

# **Burden of Obesity in India and Policy Options to Control it: An Interface with Members of Parliament**

**Dr Arun Gupta MD FIAP (Pediatrician)**

Convenor, Nutrition Advocacy in Public Interest (NAPi)

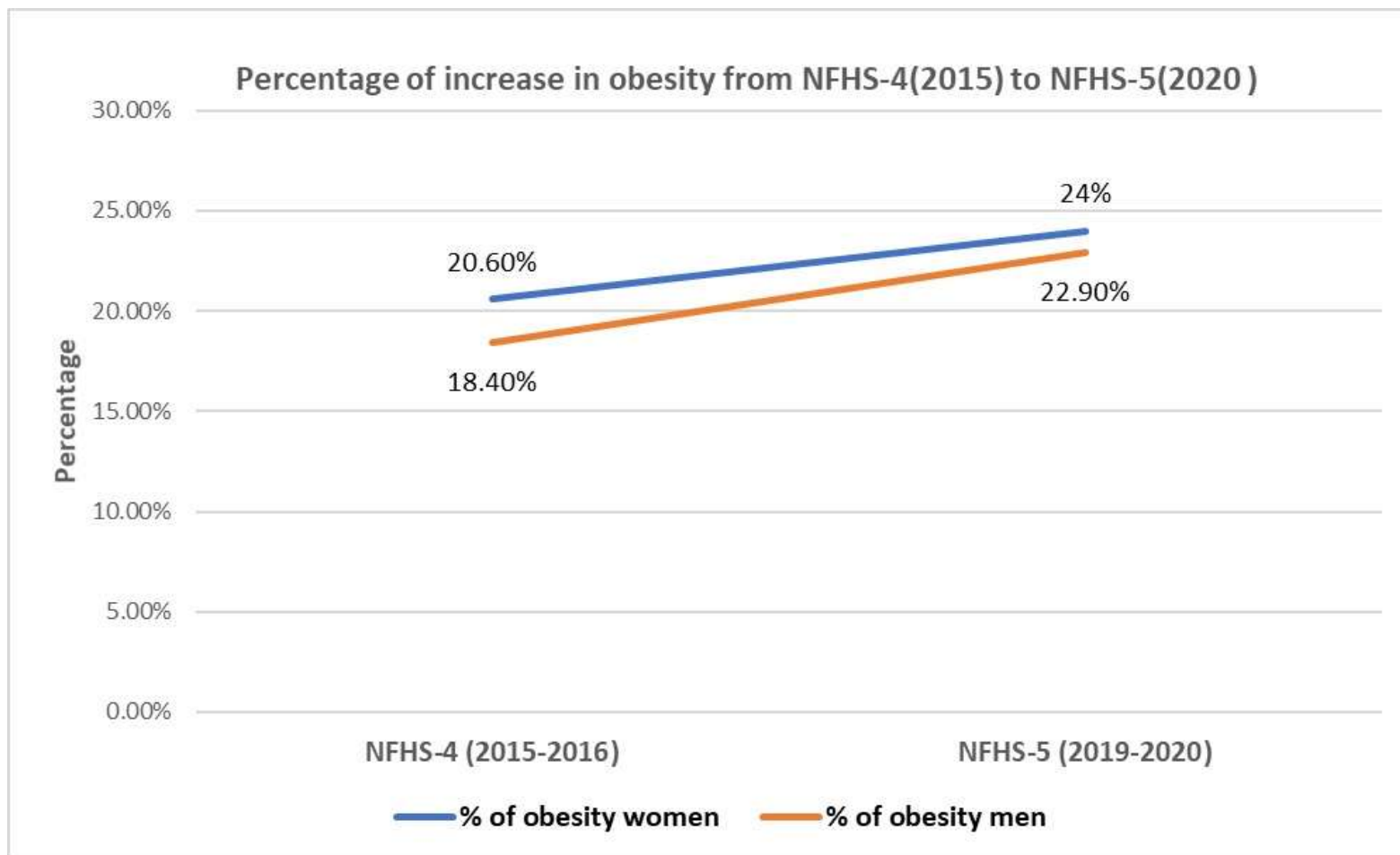
<http://www.napiindia.in/>

20<sup>th</sup> March 2023

Constitution Club, New Delhi, India

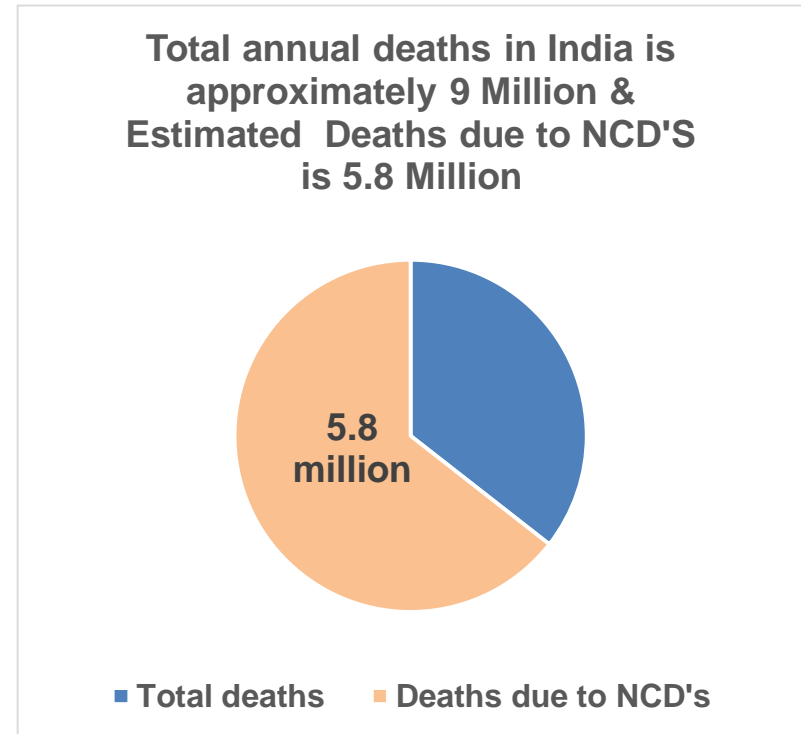
**NAPi**

# Rising Obesity in India both in Men and Women 2015-2020



# Public Health Crisis India Faces Now

- More than **60% of all deaths are due to NCDs** –doubled since 1990.
- **56% of children between 5 to 19 years of age, have cardio-metabolic risk factors (CNNS-2016)**



