

NAPi

The Junk Push: Rising Ultra-processed Food Consumption-Policy, Politics and Reality.

Dr. Arun Gupta
Convenor, Nutrition Advocacy in Public Interest(NAPi)

#EndTheJunkPush

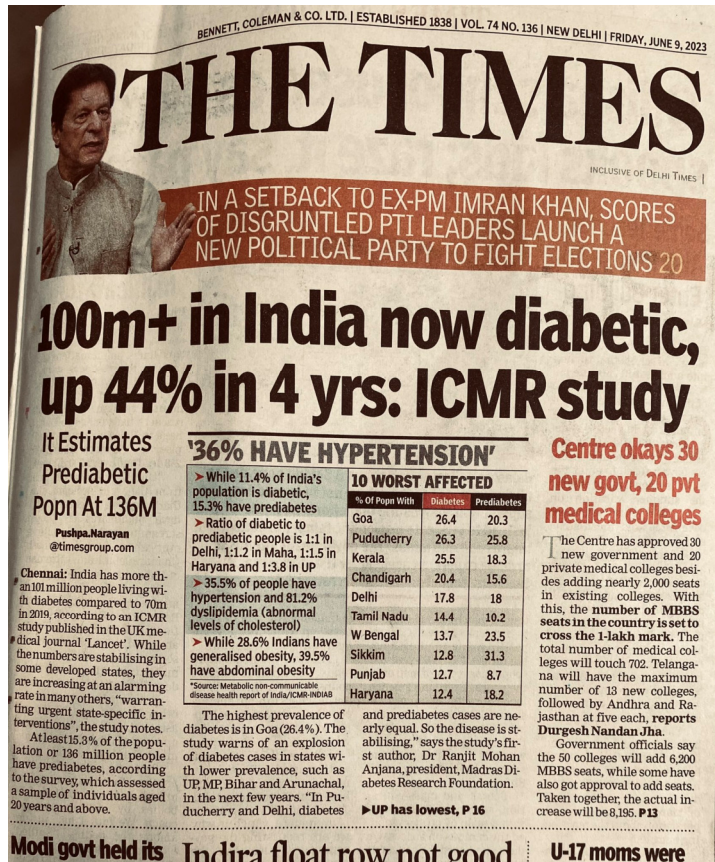


Overview

- The Public Health Crisis
- Junk Foods and Rising Consumption
- Risks to Health
- Pervasive Advertising and Marketing
- India's Policy Response and Gaps
- How Food Industry Interferes?
- Recommendations to Bridge the Gaps

THE PUBLIC HEALTH CRISIS

Rising Diabetes



Metabolic non-communicable disease health report of India: the ICMR-INDIAB national cross-sectional study (ICMR-INDIAB-17)

Ranjit Mohan Anjana, Ranjit Unnikrishnan, Mohan Deepa, Rajendra Pradeepa, Nikhil Tandon, Ashok Kumar Das, Shashank Joshi, Sarita Bajaj, Puthiyaveetil Kottayam Jabbar, Hiranya Kumar Das, Ajay Kumar, Vinay Kumar Dhandhanian, Anil Bhansali, Paturi Vishnu Priya Rao, Ankush Desai, Sanjay Kalra, Arvind Gupta, Ramakrishnan Lakshmy, Sri Venkata Madhu, Nirmal Elangovan, Subhankar Chowdhury, Ulagamathesan Venkatesan, Radhakrishnan Subashini, Tanvir Kaur, Rupinder Singh Dhaliwal, Viswanathan Mohan, for the ICMR-INDIAB Collaborative Study Group*

The Lancet Diabetes and Endocrinology : [https://www.thelancet.com/journals/landia/article/PIIS2213-8587\(23\)00119-5/fulltext](https://www.thelancet.com/journals/landia/article/PIIS2213-8587(23)00119-5/fulltext)

Rising Obesity

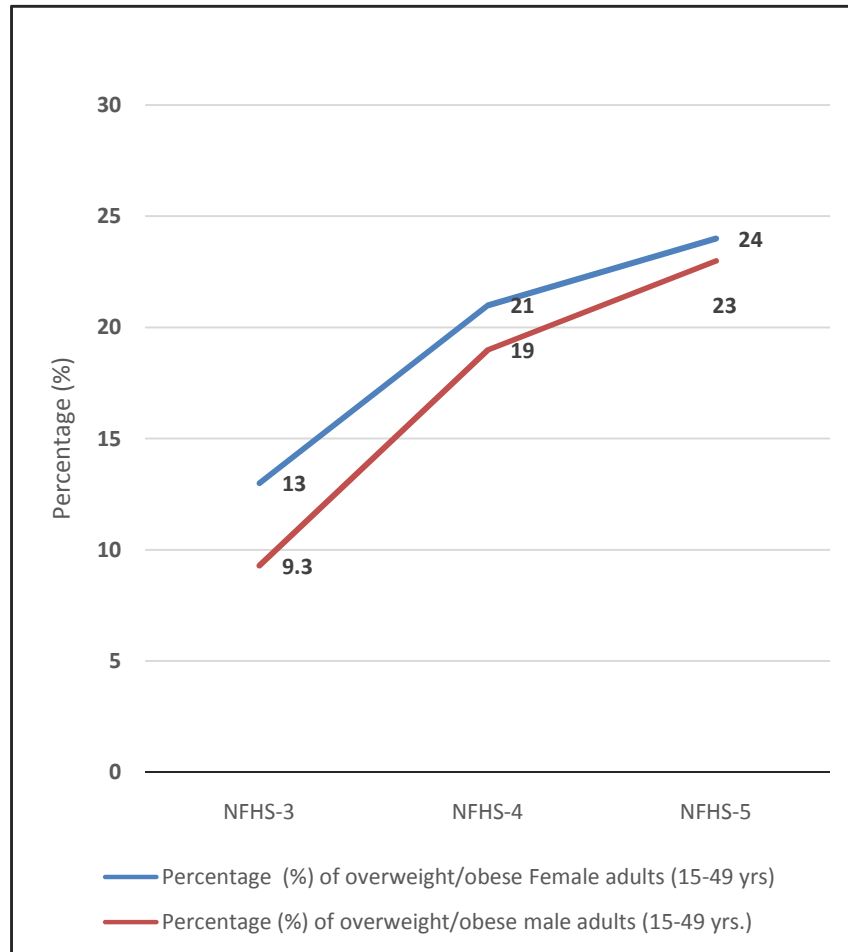


Fig. Percentage (%) of increase in obesity among women and men aged 15-49 years

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43 lakh children in anganwadi centres identified as obese or overweight

6%

The data collected from the government-run rural child care centres also showed that the percentage of overweight children was almost the same as that of severely and moderately malnourished children.

PTI

Last Updated 17 September 2023, 18:03 IST

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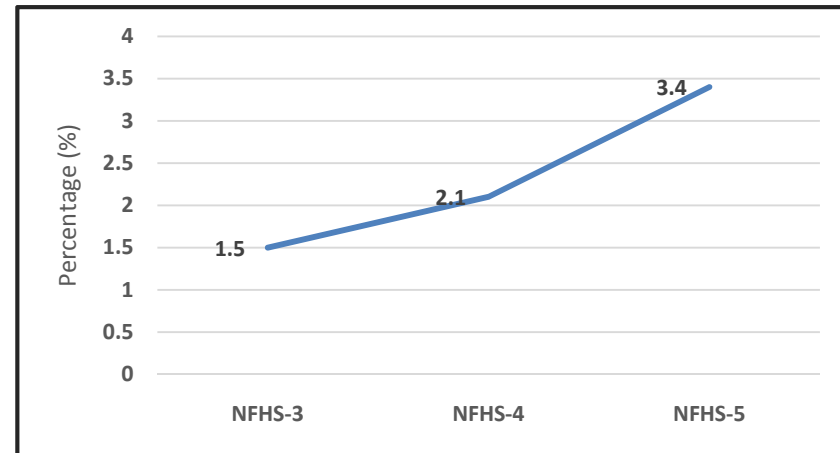


Fig. Percentage (%) of increase in obesity among children under 5 years of age

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A common condition
Global development

How food companies 'sweetened the world' - and increased the risk of disease

The hard sell of ultra-processed foods in developing countries as being 'good for you' gives children a taste for sugar and salt that could have lasting effects on their health

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About this content


Kaamil Ahmed
Fri 14 Jul 2023 15:00 BST





Shopkeeper Vasu Gupta with the Sting energy drink that claims to 'stimulate mind' and 'energise body'. Photograph: Amrit Dhillon

The bright red bottle of Sting, an energy drink, catches Sunita Devi's eye when she finds her local shopkeeper has run out of the biscuits she hoped to

