Contents

1. Nutrition Labeling, GDAs, Healthier choice
2. Health Claims Guidance

Nutrition Labeling Regulations in Thailand

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

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

3. GDA Labeling of Snack Foods
   Notification of Ministry of Public Health B.E.2554 (2011)

4. GDA Labeling

Reference:
Nutrition Labeling – Regulation updated

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

Still in use, nothing amended except the amount of Thai RDI of Sodium

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

Voluntary

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

Include 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

Nutrition Labeling Regulation - Updated

To amend the Thai RDI of Sodium from 2,400 mg/d to 2,000 mg/d

(Draft) Notification of Ministry of Public Health (No. ....) B.E.....
Re: Nutrition Labeling (Issue no.3)

Approve by the Food Committee (Aug, 2018)

In the process of signing by the Minister of Public Health and publishing in the Government Gazette respectively

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

Recommended statement

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

Non-Communicable Diseases (NCDs)
- Overweight and Obesity

**WHY ???**

5 types of Snack Foods consumed by Thai Children
- Fried or baked potato chips
- Fried or baked corn chips/popcorns
- Rice crisps or Extruded snack
- Crackers or Biscuits
- Filling wafer

Source: Food and Drink consumption of Thai children in 2005

GDA Labeling (Guideline Daily Amounts) : Front of Pack (2011)

- Nutrition fact per container
- Quantity of serving

**Nutrition labeling**
- Difficult to read
- Difficult to understand

Consumer can’t apply to use

Front-of-pack

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

Producer affected about 100 companies

 WHY ?

Extension GDA labeling in 2015 !!!

1. More types of food product consumed by Thai Children.
2. Voluntary food products were start to show GDA labeling in Front of pack.

Survey Compliance of Voluntary GDA Labeling (Ready to Eat products)

2011 2012 2013 2014

Product name List:
Daily product/ Tea & Coffee/ Cereal Beverage/ Breakfast Cereal/ Chocolate product/ Ready to eat (soup)
1. Snack foods:
- Fried or baked potato snacks
- Fried or baked popcorns
- Rice crisps or Extruded snacks
- Fish snacks
- Seaweed snacks
- Peanut snacks

2. Chocolate and similar products
- Beverages in Sealed Container
- Instant tea and coffee
- Ice-cream
- Flavoured milk, Fermented milk and Milk products
- Soybean milk

3. Bakery products:
- Crackers or Biscuits
- Filling Wafer
- Cookies
- Cake
- Pie and pastry

4. Instant foods:
- Instant rice noodles
- Instant noodles

5. Chilled and Frozen Ready-to-eat Meals

Extension of Nutrition Labeling and GDAs Labeling # 2
(Draft) Notification of Ministry of Public Health (No. ....) B.E.....
Re: Food products Required to bear Nutrition Labeling and energy value, sugar, fat, sodium on the labels of some kinds of foods Guideline Daily Amounts, GDA Labeling

- Approved by the Food Committee (Aug, 2018)
- In the process of signing by the Minister of Public Health and publishing in the Government Gazette respectively

Healthier Choice
Policy:
Reduce Sugar Fat and Salt
Simplified logo

Tool:
For consumers to make decisions based on the labelling information

Goal
Industry: Reformulation
Consumer: Change behavior

Outcome
Healthy Population

Stakeholder
Scientific Experts
Executive Committee (Board)
Consumer Education

Actuation
- Nutrient Profile
- Simplified Logo
- Guidelines for Healthier Logo
- Driven - simplified logo to consumer
- Inspection and certification, Monitor and law enforcement
- Consumer education and public awareness
- High – income cooperation

Healthier Choice
(สัญลักษณ์โภชนาการ “ทางเลือกสุขภาพ”)
**Contents**

1. Nutrition Labeling, GDAs, Healthier choice

2. Health Claims Guidance

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**Healthier Choice**

**Situation and Problem**

- Notification of MOPH (No.373) B.E.2559 (2016) Re: Displaying Nutrition Symbol on Food Labels
- The announcement of the Food and Drug Administration’s statement, the Ministry of Public Health (No. 373) BE 2559

**National Food Committee**

Committee to Mobilize Strategy for Linking Food and Nutrition to Good Quality of Life

**Thai FDA**

- Increased
  - Malnutrition
  - Obesity
  - NCDs

- Foods with fatty, Salty and sugary

**1. Displayed and Colored**

“Healthier Choice” means the symbol for healthy option to assist consumers in making decisions for their informed food choices which be a part of proper nutrition.

- Orange: Unity is strength
- Green: the color of nature
- Blue: Brilliance

**2. Set Criteria of Nutrient Profiles for Particular Products for Healthier Choice Certification**

- (1) Beverage
- (2) Seasoning: Fish Sauce, Soy Sauce
- (3) Dairy Product
- (4) Instant Food: Instant noodle, Instant rice porridge

**3. Products that have been verified and certified by the Nutrition Promotion Foundation, Institute of Nutrition, Mahidol University**

- 427 Beverage products
- 72 Dairy products
- 23 Instant foods
- 14 Ice-cream products

(Updated: March 2018; 583 products)

**Guidelines for Health Claims (2015)**

- Healthy Eating Trends
- Increasing of health claims on food products

**Health Claims**

Any representation of pictures, photograph, invented designs, mark, trade mark or any texts on labels that states a relationship existed between a food or their constituents or nutrients and health both direct and indirect.