We are talking about these packaged foods called Ultra-processed food products (UPFs) usually high in sugar/salt or bad fats



# These are 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 <sup>1</sup>, Alexey Kotov <sup>2</sup>, Shuo Wang <sup>2</sup>, Nandita Murukutia <sup>2</sup>

Affiliations: + expand

PMID: 34933866 PMCID: [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:

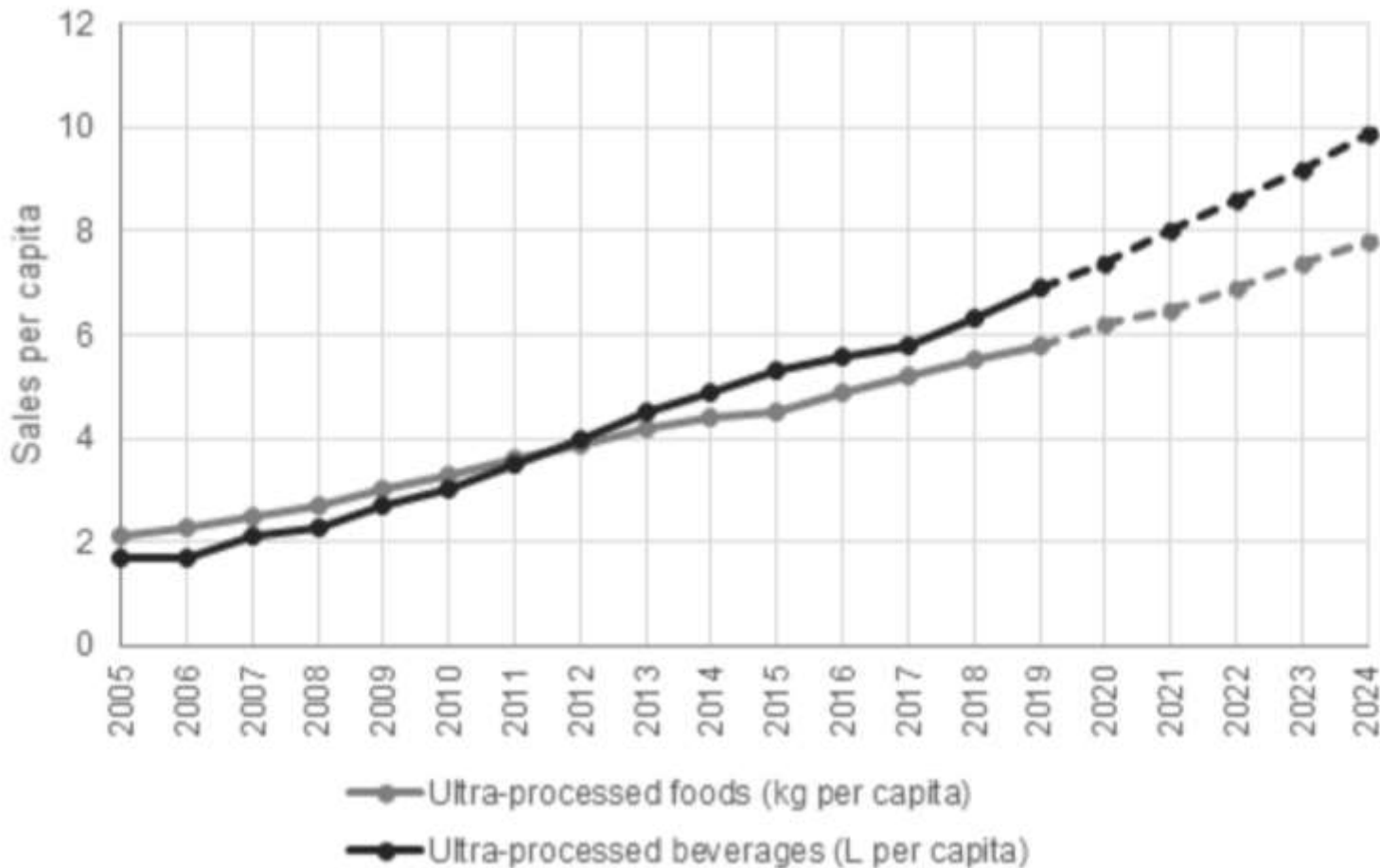
- Packaged and ready-to-eat
- Contain more than five ingredients
- Have a long shelf life
- Contain additives, flavors, emulsifiers and colors