Advertisement

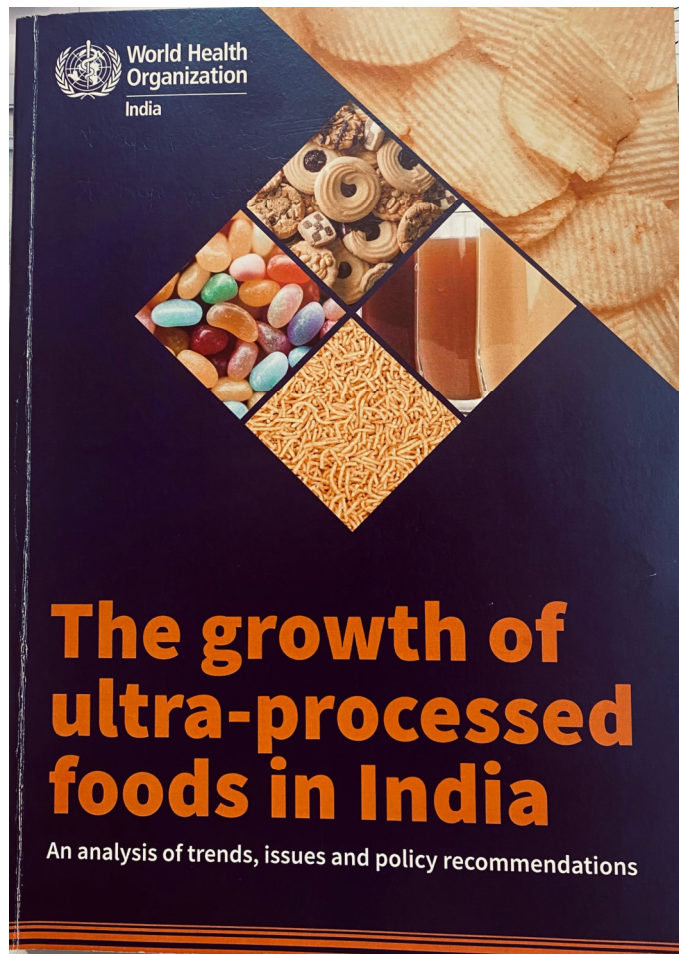
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JUNK FOODS AND RISING CONSUMPTION

Rising Consumption



- 13.7% cumulative annual growth from 2011-2021
- Many studies from different parts of India
- School children in particular

Rising Consumption ...

Global Food Security 23 (2019) 191–204

Contents lists available at ScienceDirect

Global Food Security

journal homepage: www.elsevier.com/locate/gfs

Purchase trends of processed foods and beverages in urban India

Cherry Law^{a,d,*}, Rosemary Green^b, Suneetha Kadiyala^b, Bhavani Shankar^c, Cécile Knai^a, Kerry A. Brown^a, Alan D. Dangour^b, Laura Cornelsen^{a,d}

^a Faculty of Public Health & Policy, London School of Hygiene & Tropical Medicine, 15-17 Tavistock Place, London, WC1H 9SH, UK
^b Department of Population Health, London School of Hygiene & Tropical Medicine, Keppel Street, London WC1E 7HT, UK
^c Centre for Development, Environment and Policy, SOAS University of London, London, WC1H 0XG, UK
^d (Honorary) College of Medicine & Health, University of Exeter, Exeter, EX1 2LU, UK

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National Center for Biotechnology Information

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> Indian J Public Health. 2018 Jan-Mar;62(1):65-67. doi: 10.4103/ijph.IJPH_343_16.

Consumption of junk foods by school-aged children in rural Himachal Pradesh, India

Aakriti Gupta¹, Umesh Kapil², Gajendra Singh³

Affiliations + expand
 PMID: 29512570 DOI: 10.4103/ijph.IJPH_343_16
 Free article

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Research Paper | Published: 24 August 2020

Intake of Ultra-processed Foods Among Adolescents From Low- and Middle-Income Families in Delhi

Arushi Jain & P. Mathur

Indian Pediatrics 57, 712–714 (2020) | Cite this article

98 Accesses | 5 Citations | Metrics

Rathi et al. Nutrition Journal (2017) 16:50
DOI 10.1186/s12937-017-0272-3

Nutrition Journal

RESEARCH Open Access

Food consumption patterns of adolescents aged 14–16 years in Kolkata, India

Neha Rathi, Lynn Riddell and Anthony Worsley*

Open access Original research

BMJ Open Processed foods purchase profiles in urban India in 2013 and 2016: a cluster and multivariate analysis

Mehroosh Tak,¹ Cherry Law,² Rosemary Green,³ Bhavani Shankar,⁴ Laura Cornelsen⁵

BMJ Open: first published as 10.1136

Definitions

JUNK FOOD(NIN)





"Unhealthy (junk) foods are those **containing little or no proteins, vitamins or minerals but are rich in salt, sugar, fats and are high** in energy (calories). Some examples are chocolates, artificially flavoured aerated drinks, potato chips, ice creams, French fries etc.

HFSS(FSSAI Draft notification)

"High fat, sugar, and salt foods are a processed food product with high levels of saturated fat, total sugar, or sodium. The declared values of these ingredients are such that the product does not satisfy the value of energy (kcal) from **total sugar less than 10% of total energy, or from saturated fat 10% of total energy, and sodium less than 1 mg/1 kcal.**"

Nova Classification

Nova: the food classification based on the **extent** and **purpose** of industrial processing

NOVA groups	Examples
<p>1) Fresh or minimally processed foods Edible parts of plants and animals after separation from nature or preserved by minimal industrial processes (no substances added)</p>	
<p>2) Processed culinary ingredients Substances industrially obtained from Group 1 foods (or nature) and used to prepare, cook and season these foods (oils, fats, sugar, honey, salt)</p>	
<p>3) Processed foods Group 1 foods modified by the industry with the addition of salt, sugar, oils or fats to preserve them and enhance their sensory qualities</p>	
<p>4) Ultra-processed foods Industrial formulations made by deconstructing natural food into its chemical constituents, modifying them and recombining them with flavors, colorants and other cosmetic additives into highly profitable products liable to displace all other Nova food groups</p>	

Source: Monteiro et al *Public Health Nutrition* 2017

Slide Courtesy : Prof Carlos Monteiro

Ultra-processed food products (UPFs)- British Medical Journal

> BMJ Glob Health. 2021 Dec;6(12):e007240. doi: 10.1136/bmjgh-2021-007240.

'Warning: ultra-processed' – A call for warnings on foods that aren't really foods

Trish Cotter ¹, Alexey Kotov ², Shuo Wang ², Nandita Murukutla ²

Affiliations + expand

PMID: 34933866 PMID: PMC8666852 DOI: 10.1136/bmjgh-2021-007240

[Free PMC article](#)

No abstract available

Keywords: health policy; nutrition; public health.

QUESTION

What are ultra-processed products?

ANSWER

Foods that have been chemically or physically transformed using industrial processes:

- Packaged and ready-to-eat
- Contain more than five ingredients
- Have a long shelf life
- Contain additives, flavors, emulsifiers and colors

UPFs : How are these made and sold.

- Destroyed food matrix
- Rebuild with cheap additives, colours, stabilisers, emulsifiers
- Usually HIGH in ... sugar, salt or fats etc.
- Manipulated by engineers and psychologists to lead to pleasure and “bliss point”
- Addictive
- Designed to make profits
- Projected as ‘healthy’ and lead to over consumption

How to Identify UPF/Junk Foods: Check ingredient that you cant find in your domestic kitchen



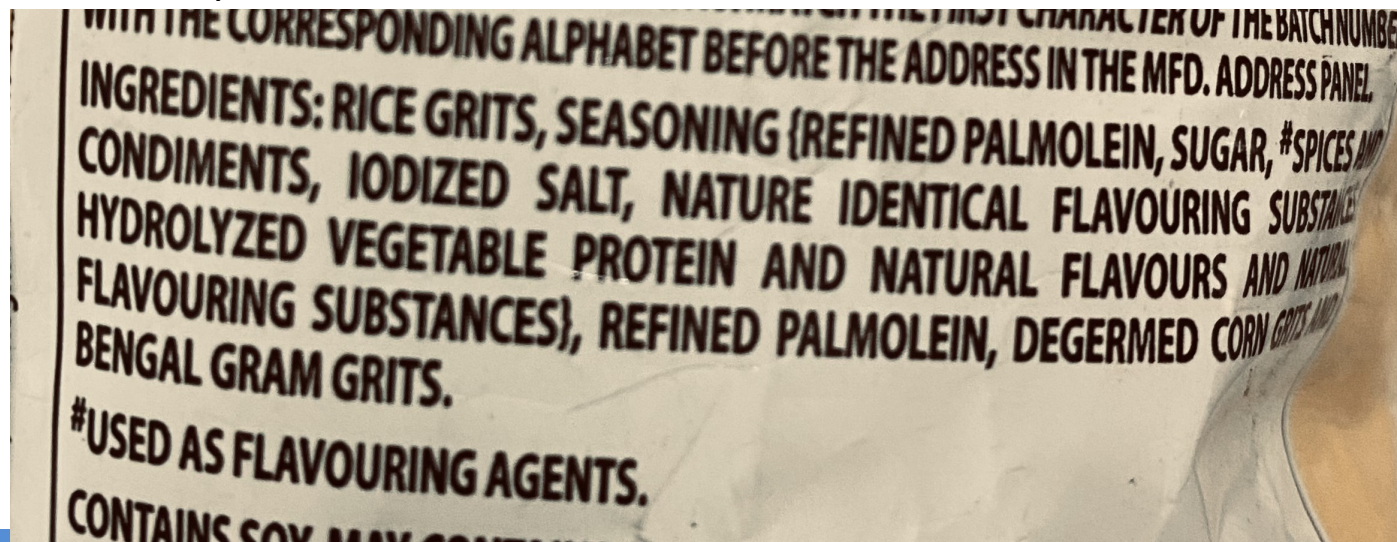
INGREDIENTS: WHEAT FLOUR (ATTA) (43%), REFINED PALM OIL, SOY PROTEIN ISOLATE (16%), SUGAR, ALMONDS (4.3%), SWEETENERS [965(i) & (ii)] (2.5%) [SWEETENED CONDENSED MILK & MILK SOLIDS], OATS FIBRE, RAISING AGENTS [503(ii) & 500(ii)], FLAVOURS (NATURAL & ARTIFICIAL), EMULSIFIERS [322(i), 471 & 472e], IODISED SALT AND DOUGH CONDITIONER (223).

