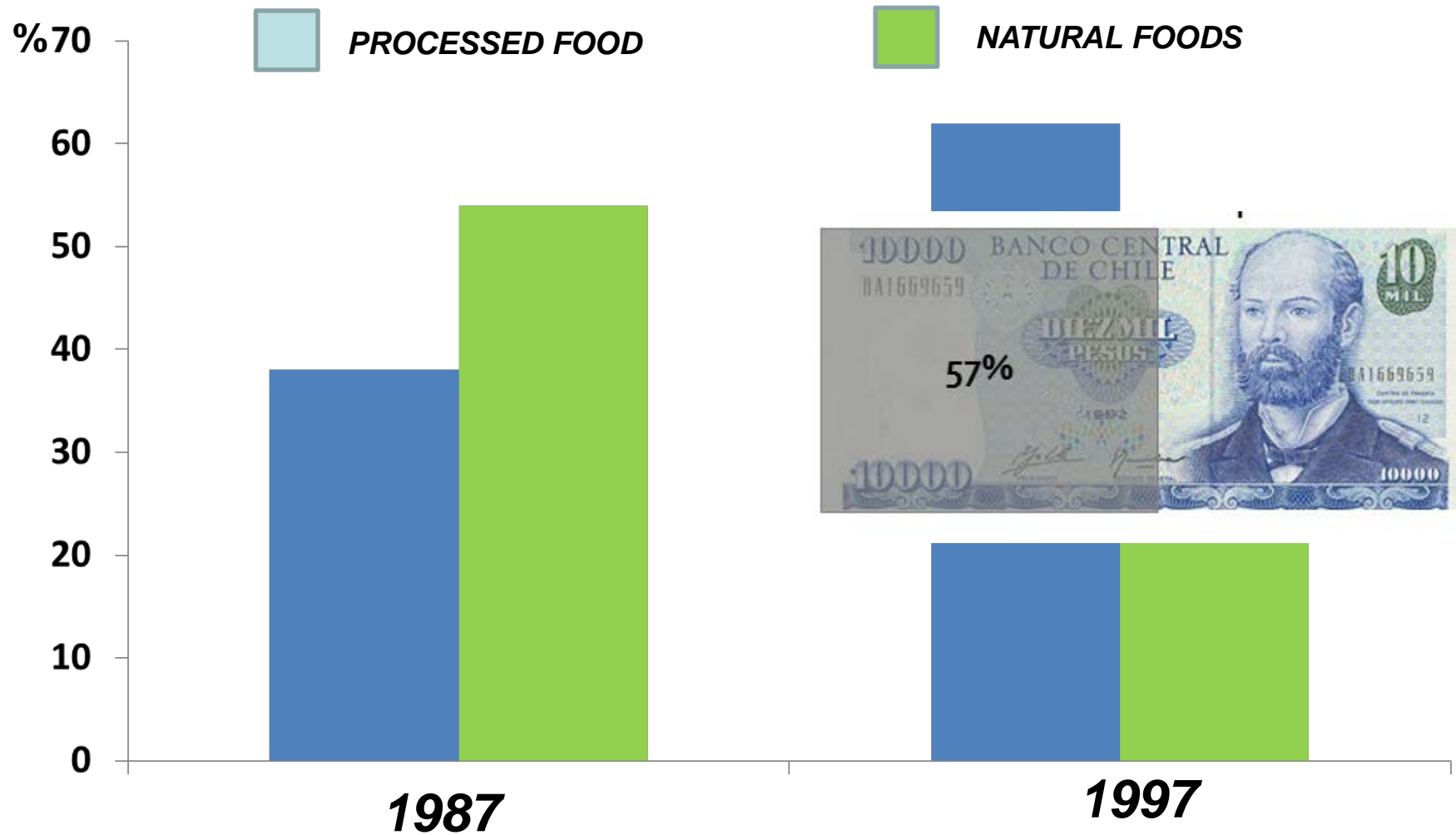


Chilean Healthy Eating Law

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Changes in Expenditures for Processed and Natural Foods, Chile 1987-1997



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 protocol regulating its enforcement before July 16, 2014. After being delayed for two years and a change in political administrations **the implementing regulations were signed by president Bachelet on April 16, 2015.**



**Prefiera
alimentos con
menos sellos**

Y SI NO TIENEN, MEJOR

ALTO EN CALORÍAS
Ministerio de Salud

ALTO EN GRASAS SATURADAS
Ministerio de Salud

ALTO EN AZÚCARES
Ministerio de Salud

ALTO EN SODIO
Ministerio de Salud

LEY DE ALIMENTOS

Art. 3. Food manufacturers, distributors and importers, must declare and label the content of the nutrients/ indicators of dietary quality defined in this law, at the product's packaging or label and inform the health authority in charge.

In absolute, the content of total fats, saturated fats, trans fats, sugar, sodium, fiber and calcium should be labelled.