## UPFs : How are these made and sold.

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

**NAP*i***

# Rising Consumption of beverages in India( Euromonitor 2019)



# How this happened ?

- Change comes with Western models
- Traditional diets being replaced by modern
- Even hospital trays you can find these
- Families and children all getting addicted to these food/drinks
- **Authentic food** is being replaced by **industrial products**.

# Health Risks of overconsumption



# Science about Risks of UPFs



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Editorials

The trouble with ultra-processed foods

BMJ 2022; 378 doi: <https://doi.org/10.1136/bmj.o1972> (Published 31 August 2022)  
Cite this as: BMJ 2022;378:o1972

Linked Research

Joint association of food nutritional profile by Nutri-Score front-of-pack label and ultra-processed food intake with mortality

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Research

Association of ultra-processed food consumption with colorectal cancer risk among men and women: results from three prospective US cohort studies

BMJ 2022; 378 doi: <https://doi.org/10.1136/bmj-2021-068921> (Published 31 August 2022)  
Cite this as: BMJ 2022;378:e068921

Linked Editorial

The trouble with ultra-processed foods

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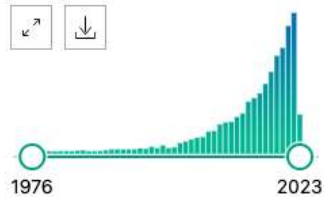
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RESULTS BY YEAR



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ARTICLE ATTRIBUTE

**Ultra-processed Food Intake and Obesity: What Really Matters? Processing or Nutrient Content?**

Cite Poti JM, Braga B, Qin B.

Curr Obes Rep. 2017 Dec;6(4):420-431. doi: 10.1007/s13679-017-0285-4.

Share PMID: 29071481 **Free PMC article.** Review.

PURPOSE OF REVIEW: The aim of this narrative review was to summarize and critique recent evidence evaluating the association between **ultra-processed food** intake and obesity. RE FINDINGS: Four of five studies found that higher purchases or consumption of ...

**Ultra-processed food intake and risk of colorectal cancer: a large-scale prospective cohort study (NutriNet-Santé).**

Cite Srour B, Fezeu LK, Kesse-Guyot E, Allès B, Méjean C, Hercberg S, Galan P, Monteiro CA, Julia C, Touvier M.

BMJ. 2019 May 29;365:l1451. doi: 10.1136/bmj.l1451.