(Numbers in brackets as per International Numbering System)

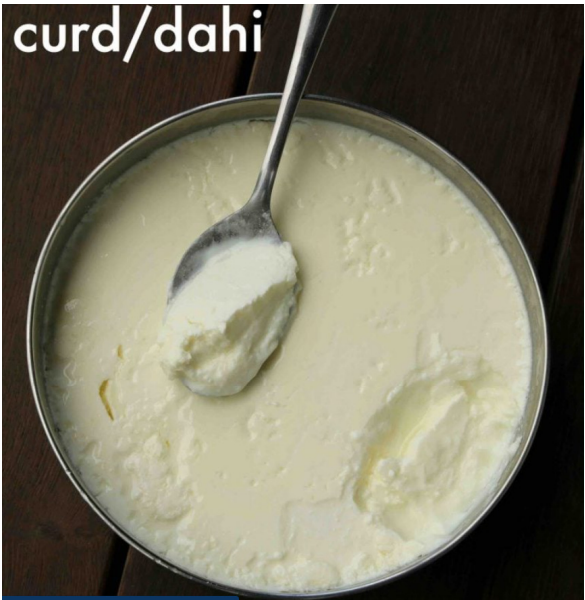
CONTAINS WHEAT, SOYA, MILK, NUTS, OATS AND SULPHITE.

STORE IN A COOL, HYGIENIC AND DRY PLACE. TRANSFER CONTENTS TO A CLEAN AIRTIGHT CONTAINER ONCE OPENED.

Chips



Examples of Processed vs UPF or Healthy vs Unhealthy ...Curd V/S Flavoured Yogurt



Real Corn V/S Packaged Corn Flakes and Chips



Commercial Bread V/S Home made or local bakery Breads/Rotis



Orange V/S Tang



UPF/Junk Food destroys food cultures

The displacement of all other Nova food groups by UPFs is facilitated by their affordable prices, convenience, craving-like palatability, and massive marketing



while their cheap ingredients make them incomparably profitable

NUPENS
USP

Slide Courtesy : Prof Carlos Monteiro

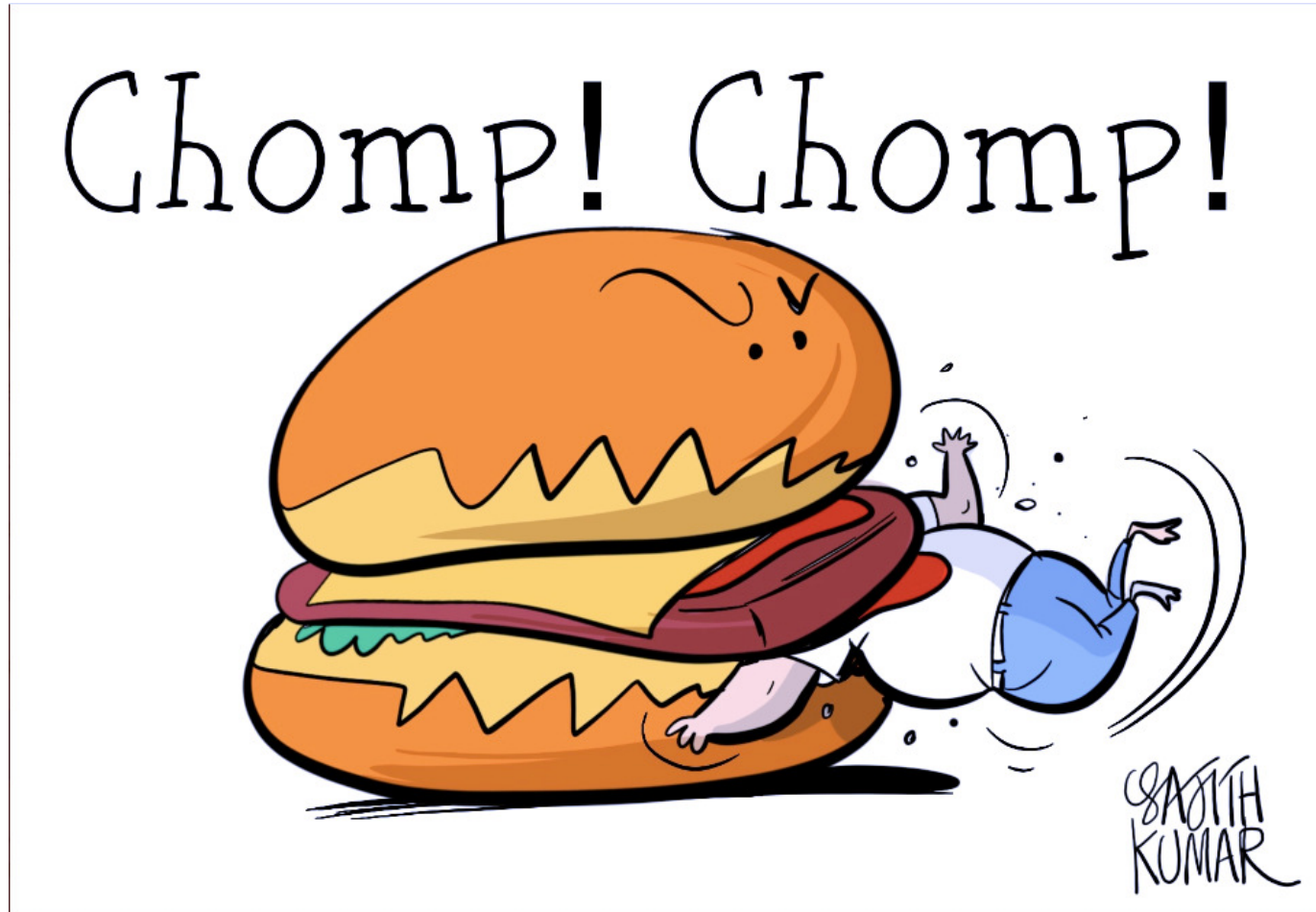
Food TNCs that destroyed food cultures in the west ...Now eye on Indian culture and our indigenous food industry



Slide Courtesy : Prof Carlos Monteiro

RISKS TO HEALTH

#WholsEatingWhom?



Courtesy : Sajith Kumar Cartoonist at "Deccan Herald" for his kind support to the launch of this report

Scientific Evidence

Clinical Gastroenterology and Hepatology 2023;21:2483-2495

SYSTEMATIC REVIEWS AND META-ANALYSES

Siddharth Singh, Section Editor

Food Processing and Risk of Inflammatory Bowel Disease: A Systematic Review and Meta-Analysis

Neeraj Narula,¹ Nicole H. Chang,¹ Danah Mohammad,¹ Emily C. L. Wong,¹ Ashwin N. Ananthakrishnan,² Simon S. M. Chan,³ Franck Carbonnel,⁴ and Antoine Meyer⁵

¹Department of Medicine (Division of Gastroenterology) and Farncombe Family Digestive Health Research Institute, McMaster University, Hamilton, ON, Canada; ²Division of Gastroenterology, Massachusetts General Hospital, and Harvard Medical School, Boston, Massachusetts; ³Department of Gastroenterology, Norfolk and Norwich University Hospital and Norfolk Medical School, University of East Angles, Norwich, United Kingdom and ⁴Department of Gastroenterology, University Hospital of Bicêtre, Assistance Publique-Hôpitaux de Paris and Université Paris-Saclay, Le Kremlin Bicêtre, France

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RESEARCH | Published: 04 July 2023

Blood pressure variation and ultra-processed food consumption in children with obesity

Caroline Cortes¹, Joana Maia Brandão², Diana Barbosa Cunha³, Vitor Barreto Paravidino⁴ & Rosely Sichieri⁵

European Journal of Pediatrics (2023) | Cite this article

163 Accesses | 16 Altmetric | Metrics

CLINICAL NUTRITION

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META-ANALYSIS | VOLUME 42, ISSUE 6, PAGES 626-636, JUNE 2023

Ultra-processed food consumption and cancer risk: A systematic review and meta-analysis

Hu Minde, Ibrahim S, Simon Nitter, David A, et al.

Published: March 30, 2023 • DOI: <https://doi.org/10.1016/j.clnut.2023.03.018> | Check for updates

Summary

Background
 Ultra-processed foods (UPF) have become a staple of the diet in many countries, concurrent with increases in non-communicable diseases including cancer.

