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GAIN Report

Global Agricultural Information Network

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POLICY

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New Nutritional Labeling Regulation

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FAIRS Subject Report

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Report Highlights:

The Chilean Congress adopted Law No. 20,606 on nutrition and composition of food and its advertising on July 2012. The law required the development of an implementing regulation and its enforcement before July 16, 2014. After being delayed for two years these implementing regulations were signed by President Bachelet on April 16, 2015.

General Information:

The Chilean Congress adopted Law No. 20,606 on nutrition and composition of food and its advertising on July 2012. The law required the development of an implementing regulation and its enforcement before July 16, 2014. After being delayed for two years and two Administrations these implementing regulations were finally sign by president Bachelete on April 16, 2015.

The products subject to this regulation are the ones that contain energy, sodium, sugar or saturated fat in its nutritional composition with labels higher than what is established in TableN° 1 of the regulation.

Table N° 1. Limits for the content of energy, sodium, total sugars and saturated fats in food products.

	Energy Kcal/100 g	Sodium mg/100 g	Total sugar g/100 g	Saturated fat g/100 g
Limits on solid foods. Values greater than or equal to:	275	400	10	4
	Energy Kcal/100 ml	Sodium mg/100 ml	Total sugar q/100 ml	Saturated fat q/ 100 ml
Limits on liquid foods. Values greater than or equal to:	70	100	5	3

This regulation includes the following restrictions:

- In the case of imported products, the possibility to incorporate the nutritional information in Spanish on a sticker maintaining the format established by the regulation.
- Restricts the publicity and the use of items that attract the attention or interest of children under 14 years, such as the presence of children under 14 years, children's characters and figures, animations, cartoons, toys, children's music, people or animals that are of the interest of children under 14 years, statements or imaginary claims about the product or its effects, voices, children's own language or expressions or situations that represent the daily lives, such as the school, recess, playground, among others.
- In the case of media and websites destined to children under 14 years, no publicity will be allowed if they reach an audience equal or greater than 20% on those children.
- The products affected by this regulation shall not be sold, marketed, promoted, or advertised within establishments of preschool, primary or high school education.
- The way to highlight the nutritional properties will be by stamping the descriptor "EXCESS OF" followed by: "SATURATED FAT", "SODIUM", "SUGAR" or "CALORIES" in one or more separate octagonal symbols. The symbol will be an octagonal figure, of black color at the back and white border and the letters of the descriptor must be capital and white, it also must be added, in white letter the phrase "Ministry of Health" according to the diagram N°1 of the present article.
- The dimensions of the symbol will be determined according to the area of the main face of the

product according to the following chart:

Chart n°1: Size of the symbol of the descriptor “EXCESS OF”.

Labeled area of the main face of the label	Dimensions of each descriptor "EXCESS OF " (height and width)
Less than 30 cm ²	Label in the bigger container
Between 30 and 60 cm ²	1.5 x 1.5 cm
Between 60 and 100 cm ²	2.0 x 2.0 cm
Between 100 and 200 cm ²	2.5 x 2.5 cm
Between 200 and 300 cm ²	3.0 x 3.0 cm
Greater than 300 cm ²	3.5 x 3.5 cm

- If more than one symbol is needed, they will need to be placed next to each other
- Details of the design of the symbol will be provided on a Technical Norm issued by the Ministry of Health.

Diagrama N°1



Products that are not affected by this regulation are the following:

- a. Food products or the mixture of foods that have no added sugar, sodium or saturated fat.
- b. Foods that are sold in bulk, portioned, fractioned or prepared at the request of the public,

although these are packaged at the time of the sale (restaurant, happy meals, etc).

c. From Title XXVIII, of Foods for Special Dietary Uses, remain excluded:

c.1 Paragraph II of the infant formula.

c.2 Paragraph III of the commercial preparations of baby food (strained and minced), except those with added sugar and that are higher than the limits of Table 1 of the present article.

c.3 Paragraph IV of food for infant use processed from cereals, except those with added sugars and that are higher than the limits of Table 1 of the present article.

c.4 Paragraph V of the foods for medical use.

c.5 Paragraph VII of food for weight control regimens.

d. From Title XXIX, of the Dietary Supplements and food for athletes.

d.1 Paragraph I of the Dietary supplements.

d.2 In Paragraph II. Of the foods for athletes, the ones that comply with the requirements described in letters a), b), c) y d) of Article 540

e. Sweeteners free of sugar and calories regulated by Article 146 of this regulation.

Transitory articles:

- The present decree will be enforced twelve months after the publication on the National gazette
- Phase in period to reduce critical nutrients will be the following:

Table 2, Phase in limits for solid foods:

Nutrient or Energy	Enforcement date, 12 months after enforcement	24 months after enforcement	36 months after enforcement
Energy Kcal/100g	350	300	275
Sodium mg/100g	800	500	400
Sugar g/100g	22.5	15	10
Saturated fat	6	5	4

Table 3, Face in limits for liquid foods:

Nutrient or Energy	Enforcement date, 12 months after enforcement	24 months after enforcement	36 months after enforcement
Energy	100	80	70

Kcal/100g			
Sodium mg/100g	100	100	100
Sugar g/100g	6	5	5
Saturated fat	3	3	3

- Small and medium enterprises, as defined by Law 20.416 will have 36 months to implement the regulation.
- After 18 months after the enforcement of this regulation, the Ministry of health and the Advisory Committee of the Sanitary Regulation of Foods (Food Law) will evaluate the effect on the public of the present regulation and will provide a report based also on the opinions of other Ministries and will recommend, if necessary, modification to it. This report will be published on line.

Note: The present regulation needs now to be approved by the National Controller's Office and to be published on the National Gazette before effective.