Indicate the amount of calories per portion of usual consumption/package e.g. 50-100 kcal.

Critical Nutrients	LOW Content	MID Content	HIGH Content
FATS	$\leq 3.0\text{g} / 100\text{ g}$ $\leq 1.5\text{g}/100\text{ ml}$	$>3.0\text{ y} < 20\text{ g}/100\text{ g}$ $>1.5\text{ y} < 10\text{ g}/100\text{ ml}$	$\geq 20\text{ g}/100\text{g}$ $\geq 10\text{ g}/100\text{ml}$
Saturated FATS	$\leq 1.5\text{g}/100\text{ g}$ $\leq 0.75\text{g}/100\text{ ml}$	$>1.5\text{ y} < 5.0\text{g}/100\text{ g}$ $>0.75\text{ y} < 2.5\text{g}/100\text{ ml}$	$\geq 5.0\text{g}/100\text{g}$ $\geq 2.5\text{g}/100\text{ml}$
Added sugar (mono + di saccarides)	$\leq 5\text{ g}/ 100\text{ g}$ $\leq 2.5\text{ g}/100\text{ ml}$	$>5\text{ y} < 15\text{ g}/100\text{ g}$ $>2.5\text{ y} < 7.5\text{ g}/100\text{ ml}$	$\geq 10\text{ g}/100\text{g}$ $\geq 7,5\text{g}/100\text{ml}$
Salt/Sodium	$\leq 0.3\text{ g}/100\text{ g}$ $\leq 0.3\text{ g}/100\text{ ml}$ (equivalent to 120 mg sodium)	$>0,3\text{ y} < 0,5\text{ g}/100\text{ gr}$ $>0,3\text{ y} < 0,5\text{ g}/100\text{ml}$ (equivalent 120- 200 mg sodium)	$\geq 0.5\text{g}/100\text{ g}$ $\geq 0.5\text{ g}/100\text{ml}$ (equivalent $>200\text{ mg}$ sodium)
	TOTAL FAT, SATURATED FAT, ADDED SUGAR and SODIUM (NUTRIENT INDICATORS for EXCESS) “More is Worse”		

Art. 4 Unneeded ingredients or additives may not be added to foods (including prepared meals), or that with their addition generate an impression that may induce misunderstandings, deceits or falsehoods, or that in any way are likely to create an erroneous impression regarding the nature, composition or quality of the product and the content of nutrients indicating the quality of the food.

Example: at present there are efforts to put additional vitamins to sugary drinks to make them appear more nutritious.

Art. 5 Educational establishments (primary, secondary and higher education levels) must include in their curricula, habits of healthy eating and the harmful effects of a diet excessive in fats, saturated fats, sugars, sodium and other foods whose consumption, in certain quantities or volumes, can represent a health risk.

To balance the intake with the energy expenditure it is necessary to consider both the calorie intake and the expenditure.

Foods rich in fats or sugars favour over-consumption of energy, as well as large portions.

Art. 6. Foods or prepared foods defined as “foods with high contents of nutrient indicators of excess” may not be sold, nor marketed within educational establishments of basic and secondary education, nor less than 100 meters away from them. It is forbidden to sell them, free of charge, to children under 18 years of age. In addition, they may not be sold, distributed or marketed under any title, to children under 14 years of age.

Define the age of judgement and capacity for critical analysis of what a healthy food is, some at 12 others at 15 years

Art.7. Foods presenting content of critical nutrients beyond the CCNut established limits for healthy diets will be labeled as : “content of critical nutrients lower or higher than the recommended “healthy range” will be labeled as such; “foods with lower content of CCNut with excess content of critical nutrients (energy, saturated fats, Trans fats, Sodium, sugars or other refined CHOs in amounts higher than recommended by FBDGs will be labeled with indices of excess”; or foods with excess content of one or more “critical nutrients” indicating “excess”, respectively, or low with an equivalent legend. This will be independent of the rules and guidance provided by the National health authorities

In some cases high is good (these will be addressed in FBDGs while in others (high Na, high Trans and saturated fats, added sugars, total calories) the marker is for bad)

Law mandates use of logos 'Low', 'Medium' and 'High' in critical nutrients

ALTO

MEDIO

BAJO

**SATURATED FAT,
SODIUM**

ADDED SUGARS

TRANS FATS

**Trans fat should be < 1 % total FAT
Updated info suggest link of trans with
some forms of Cancer
Limit will likely be dropped to NONE**

Public perception on impact of the LAW Reported by the Minister of Health C. Castillo Dec 2016 and Jan 2017

- 74,5% of those surveyed consider policy of limiting publicity and advertisement/directed at children logo "High in" good/very good.**
- 48% of those surveyed compare products with logos "HIGH in x" when making a choice of prepared foods**
- 9,7% Do NOT BUY products with logo - 14,1% buys less compared to products without warning labels**
- 92,4% of those surveyed consider the law good or very good**
- ONLY 8,4% reports they are not influenced by the LOGO**