The American Journal of CLINICAL NUTRITION

A Journal of the American Society for Nutrition

ASN Journals Articles Publish About Contact

ORIGINAL RESEARCH ARTICLE | VOLUME 118, ISSUE 3, P627-636, SEPTEMBER 2023

Download Full Issue

Ultraprocessed food consumption is associated with all-cause and cardiovascular mortality in participants with type 2 diabetes independent of diet quality: a prospective observational cohort study

Mariela Laura Bonaccio¹, Augusto Di Castelnuovo², Simona Costanzo³, Giovanni de Gaetano⁴, Licia Iacoviello⁵ for the Moli-sani Study Investigators¹ | Show all authors | Show footnotes

Published: July 26, 2023 • DOI: <https://doi.org/10.1016/j.ajcnut.2023.07.004> | Check for updates

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Article Text

Arrhythmias and sudden death
Original research

Article Info

Associations of dietary patterns, ultra-processed food and nutrient intake with incident atrial fibrillation

Samuel J Yu¹, Celine Gallagher¹, Adrian D Elliott¹, Kathryn E Bradbury², Gregory M Marcus³, Dominik Linz⁴, Bradley M Pitman¹, Melissa E Middeldorp¹, Jeremy M Hendriks^{1,5}, Dennis H Lau¹, Prashanthan Sanders¹, Christopher X Wong^{1,3}

Correspondence to Christopher X Wong, Department of Cardiac Electrophysiology, Division of Cardiology, University of California San Francisco, San Francisco, California, United States of America; christopher.wong@ucsf.edu

Articles

Food processing and cancer risk in Europe: results from the prospective EPIC cohort study

Nathalie Klemm, Fernando Rauber, Renata Bertazzi Levy, Vivian Viallon, Ester P Varnas, Reynaldo Cordova, Heinz Freisling, Corinne Casagrande, Genevieve Nicoles, Dagfinn Aune, Konstantinos K Taliris, Alicia Heath, Matthias B Schulz, Franziska Janusch, Bernard Strain, Rudolf Kaaks, Miguel Rodriguez-Barranco, Giovanni Tighiolo, Antonio Agudo, Salvador Panico, Eva Ardanaz, Maria Dolores Chirlus, Paolo Vineis, Rossana Tumino, Aurora Perez-Camacho, Julie Louise Munk Andersen, Anne Tjønneland, Guri Skeie, Elisabete Weiderpass, Carlos Augusto Monteiro, Marc J Gunter, Christopher Millett, Inge Huybrechts

AJPM American Journal of Preventive Medicine | ACPM | APTR

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RESEARCH ARTICLE | ARTICLES IN PRESS

Ultra-processed food consumption and mortality: three cohort studies in the United States and United Kingdom

Yingying Zhao, MD • Weiwei Chen, MD • Jia Li, MD • ... Zhen Wang, PhD • Shaofa Nie, PhD • Li Liu, PhD | Show all authors

Published: September 08, 2023 • DOI: <https://doi.org/10.1016/j.amepre.2023.09.005>

Diabetes Care

American Diabetes Association

Ultra-Processed Food Consumption and Risk of Type 2 Diabetes: Three Large Prospective U.S. Cohort Studies

Zhangling Chen, Neha Khandpur, Clémence Desjardins, Lu Wang, Carlos A. Monteiro, Sinara L. Rossato, Teresa T. Fung, JoAnn E. Manson, Walter C. Willett, Eric B. Rimm, Frank B. Hu, Qi Sun, and Jean-Philippe Drozin-Chartier

Diabetes Care 2023;46(7):1335-1344 | <https://doi.org/10.2337/dc22-1993>

Ultra-processed food consumption, cancer risk and cancer mortality: a large-scale prospective analysis within the UK Biobank

Kara Chang^{1,2}, Marc J. Gunter³, Fernanda Rauber^{4,5}, Renata B. Levy^{4,6}, Inge Huybrechts⁷, Nathalie Klemm⁸, Christopher Millett^{9,10} and Ester P. Varnas¹¹

¹Public Health Policy Evaluation Unit, Imperial College London, London, W6 8RP, United Kingdom
²Nutrition and Metabolism Branch, International Agency for Research on Cancer, 69372, Lyon, France
³Center for Epidemiological Research in Nutrition and Health, School of Public Health, University of São Paulo, São Paulo, 01246-904, Brazil
⁴Department of Preventive Medicine, School of Medicine, University of São Paulo, São Paulo, 01246-904, Brazil
⁵NOVA National School of Public Health, Public Health Research Centre, Comprehensive Health Research Center, CHRC, NOVA University Lisbon, Lisbon, Portugal

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Research

Food additive emulsifiers and risk of cardiovascular disease in the NutriNet-Santé cohort: prospective cohort study

BMJ 2023; 382: doi: <https://doi.org/10.1136/bmj-2023-076058> (Published 06 September 2023)

Cite this as: BMJ 2023;382:e076058

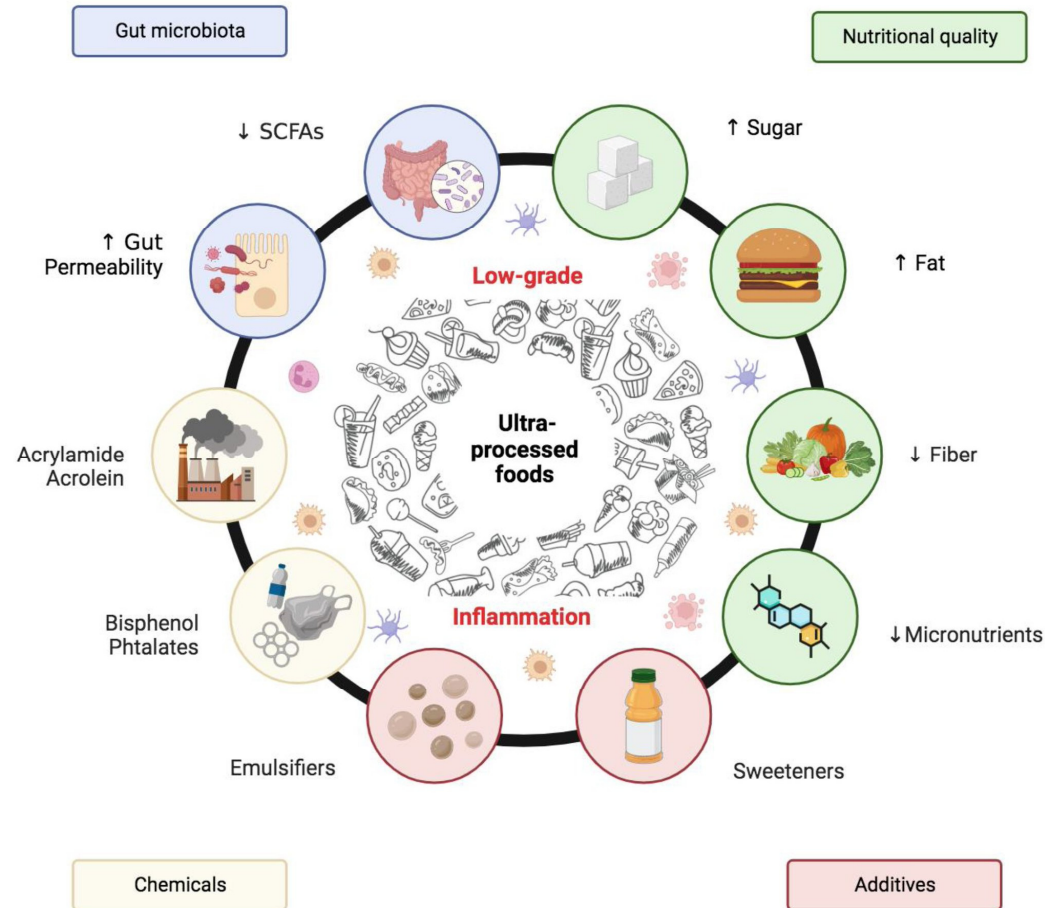
Article Related content Metrics Responses Peer review

Leury Selem, postdoctoral scientist¹, Bernard Strou², Junior professor¹, Guillaume Jéveux, statisticien¹, Flo Chazotte, postdoctoral scientist¹, Benoit Chassaing, senior scientist³, Emeline Viennois, scientiste⁴, Chloétra Dreier, postdoctoral scientist¹, Clémence Sélème, postdoctoral scientist¹, Nathalia Divreane-Pecollo, operational coordinator¹, Younes Esseddik, computer scientist¹, Fabien Szabo de Edelényi, chief statistician¹, Cedric Agabasse, chief dietitian¹, Alexandre De Sa, dietitian¹, Rebecca Luchini, dietitian¹, Erwan Louveau, graduate student¹, Inge Huybrechts, senior scientist⁴, Fabrice Pierre, senior scientist², Xavier Courmouls, professor¹, Leopold K Fezeu, associate professor¹, Chantal Julia, professor^{1,5}, Emmanuelle Kesse-Guyot, senior scientist¹, Benjamin Allès, scientist¹, Pilar Galan, senior scientist¹, Serge Hercberg, professor^{1,7}, Mélanie Deschamps-Languy, scientist¹, Mathilde Touvier, senior scientist¹

Author affiliations
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Accepted 16 August 2023

How Junk Food Damages Health?



Asens et al in *Nutrients* 15(6), 1546 <https://www.mdpi.com/2072-6643/15/6/1546>

Addicting Just like Tobacco...

The Washington Post
Democracy Dies in Darkness


WELL-BEING FOOD FITNESS MIND BODY LIFE

EATING LAB

Many of today's unhealthy foods were brought to you by Big Tobacco

A new study suggests that tobacco companies, who were skilled at marketing cigarettes, used similar strategies to hook people on processed foods.

By Anahad O'Connor
September 19, 2023 at 6:00 a.m. EDT



SAMSU

Intro
Gala


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<https://www.washingtonpost.com/wellness/2023/09/19/addiction-foods-hyperpalatable-tobacco/>

Bad diets killing more people globally than tobacco, study finds

Eating and drinking better could prevent one in five early deaths, researchers say

Sarah Boseley Health editor
Wed 3 Apr 2019 23.30 BST



While sugar and trans-fats are harmful, the biggest problem is the lack of healthy foods in our diets, researchers found. Photograph: Philip Toscano/PA

Unhealthy diets are responsible for 11m preventable deaths globally per year, more even than smoking tobacco, according to a major study.

