contact food importers for immediate amendments.
  - However, no penalties are instituted.

CONSUMER UNDERSTANDING AND RECEPTIVITY OF NUTRITION LABELING AND CLAIMS

- Consumer Survey on the Uptake of Healthier Food Branding carried out by the Health Promotion Centre, Ministry of Health in July 2014 showed that slightly more than half (59%) customers have seen ‘Healthier Choice Symbols’ however, only 18.1% customers used ‘Healthier Choice Logo’ as a guide when buying packaged foods. The survey also showed almost half (48%) customers preferred to have logo, 20% preferred to have nutritional label only while 32% preferred both logo and nutritional labels.

- A Post-intercept Supermarket Survey carried out in May 2015 found that the percentage of those aware of Singapore’s Healthier Choice Symbol increased by 18% (from 59% to 77%) and for Brunei’s Healthier Choice Logo awareness increased by 14% (from 19% to 33%).

NUTRITION LABELING PROMOTION

- Ministry of Health through the Health Promotion Centre continuously conducts promotion of nutrition labeling and claims to the public via Healthy Supermarket Programme, healthy grocery tours and media campaigns.

- Other government agencies that carry out promotion of nutrition labeling:
  - Department of Agriculture and Agrifood, Ministry of Primary Resources and Tourism; and
  - Darussalam Enterprise (DaRE) through talks and seminars with local food manufacturers (Micro-Small-Medium Entreprises, MSMEs)