NOTIFICATION

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| **1.** | **Notifying Member:** Brazil**If applicable, name of local government involved:**  |
| **2.** | **Agency responsible:** Brazilian Health Regulatory Agency (ANVISA) |
| **3.** | **Products covered (provide tariff item number(s) as specified in national schedules deposited with the WTO; ICS numbers should be provided in addition, where applicable):** HS Code(s): 2106; ICS Code(s): 13, 65 |
| **4.** | **Regions or countries likely to be affected, to the extent relevant or practicable:****[****X]** **All trading partners** **[ ]****Specific regions or countries:**  |
| **5.** | **Title of the notified document:** Draft Normative Instruction number 708, 13 September 2019, regarding the technical requirements for statement of nutrition labelling for packaged food.**Language(s):** Portuguese. **Number of pages:** 37Draft: [http://portal.anvisa.gov.br/documents/10181/3882585/SEI\_ANVISA+-+0734894+-+Consulta+P%C3%BAblica+708.pdf/60eb27d4-a2c7-4c04-bbc3-08927fb4d85b](http://portal.anvisa.gov.br/documents/10181/3882585/SEI_ANVISA%2B-%2B0734894%2B-%2BConsulta%2BP%C3%BAblica%2B708.pdf/60eb27d4-a2c7-4c04-bbc3-08927fb4d85b)Comment form: <http://formsus.datasus.gov.br/site/formulario.php?id_aplicacao=50279> |
| **6.** | **Description of content:** This draft normative instruction establishes the technical requirements for statement of nutrition labelling for packaged food. The main objective of this regulation is to review the nutritional facts label requirements to facilitate the decision making by Brazilian consumers. Specific objectives include: (a) improving the visibility and readability of nutritional information; (b) reduce situations that can mislead consumers regarding nutritional composition; (c) facilitate nutritional comparison; (d) improve the accuracy of declared nutritional values; and (e) broaden the scope of nutritional information.The main normative changes proposed are:1. In the nutrition facts table: (a) inclusion of the mandatory declaration of total sugars and added sugars; (b) inclusion of the mandatory declaration of nutritional values per 100g or ml of the product to facilitate the nutritional comparisons; (c) reduction of allowable variability in declared portion sizes, requiring the declaration of the number of portions contained in the package and revision of the rules for individual packaging; (d) review of the reference values for the percent daily value statement, considering the nutritional needs of the Brazilian population; and (e) adoption of specific readability rules to increase standardization, visibility and reading;
2. The adoption of a front-of-pack nutrition labelling model designed to inform, in a simple, objective and proportional way to achieve the objectives of the regulatory intervention, the high content of added sugars, saturated fats and sodium present in food that shall be declared at the top part of the main panel and meet specific readability requirements to ensure standardization, visibility and readability of information;
3. Adjustment of the criteria for declaring nutrition claims to avoid the transmission of inconsistent and contradictory information to consumers by adopting specific rules for cases where the product has front-of-pack nutrition labelling.

This regulation will be also notified to the TBT committee. |
| **7.** | **Objective and rationale: [****X]****food safety, [ ]****animal health, [ ]****plant protection, [ ]****protect humans from animal/plant pest or disease, [ ]****protect territory from other damage from pests.**  |
| **8.** | **Is there a relevant international standard? If so, identify the standard:****[****X]** **Codex Alimentarius Commission *(e.g. title or serial number of Codex standard or related text)*:** General Standard for the Labelling of Prepackaged Foods**[ ]****World Organization for Animal Health (OIE) *(e.g. Terrestrial or Aquatic Animal Health Code, chapter number)*:** **[ ]****International Plant Protection Convention *(e.g. ISPM number)*:** **[ ]****None****Does this proposed regulation conform to the relevant international standard?** **[ ]****Yes [****X]** **No****If no, describe, whenever possible, how and why it deviates from the international standard:** The scientific methodology used by Brazil to establish its standards is consistent with international best practice. Countries set standards according to the nutrition needs of their region and based on science. This means that Brazilian requirements for nutrition labelling for food may differ from Codex standard. |
| **9.** | **Other relevant documents and language(s) in which these are available:**   |
| **10.** | **Proposed date of adoption *(dd/mm/yy)*:** To be determined after the end of the consultation period.**Proposed date of publication *(dd/mm/yy)*:** To be determined after the end of the consultation period. |
| **11.** | **Proposed date of entry into force: [ ]****Six months from date of publication**, **and/or** ***(dd/mm/yy)*:** 1. 12-month for the entry into force of the standard with the adoption of a temporary and less stringent limit for the classification of foods as high in added sugar, saturated fat and sodium to allow Anvisa to take action to assist implementation of the standard and manufacturers to plan and prepare for the implementation phase;
2. 18 months after the entry into force of the standard so that products already on the market should meet the new requirements, allowing the adequacy and disposal of packaging and reformulations; and
3. 30 months after the entry into force of the standard for the definitive and most stringent limit to classify a product as high in added sugar, saturated fat and sodium.

**[ ]****Trade facilitating measure**  |
| **12.** | **Final date for comments: [ ]****Sixty days from the date of circulation of the notification and/or *(dd/mm/yy)*:** 5 November 2019**Agency or authority designated to handle comments: [ ]****National Notification Authority, [****X]****National Enquiry Point.** **Address, fax number and e-mail address (if available) of other body:** Assessoria de Assuntos Internacionais - AINTEInternational Affairs OfficeAgência Nacional de Vigilância Sanitária - AnvisaBrazilian Health Regulatory AgencyTel: +(55 61) 3462 5402/5404/5406E-mail: rel@anvisa.gov.br |
| **13.** | **Text(s) available from: [ ]****National Notification Authority, [****X]****National Enquiry Point.** **Address, fax number and e-mail address (if available) of other body:** Assessoria de Assuntos Internacionais - AINTEInternational Affairs OfficeAgência Nacional de Vigilância Sanitária - AnvisaBrazilian Health Regulatory AgencyTel: +(55 61) 3462 5402/5404/5406E-mail: rel@anvisa.gov.br |