<https://www.theguardian.com/society/2019/apr/03/bad-diets-killing-more-people-globally-than-tobacco-study-finds>

PERVASIVE ADVERTISING AND MARKETING

More than 200,000 ads flashed per month spending about 170Crores

- On 10 Select channels As per unpublished WHO India Report.

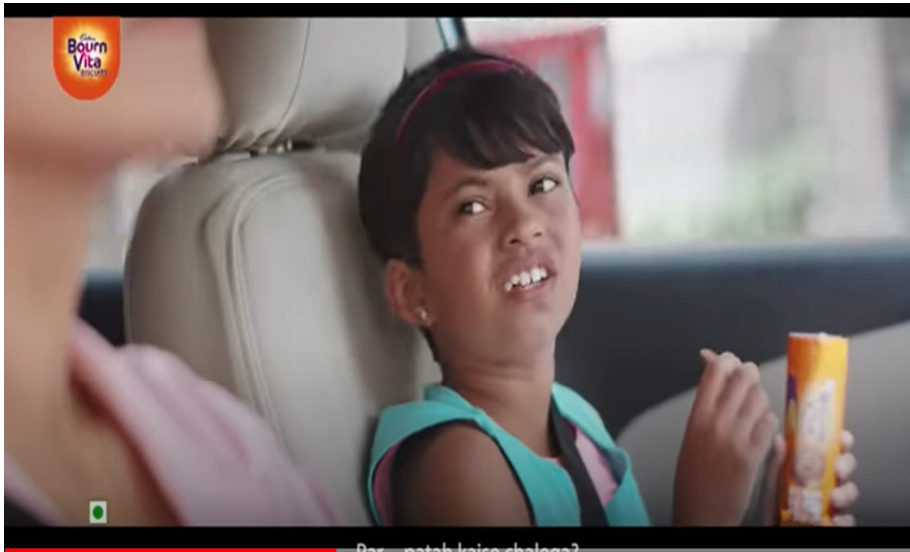
Cadbury Bourn Vita Biscuit by Mondelez International

Category-2

Fine Bakery Wares

WHO Thresholds per 100g

Total Sugars **6g** | Total Fat **8g** | Total Sodium **250 mg**



Health Risk Factors

Total Sugars (g) per 100 gram	Sodium (mg) per 100 gram	Total Fat (g) per 100 gram
34.2g	300mg	15.1g

HIGH IN SUGARS

HIGH IN SODIUM

HIGH IN FAT

Ingredients that makes this product an UPF

Ultra-Processed Food Product/UPF

Refined wheat flour, maida (51%), sugar, palmolein oil, cereal based beverage mix, 5%, (cereal extract 57%)(barley , wheat), sugar , cocoa solids, colour (150c), liquid glucose , wheat gluten , Maltodextrin , Emulsifier (322, 477), edible rennet casein, milk solids, vitamins , minerals, raising agent (500(ii), iodised salt, flavours(natural nature identical and atificial (vanilla) flavouring substances , invert sugar,cocoa solids (1.5%), Milk solids (1%),leavening agents (500 (ii), 503 (ii), minerals, iodised salt, flavours (natural and nature identical flavouring substances), Emulsifier (322), color (150c), vitamins

WHY MISLEADING?

- According to Consumer Protection Act (2019) Section 2 (28) (iv) the advertisement deliberately conceals important information i.e; High Total Sugars, High Sodium, High Total Fat.
- According to Central Consumer Protection Act Guidelines (2022) Section 1(b) and 1(f) the advertisement gives false guarantee about the outcome of consuming this product and take advantage of children's inexperience, credulity persuading their parents and guardians to purchase this product.

Marketing Tactics

Use of children ✓

Use of celebrities ✗

Use of emotional appeal ✓

Use of health claims ✓

Emotional Appeal

Health Claims

Mother Approval for improving a child's strength
Give bones and muscles the strength of Iron and Calcium

NAPi

Cadbury Bourn Vita by Mondelez International

Category-4

Cereals

WHO Thresholds per 100 gram

Total Sugars	9g	Total Fat	12g	Total Sodium	350 mg
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Health Risk Factors

Total Sugars (g) per 100 gram
49.8g



WHY MISLEADING?

➤ According to Consumer Protection Act (2019) Section 2 (28) (iv) Deliberately Conceals important Information i.e; High Total Sugars.

Ingredients that makes this product an UPF



Malt Extract (50%), Sugar, Milk Solids, Maltodextrin, Cocoa Solids, Emulsifiers (471, 322), Raising agent (500(ii)), Vitamins, Minerals, Salt. Contains Permitted Natural Colour (150 c) and Added flavour (Natural Identical Flavouring Substances).

Marketing Tactics

- Use of children ✓
- Use of celebrities ✗
- Use of emotional appeal ✓
- Use of health claims ✓

Emotional Appeal
Health Claims

Anxiety, Anticipation and Satisfaction
8 immunity nutrients help maintain inner strength



Dhoodh Atta Biscuit by Patanjali

Category-2

Fine Bakery Wares

WHO Thresholds per 100g

Total Sugars	6g	Total Fat	8g	Total Sodium	250 mg
--------------	----	-----------	----	--------------	--------



Health Risk Factors

Total Sugars (g) per 100 gram	Sodium (mg) per 100 gram	Total Fat (g) per 100 gram
24g	349mg	17g

HIGH IN SUGARS

HIGH IN SODIUM

HIGH IN FAT

Ingredients that makes this product an UPF

Ultra-Processed Food Product/UPF

Wheat flour (atta-58.6%), edible vegetable oil (palm), sugar, liquid glucose, milk solids (1.7%), edible common salt, leavening agents (INS-500(ii), INS 503 (ii), INS-341(i)), cheese dough conditioner (INS 223), antioxidant (INS 319), Emulsifier (INS 322(i)), contains added flavour, natural, nature identical artificial flavouring substances (milk and vanilla)

Marketing Tactics

Use of children ✓

Use of celebrities ✗

Use of emotional appeal ✓

Use of health claims ✓

Emotional Appeal
Health Claims

Happiness
Easy to digest and contains fiber, vitamins and minerals that is the perfect choice for health.

WHY MISLEADING?

- According to Consumer Protection Act (2019) Section 2 (28) (iv) the advertisement deliberately conceals important information i.e; High Total Sugars, High Sodium, High Total Fat.
- According to Food Safety and Standards Act (2006) Section 53(b) the advertisement misleads about the nature of the biscuit by claiming 100% wheat whereas the ingredients list has only 58.6% wheat flour. Also, exaggerate the features of the product by claiming "Milk biscuit" whereas the milk solid ingredient is only 1.7%.

Soya Sticks by Bikaji

Category-5

Ready to eat Savouries
(savoury snack foods)

WHO Thresholds per 100g

Total Fat	8g	Total Sodium	250 mg
-----------	-----------	--------------	---------------



Health Risk Factors

Sodium (mg) per 100 gram	Total Fat (g) per 100 gram
1146mg	34g

HIGH IN SODIUM

HIGH IN FAT

WHY MISLEADING?

➤ According to Consumer Protection Act (2019) Section 2 (28) (iv) the advertisement Deliberately Conceals important Information i.e; High Sodium and High Total Fat.

Ingredients that makes this product an UPF

Ultra-Processed Food Product/ UPF

Edible vegetableoil (palmolein oil and cotton seed oil, tapioca starch, black gram flour (10%), soya powder (7%), rice flour(5%), whole lentil flour(5%), ground spices and condiments iodized salt, sugar, maltodextrine, fennel, cumin, red chilli, ginger, turmeric (colouring & spices) dried mango, corn starch , garlic, mustard seeds , acidity regulator (INS 330, INS 296), Anticaking agent (INS551), Asafoetida, flavoring enhancers (INS 627, INS 631, INS 635), Hydrolyzed vegetable protein (soya)

Marketing Tactics

Use of children <input checked="" type="checkbox"/>	Use of celebrities <input checked="" type="checkbox"/>	Use of emotional appeal <input checked="" type="checkbox"/>	Use of health claims <input checked="" type="checkbox"/>
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Celebrity/Social Media Influencer Involvement
Emotional Appeal

Amitabh Bachchan
Humour

Fanta Apple Delite by Coco Cola

Category-6

**Beverages (a)
Juices**

WHO Thresholds per 100g/ml

Total Sugars **6g**



Health Risk Factors

Total Sugars (g) per 100 gram/ml

12g

HIGH IN SUGARS

Ingredients that makes this product an UPF

Ultra-Processed Food Product/UPF

Carbonated Water, Sugar, Apple Juice(10.5%) (Reconstituted from Apple Juice Concentrate), Acidity Regulator (296), Stabilizer (452(i)), Preservatives (202,211), Colour (150d), Apple Flavour (Nature Identical Flavouring Substances)

WHY MISLEADING?

- According to Consumer Protection Act (2019) Section 2 (28) (iv) the advertisement deliberately conceals important information i.e; High Total Sugars.
- According to the Food Safety and Standards Act (2006) Section 53(b) the advertisement falsely describes the nature of the product by projecting that it has real apple juice whereas the ingredients list shows its only 10.5% apple juice reconstituted from apple juice concentrate. It also claims that the product has real apple's bite in every sip.