1. Nutrient function claims
2. Other function claims
3. Reduction of disease risk claims

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**Simplified symbol: Healthier Choice (con.)**
1. Nutrient Function Claims

A nutrition claim that describes the physiological role of the nutrient in growth, development and normal functions of the body.

Example

Calcium is needed for the synthesis of strong bone and teeth. Food X is a source of calcium.

2. Other Function Claims

Any representation of specific beneficial effects of the consumption of foods or their constituents, in the context of the total diet on normal functions or biological activities of the body.

• Such claims relate to a positive contribution to health or to the improvement of a function or to modifying or preserving health.

Example

Food Y contains 2 grams of Plant stanol. Plant stanol help to reduce cholesterol absorption.

3. Reduction of Disease Risk Claims

Claims relating the consumption of a food or food constituent, in the context of the total diet, to the reduced risk of developing a disease or health-related condition.

Risk reduction means significantly altering a major risk factor(s) for a disease or health-related condition. Diseases have multiple risk factors and altering one of these risk factors may or may not have a beneficial effect.

Example

“A healthful diet low in nutrient or substance A may reduce the risk of disease D. Food X is low in nutrient or substance A.”
Criteria for Health claims

- Must be safe and
- complied with the Notification of the Ministry of Public Health
- Based on current relevant scientific substantiation
- Must be sufficient to substantiate the type of claimed effect and the relationship to health

Conditions of Health Claims

Claimed Benefit

- Should arise from the consumption of a reasonable quantity of the food or food constituent in the context of a healthy diet.

- Must not rely on the benefits of consuming food with others although it is usual practice, or are intended to be consumed together.

If.......One serving of food product

Total fats    > 13 g  \(\text{or}\)
Saturated fats    > 4 g  \(\text{or}\)
Cholesterol    > 60 mg  \(\text{or}\)
Sodium        > 360 mg  \(\text{or}\)

Scientific Substantiation of Health Claims
### Scientific evidences for Substantiation

<table>
<thead>
<tr>
<th>Nutrient function claims</th>
<th>Other function claims</th>
<th>Reduction of disease risk claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systematic review and Meta-analysis or Scientific opinion from recognized authoritative scientific bodies or Well-designed human intervention study (full version and published articles)</td>
<td>Well-designed human intervention study (full version and published articles) and must have at least document as follows:</td>
<td></td>
</tr>
</tbody>
</table>

1. Systematic review and Meta-analysis or
2. Scientific opinion from recognized authoritative scientific bodies

**Supportive evidence**
- Peer-reviewed published articles
- Animal studies
- *In vitro* studies
- Observational evidence
- Evidence-based reference texts

**Scientific evidences for Substantiation**
- Systematic review and Meta-analysis
  - To define research question by collecting and summarizing all empirical evidence that fits pre-specified eligibility criteria
  - Use statistical methods to summarize the results to obtain an overall estimate of treatment effect

**Scientific opinion from recognized authoritative scientific bodies**
- Codex scientific committee
- European Food Safety Authority (EFSA)
- Center for Food Safety and Applied Nutrition (CFSAN)
- Food Standard Australia New Zealand (FSANZ)

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**Well-designed human intervention study**

**Control group**
- 60 Volunteers: total cholesterol level ≥200 mg/dl and LDL cholesterol levels > 130 mg/dl

**Study group**
- 60 Volunteers: total cholesterol level ≥200 mg/dl and LDL cholesterol levels > 130 mg/dl

**Food sample**
- Food sample without plant stanol with meal or after meal for 6 weeks
- Food sample with 2 g plant stanol per day with meal or after meal for 6 weeks

**Markers:** Total cholesterol and LDL cholesterol

**Result which demonstrate relevant variables or parameters:**
- LDL cholesterol decreased significantly when compared to initial stage of the study.
- Total cholesterol has no change.

**Systematic review and Meta-analysis**
- 60 Volunteers: total cholesterol level ≥200 mg/dl and LDL cholesterol levels > 130 mg/dl

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**Randomized controlled trial (RCT)**

- Study groups are representative of the target group
- Control group shall be appropriate control
- Adequate duration of exposure and follow up
- The study groups’ background diet and other aspects of relevant of lifestyle

**Total- and LDL cholesterol decreased significantly when compared to initial stage of the study.**

Supportive scientific evidences: Systematic review and meta-analysis, Scientific opinion from RASB, Peer-reviewed published articles
Documents for application

- Application form:
  - Name of food product
  - Food serial number
  - A proposed health claim statement and the specific conditions of use

- Evidence for scientific substantiation

- Product information:
  - Product registration
  - Product formulation
  - Manufacturing process (Briefly)
  - Specification of raw materials and product
  - Certificate of analysis
  - Purpose of consumption
  - Recommended dosage
  - Direction of use
  - Package
  - Label
  - Target group

- Manufacturing license/Import license
- Supportive regulations (if any)

Challenges / Next step

Nutrition Labeling

- Revise Nutrition Labeling Regulations
  - Review “Nutrition Information Format”
  - Review and extend “Reference serving size”
  - Extend “Nutrient Function Claims”

Healthier Choice

- Promote and make public awareness
- Propose to set nutrient profiles for other groups of food products
- Propose to extend to particular food products in restaurant and cafe

Approval Process of Health Claim Substantiation

- Apply
- Check the completion of evidences
- Experts evaluate the quality of evidence and claim statement
- Conclusion
- Considered and endorsed by sub-committee
  - Approved
  - Not approved
- Permit
- Reject