Marketing Tactics

- Use of children
- Use of celebrities
- Use of emotional appeal
- Use of health claims

Celebrity/Social Media Influencer Involvement: **Kartik Aryan and Samantha Ruth Prabhu**

Emotional Appeal: **Humour and Happiness**

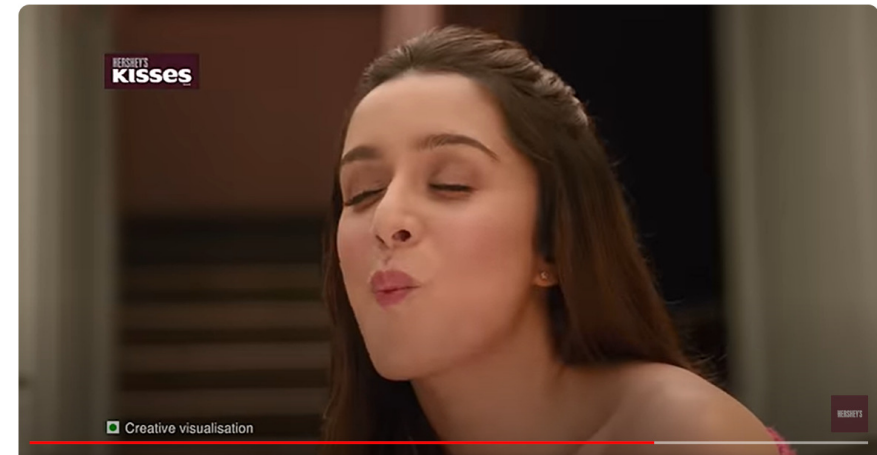
Kisses Chocolate by Hershey's

Category-1

Confectionary

WHO Thresholds per 100 gram

Total Sugars **6g** | Total Fat **8g**



Health Risk Factors

Total Sugars (g) per 100 gram	Total Fat (g) per 100 gram
41g	30g

HIGH IN SUGARS

HIGH IN FAT

WHY MISLEADING?

➤ According to Consumer Protection Act (2019) Section 2 (28) (iv) Deliberately Conceals important Information i.e; High Total Sugars and High Total Fat.

Ingredients that makes this product an UPF

Ultra-Processed Food Product/ UPF

Sugar, Milk Solids (27%), Cocoa Butter, Cocoa Solids & Emulsifiers (476, 322 (i)). (Approximate Values) Contains Added Artificial Flavouring Substances (Vanilla, Oligofructose).

Marketing Tactics

- Use of children ✗
- Use of celebrities ✓
- Use of emotional appeal ✓
- Use of health claims ✗

Celebrity/Social Media Influencer Involvement Shradha Kapoor
 Emotional Appeal Love

Kinder Joy by Ferrero

Category-1

Confectionary

WHO Thresholds per 100 gram

Total Sugars **6g** | Total Fat **8g**



Health Risk Factors

Total Sugars (g) per 100 gram	Total Fat (g) per 100 gram
51g	32g

HIGH IN SUGARS

HIGH IN FAT

WHY MISLEADING?

- According to Consumer Protection Act (2019) Section 2 (28) (iv) *Deliberately Conceals important Information i.e; High Total Sugars and High Fat.*
- According to Central Consumer Protection Act Guidelines (2022) Section 1(n) *the advertisement claims to improve children's imagination without any valid scientific evidence.*

Ingredients that makes this product an UPF

Ultra-Processed Food Product/ UPF

Sugar, palolein, skimmed cow milk powder (19.5%), palm oil, low fat cocoa powder(4%) refined wheat flour (maida), refined salseed fat, wheat starch, powdered barley malt extract, emulsifier (lecithin- INS 322), whey protein concentrate, sunflowerseed oil(igh oleic acid), raising agents (INS 50ii, INS 500ii), Iodized salt, contains added flavour (nature-identical flavouring substances)

Marketing Tactics

- Use of children ✓
- Use of celebrities ✓
- Use of emotional appeal ✓
- Use of health claims ✓

Celebrity/Social Media Influencer Involvement
 Emotional Appeal
 Health Claims

Hiten Tejwani
 Happiness, surprise and curiosity.
 A special toy in the product will improve child's imagination

Perk Chocolate by Cadbury

Category-1

Confectionary

WHO Thresholds per 100 gram

Total Sugars **6g** | Total Fat **8g**



Health Risk Factors

Total Sugars (g) per 100 gram	Total Fat (g) per 100 gram
44.9g	25.4g

HIGH IN SUGARS

HIGH IN FAT

Ingredients that makes this product an UPF

Ultra-Processed Food Product/ UPF

Sugar, hydrogenated oils, refined wheat flour(maida), lactose- rich deproteinized whey permeate powder, starch, cocoa solids (5%), palmolein, emulsifiers (442,322.476), iodised salt, yeast, flavours (natural, nature substances), raising agent(500 (ii), improver (110 (i)

Marketing Tactics

Use of children

Use of celebrities

Use of emotional appeal

Use of health claims

Celebrity/Social Media Influencer Involvement
Emotional Appeal

Alia Bhatt
Interest and Triumph

WHY MISLEADING?

- According to Consumer Protection Act (2019) Section 2 (28) (iv) Deliberately Conceals important Information i.e; High Total Sugars and High Fat.

NAPi

INDIA'S POLICY RESPONSE AND GAPS

National Plan for Prevention and control of NCDs and gaps

NMAP 2017-22: Government of India



Recommendations contained in but not implemented

- Develop a legal framework to regulate the advertising of High in Fats, Salt, Sugar (HFSS) food and Sugar Sweetened Beverages.(I&B)
- Support in the development of public health regulations/legislation for the prevention and control of risk factors for NCDs, such as regulating advertising, marketing, and promotion of unhealthy foods to children. (Law)
- Amendments to the Code of Cable Television Networks Rules, 1994 (I &B)
- Implementation of explanatory front-of-pack labelling (MOH)

Existing FSSAI Regulations-Gaps

<p>MINISTRY OF LAW AND JUSTICE (Legislative Department)</p> <p>New Delhi, the 24th August, 2006(Budget, FSDS Salar)</p> <p>The following Act of Parliament received the assent of the President on 2006, and is hereby published for general information:</p> <p>FOOD SAFETY AND STANDARDS ACT, 2006</p> <p>No. 34 OF 2006</p> <p style="text-align: right;">127*4</p> <p>An Act to consolidate the laws relating to food and to establish the Food Standards Authority of India for laying down science based standards for articles to regulate their manufacture, storage, distribution, sale and import, to ensure safe and wholesome food for human consumption and for matters connected therewith.</p> <p>Enacted by Parliament in the Fifty-seventh Year of the Republic of India.</p> <p style="text-align: center;">CHAPTER I</p> <p style="text-align: center;">PRELIMINARY</p> <p>1. Short title, extent and commencement</p> <p>(1) This Act may be called the Food Safety and Standards Act, 2006.</p> <p>(2) It extends to the whole of India.</p> <p>(3) It shall come into force on such date as the Central Government may, by the Official Gazette, appoint, and different dates may be appointed for different States and any reference in any such provision to the commencement of this Act shall be construed in accordance with the provisions of clause (3) of section 2.</p> <p>2. Declaration as to expediency of control by the Union.</p> <p>It is hereby declared that it is expedient in the public interest that the Union shall exercise its control in the following manner:</p> <p>3. Definitions.</p> <p>(1) In this Act, unless the context otherwise requires, -</p>	<p>Food Safety and Standards (Advertising and Claims) Regulations, 2019</p> <p>1. Short title and commencement. (1) These regulations may be called the Food Safety and Standards (Advertising and Claims) Regulations, 2019.</p> <p>(2) These regulations shall come into force on the date of their publication in the Official Gazette and shall apply with effect from the date of their publication in the Official Gazette and shall apply with effect from the date of their publication in the Official Gazette.</p> <p>2. Definition. (1) In these regulations unless the context otherwise requires, -</p> <p>(i) "ad" means the Food Safety and Standards Act, 2006 (Act 34 of 2006);</p> <p>(ii) "advertisement" means any notice or visual publicity, representation or presentation in any form, including but not limited to, any advertisement, poster, notice or sign, through any media, including, but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(iii) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(iv) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(v) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(vi) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(vii) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(viii) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(ix) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p> <p>(x) "advertisement claim" means a claim containing all essential facts and material and information which is intended to induce or influence the purchase of a product and which is intended to be published or disseminated in any form, including but not limited to, any newspaper, magazine, journal, book, pamphlet, leaflet, brochure, poster, display, or other documents;</p>	<p style="text-align: center;">खण्ड शिवाय, कृषि सचिवों अधीन</p> <p style="text-align: center;">(फ़ैलिंग-III, 4/4/2019/211/2020-21)</p> <p style="text-align: center;">MINISTRY OF HEALTH AND FAMILY WELFARE</p> <p style="text-align: center;">(Food Safety and Standards Authority of India)</p> <p style="text-align: center;">NOTIFICATION</p> <p style="text-align: center;">New Delhi, the 4th September, 2020</p> <p>F. No. 151/DM/School Children Regulation/FSSAI-19—Whereas the Food Safety and Standards (Safe Food and Healthy Diets for School Children) Regulations, 2019 were published as required under sub-section (1) of section 92 of the Food Safety and Standards Act, 2006 (34 of 2006), vide notification No. 151/DM/School Children Regulation/FSSAI dated the 30th October, 2019, in the Gazette of India, Extraordinary, Part III, Section 4, inviting objections and suggestions from the persons likely to be affected thereby, before the expiry of the period of thirty days from the date on which the copies of the Gazette containing the said notification were made available to the public;</p> <p>And whereas copies of the said Gazette were made available to the public on the 4th November, 2019;</p> <p>And whereas objections and suggestions received from the public in respect of the said draft regulations have been considered by the Food Safety and Standards Authority of India;</p> <p>Now, therefore, in exercise of the powers conferred by clause (v) of sub-section (2) of section 92 of the said Act, the Food Safety and Standards Authority of India with the previous approval of the Central Government hereby makes the following regulations, namely: -</p> <p style="text-align: center;">REGULATIONS</p> <p>1. Short title and commencement. (1) These regulations may be called the Food Safety and Standards (Safe Food and Healthy Diets for School Children) Regulations, 2019.</p> <p>(2) They shall come into force on the date of their publication in the Official Gazette and food business operator shall comply with all the provisions of these regulations with effect from 1st July, 2021, except sub-regulation (5) of regulations 3 and sub-regulation (1) of regulations 5.</p>
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- Main regulation says no misleading ads of foods.
- None of these has the potential to stop an advertisement of junk food.
- Advertisement regulation has some provisions to be part of advertisements like MSG, Sweeteners, but it does not define misleading or refer high to sugars/salt of fats.

<p>FOOD SAFETY AND STANDARDS (LABELLING AND DISPLAY) REGULATIONS, 2020</p> <p style="text-align: center;">CHAPTER I</p> <p style="text-align: center;">GENERAL</p> <p>1. Short Title and Commencement. (1) These regulations may be called the Food Safety and Standards (Labelling and Display) Regulations, 2020.</p> <p>(2) These regulations prescribe the labelling requirements of pre-packaged foods and display of essential information on premises where food is manufactured, processed, stored and stored.</p> <p>(3) They shall come into force on the date of their publication in the Official Gazette and Food Business Operator shall comply with all the provisions of these regulations after one year from the date of their publication in the Official Gazette except chapter-3 of these regulations, to which Food Business Operator shall comply by 1st January, 2022.</p> <p>2. Definitions. (1) In these regulations unless the context otherwise requires: -</p> <p>(a) "Act" means the Food Safety and Standards Act, 2006 (Act 34 of 2006);</p> <p>(b) "Assorted pack" means any package or container containing multiple units of different food products intended and displayed for retail sale and complies with the general labelling requirement specified in regulation 4(9);</p> <p>(c) "Best before date" means the date which signifies the end of the period under any stated storage conditions during which the food product shall remain fully marketable and shall retain any specific qualities for which tacit or express claims have been made, and beyond that date, the food may still be perfectly safe to consume, though, its quality may have diminished. However the product shall not be sold if any stage the product becomes unsafe;</p> <p>(d) "Children or child" means a person under the age of 18 years as defined in Juvenile Justice Act, 2015.</p> <p>Explanation:—The applicability of the age limit for specific category of food may be indicated in the relevant regulation, under the broad category of children.</p>	<p style="text-align: center;">FOOD SAFETY AND STANDARDS AUTHORITY OF INDIA</p> <p style="text-align: center;">NOTIFICATION</p> <p style="text-align: center;">New Delhi, the 13th September, 2020</p> <p>F. No. 54/SP/07(F)/PPL/19-20—The following draft of certain regulations to further amend the Food Safety and Standards (Labelling & Display) Regulations, 2020, which the Food Safety and Standards Authority of India proposes to make with previous approval of the Central Government, in exercise of the powers conferred by clause (1) of sub-section (2) of section 92 read with clause (b) of sub-section (2) of section 16 and section 23 of the Food Safety and Standards Act, 2006 (34 of 2006) is hereby published as required by sub-section (1) of section 92 of the said Act, for the information of all persons likely to be affected thereby, and notice is hereby given that the said draft regulations shall be taken into consideration after the expiry of the period of sixty days from the date on which copies of the Official Gazette in which this notification is published are made available to the public;</p> <p>Objections or suggestions, if any, may be addressed to the Chief Executive Officer, Food Safety and Standards Authority of India, FDA Bhawan, Kirti Road, New Delhi- 110002 or may be sent by e-mail at regulations@fssai.gov.in;</p> <p>Objections or suggestions which may be received with respect to the said draft regulations within the period specified above shall be considered by the Food Safety and Standards Authority of India.</p> <p style="text-align: center;">Draft Regulations</p> <p>1. Short title and commencement: (1) These regulations may be called the Food Safety and Standards (Labelling & Display) Amendment Regulations, 2020.</p> <p>(2) They shall come into force on the date of their final publication in the Official Gazette. Compliance shall be voluntary until a period of 48 months from the date of final notification of these regulations and mandatory thereafter.</p>
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Cable TV Regulation Act

THE CABLE TELEVISION NETWORKS (REGULATION) ACT, 1995

ARRANGEMENT OF SECTIONS

CHAPTER I
PRELIMINARY

SECTIONS

1. Short title, extent and commencement.
2. Definitions.

CHAPTER II
REGULATION OF CABLE TELEVISION NETWORK

3. Cable television network not to be operated except after registration.
4. Registration as cable operator.
- 4A. Transmission of programmes through digital addressable systems, etc.
- 4B. Right of way for cable operators and permission by public authority.
5. Programme code.
6. Advertisement code.
7. Maintenance of register.
8. Compulsory transmission of certain channels.
9. Use of standard equipment in cable television network.
10. Cable television network not to interfere with any telecommunication system.
- 10A. Inspection of cable network and services.

CHAPTER III
SEIZURE AND CONFISCATION OF CERTAIN EQUIPMENT

11. Power to seize equipment used for operating cable television network.
12. Confiscation.
13. Seizure or confiscation of equipment not to interfere with other punishment.
14. Giving of opportunity to the cable operator of seized equipment.
15. Appeal.

CHAPTER IV
OFFENCES AND PENALTIES

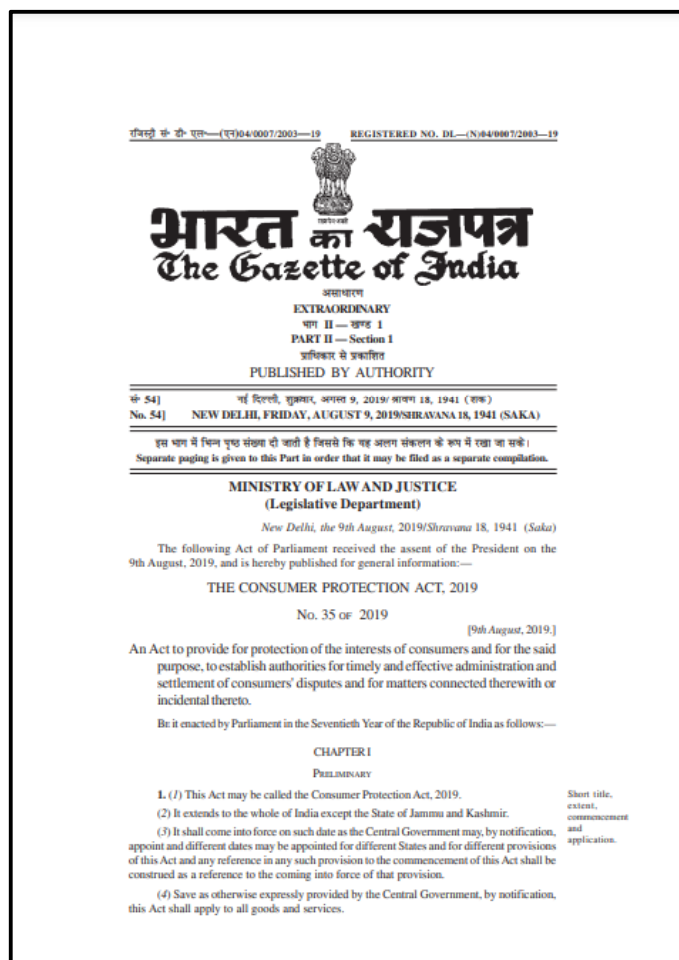
16. Punishment for contravention of provisions of this Act.
17. Offences by companies.
18. Cognizance of offences.

CHAPTER V
MISCELLANEOUS

19. Power to prohibit transmission of certain programmes in public interest.
20. Power to prohibit operation of cable television network in public interest.
21. Application of other laws not barred.
22. Power to make rules.
23. Repeal and savings.

- It bans advertisement of Tobacco products, infant foods and feeding bottles. NMAP recommends amending to include junk foods

Consumer Protection Act 2019

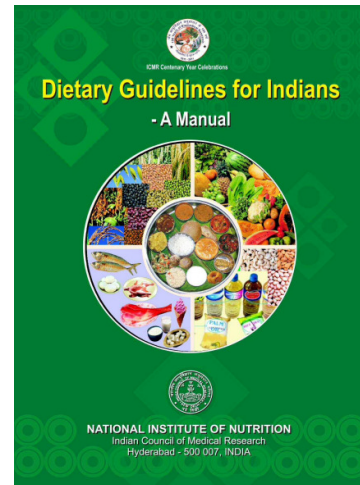
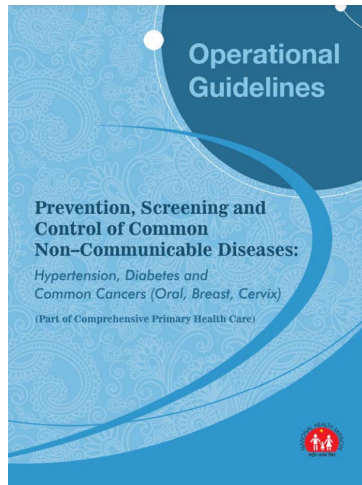


- CPA Act 2019 is ineffective in restricting or prohibiting ads of junk foods in general, **requiring another law to issue a health warning** for such advertisements or prohibiting children from purchasing them.

Celebrities can **endorse products unless another law issued a health warning** that it cannot be purchased by children.

Similarly **in section 9, the guideline is dependent on another law to be effective. Complaint mechanism for misleading advertisements are lengthy.**

Guidelines for communication to People



- NIN guidelines recommend not to consume junk foods
- Operational guidance is weak on prevention and reaches out to patients
- Eat Right movement does not communicate risks of junk/ultra-processed foods.



HOW FOOD INDUSTRY INTERFERES?

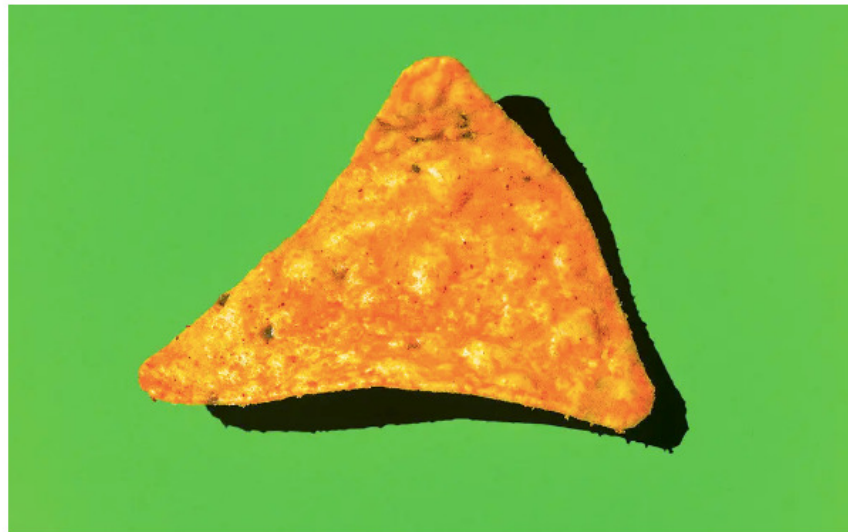
New York Times Investigation: Industry wanted to part of the Solution

The New York Times Magazine

Share full article



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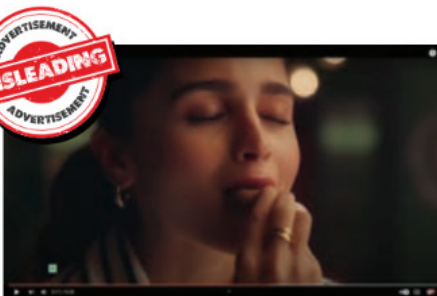
Grant Cornett for The New York Times

By **Michael Moss**

Feb. 20, 2013

<https://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html>

Industry hires Celebrities for Endorsements



Games Food Industry Plays

Pursue Self Regulation

- It does not work as 22 country study revealed.

<https://onlinelibrary.wiley.com/doi/10.1111/obr.12840>

Kelly R et al. *Obesity Reviews* April 2019

“

Calls to responsible marketing practices have not had a meaningful impact. Governments should establish strong and comprehensive regulations.

—Dr. Francesco Branca, Director of the Department of Nutrition and Food Safety, World Health Organization.

”

Create Power Imbalance

40⁺ CENTRE FOR CONSUMER ACTION RESEARCH & TRAINING (CUTS CART)

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FSSAI SIDES WITH INDUSTRY, PUTS CONSUMERS AT RISK

Policy Circle, May 09, 2022

By George Cheriyan

The role of a food regulator is to encourage the consumption of safe, sanitised, nutritious and wholesome food and to inform consumers about the steps it takes to minimise the risks, set standards and ensure safety. The passage of Food Safety and Standards Act (FSSAI) in 2006 ushered in an era of food safety in India. The FSSAI is a landmark law because it consolidated all laws related to food and aligned India's food regulations with international standards.

The Act established a national apex regulatory body, the Food Safety and Standards Authority of India (FSSAI) which came into existence in 2011 to develop and enforce science-based standards for food and regulate the sector. However, even after 16 years of the enactment of the Act and 11 years after its enforcement, FSSAI has failed to deliver in line with its objectives, highlighting the need for drastic changes in the way it functions.

Gaps in FSSAI functioning

An audit of FSSAI in December 2017 by the Comptroller and Auditor General of India (CAG) revealed gaps in the working of the body and raised several concerns over clearances and testing of food, lack of equipment, and a shortage of staff across various testing labs affiliated with it. It has also questioned the lack of guidelines and procedures to regulate the use of certain food items.

The CAG found that though it has been more than a decade since the enactment of the Act, FSSAI is yet to frame regulations and guidelines governing different procedures. The regulator does not even have a complete database on food business operators (FBOs) in the country. The audit report also found that there is an acute shortage of licensing and enforcement officers in states.

Divides Opinion

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Companies / Markets / Portfolio / Opinion / Economy

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Indian Sellers Collective opposes front-of-the-pack labelling

Updated - November 09, 2022 at 01:56 PM

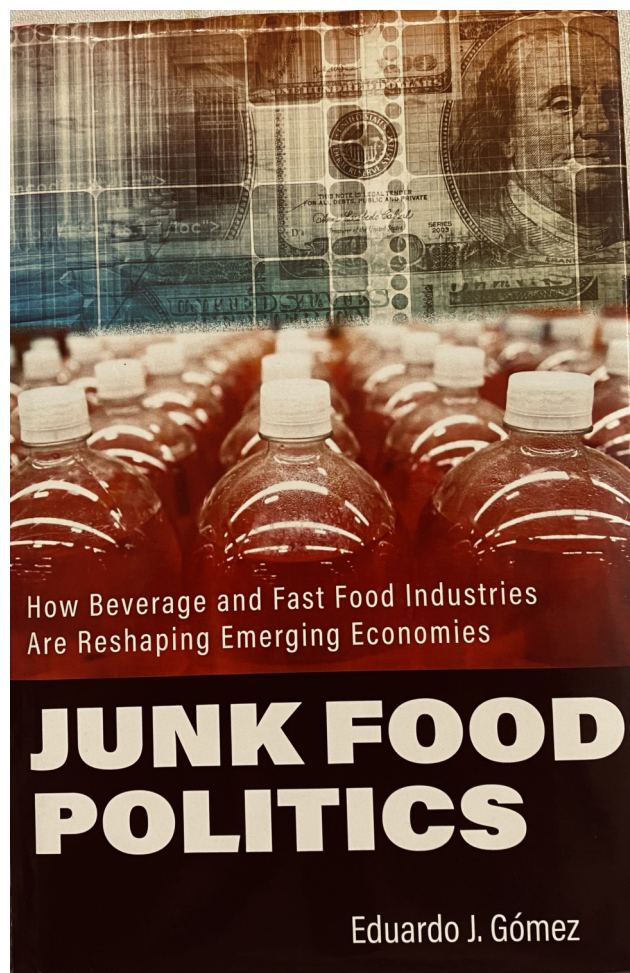
Industry body states that FSSAI's proposed regulation will adversely impact ethnic food makers and MSMEs

BY MEENAKSHI VERMA AMBANI

COMMENTS SHARE READ LATER



Global expert's view of Regulations



“

...ineffective regulations emerged in the area of food labelling; the marketing of these products has instead relied on ineffective industry self-regulation, sans government involvement, while to this day, not a single piece of legislation exists regulating junk food sales especially towards children.

—Junk Food Politics: How Beverage and Fast-Food Industries are Reshaping Emerging Economies (Gómez EJ 2023, 7).

”

RECOMMENDATIONS TO BRIDGE THE GAPS IN POLICY

Strengthen the basics

- **Conflicts of Interest:** To reduce exposure of harmful marketing and consumption of junk foods, food companies or their front organisations or individuals supported by them, **should not be part of the decision making to develop a policy.**
- **Thresholds :** The MoHFW and FSSAI may urgently **establish the thresholds** of nutrients of concern i.e. sugars, salt and saturated fats that would guide the interpretive FOPL (warning label) for all junk foods and marketing restrictions.
- Urgently **interpretative** FOPL policy may be adopted.

A Bill in the Parliament

- The Ministry of Health and FW, Information and Broadcasting (MoIB) and Law and Justice may frame a **'Bill' for "Prevention of NCDs to halt the rise of diabetes and obesity in India"**

Objectives :

- To define healthy foods and junk foods (UPF, HFSS),
- Impose reasonable restrictions on the marketing and advertising of junk foods especially to children up to 18 years.
- **Reasonable restrictions** could include every medium, sponsorship in schools or gifts for students etc.
- Television advertisements of junk foods may be prohibited from 6 am to 10 pm.

Amendments

- As in the case of infant foods, The MoIB may also amend the Cable Television Networks Regulation (Amendment) Act 2000; Rule 7 (2)(viii) to include **ban on advertisements that directly or indirectly promote HFSS/Junk foods.**
- The Ministry of Consumers Affairs may consider an amendment to CCPA guidelines 2022 Section 8(i) and 9 making it explicit to ban advertisements of HFSS foods by removing proviso for applying another law.

Miscellaneous Actions

- An inter-ministerial group may **frame guidelines** to direct schools, hospitals, prisons, and other public service offices/areas not to serve HFSS/ junk foods.
- The GST council may consider the highest GST slab for UPFs and other junk foods, similar to a **“sin”-tax** for cola drinks.
- A broader **coalition** of academic and civil society organisations, without any conflicts of interest may assist the Government of India in achieving the targets set .

#EndTheJunkPush
#WholsEatingWhom?

THANK YOU !!!