Share PMID: 31142457 **Free PMC article.**

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ARTICLES | VOLUME 56, 101840, February 2023



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

Kiara Chang • Marc J. Gunter • Fernanda Rauber • Renata B. Levy • Inge Huybrechts • Nathalie Kliemann • et al. Show all authors

Open Access • Published: January 31, 2023 • DOI: <https://doi.org/10.1016/j.eclim.2023.101840> Check for updates

# Calamity on Human Health by increased consumptions of UPFs: Scientific Evidence has shown strong links to NCDs

Meta-Analysis > Br J Nutr. 2021 Feb 14;125(3):308-318. doi: 10.1017/S0007114520002688.

Epub 2020 Aug 14.

## Consumption of ultra-processed foods and health status: a systematic review and meta-analysis

G Pagliai <sup>1,2</sup>, M Dinu <sup>1,2</sup>, M P Madarena <sup>1</sup>, M Bonaccio <sup>3</sup>, L Iacoviello <sup>3,4</sup>, F Sofi <sup>1,2</sup>

.....

Editorial > BMJ. 2019 May 29;365:l2289. doi: 10.1136/bmj.l2289.

## Ultra-processed food and adverse health outcomes

Mark A Lawrence <sup>1</sup>, Phillip I Baker <sup>2</sup>

Affiliations + expand

PMID: 31142449 DOI: 10.1136/bmj.l2289

## Ultra-processed foods: A global threat to public health



A revolution in food science and modern-grocery retailing over the last 60 years has led to explosive growth in manufacturing and consumption of ultra-processed foods (UPFs).<sup>1,2</sup> This shift began in high-income countries but has now reached countries at all income levels.<sup>3,4</sup> UPFs are a substantial factor affecting worldwide increases in the prevalence and incidence of obesity and other diet-related, non-communicable diseases.<sup>5,6</sup> UPFs' poor nutritional profiles, hyper-palatability (and, arguably, addictive nature<sup>7,8</sup>), and content of biologically harmful compounds all wreak havoc on health. Policy interventions are needed to curb rising UPF consumption and in turn, combat associated negative health outcomes and premature mortality.

## Association between ultraprocessed food intake and cardiovascular health in US adults: a cross-sectional analysis of the NHANES 2011–2016 <sup>ORCID</sup>

Zefeng Zhang , Sandra L Jackson, Eiridice Martinez, Cathleen Gillespie, Qianhe Yang

*The American Journal of Clinical Nutrition*, Volume 113, Issue 2, February 2021, Pages 428–436, <https://doi.org/10.1093/ajcn/nqaa276>

Published: 06 October 2020 **Article history** ▾

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### Research

## Consumption of ultra-processed foods and cancer risk: results from NutriNet-Santé prospective cohort

BMJ 2018 ; 360 doi: <https://doi.org/10.1136/bmj.k322> (Published 14 February 2018)

Cite this as: BMJ 2018;360:k322.

NAP*i*

**It calls for a sound public health  
policy**

**What is currently being  
discussed?**

# FSSAI's Current proposal: All unhealthy foods classified as "healthy"

## Give "Stars"

(b) The INR system rates the overall nutritional profile for packaged food by assigning it a rating from ½ star (least healthy) to 5 stars (healthiest). More stars indicate that the food product is better positioned to provide for daily human need of nutrients. The format of logo for INR is as indicated below.



## Other Provisions

- Not Mandatory
- Allow 4 years after notification
- Cut off for sugar is double than recommended

(1) in Chapter-1, in regulation 2 relating to “Definitions”, after clause (i), the following shall be inserted, namely, -

“(ia) **Front-of-pack nutrition labelling (FOPNL)** is a form of supplementary nutrition information that presents simplified nutrition information on the front-of-pack of pre-packaged foods. **It can include symbols/graphics, text or a combination thereof** that provide information on the overall nutritional value of **the food and/or on nutrients included** in the FOPNL”.

“(ib) **High fat, sugar, salt (HFSS) food** means a processed food product which has high levels of saturated fat or 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 percent of total energy, or from saturated fat 10 percent of total energy, and sodium less than 1 mg/1 kcal.”

(2) in regulation 5 relating to “Labelling Requirements”, -

(a) in sub-regulation (2), after clause (b), the following proviso shall be inserted, namely, -

“provided that the percentage of Fruits, Vegetable, Nuts, Legumes & Millets, if present in the food product, shall be declared”.

(b) in sub-regulation (3), in sub-clause (ii) of clause (b), after item (D) relating to “Sodium (mg)”, the following shall be inserted, namely, -

“(E) Dietary Fibre (g);”

(3) after CHAPTER 5 relating to “Labelling of food additives when sold as such” following shall be inserted,

**NAP*i***

# HFSS definition means

- If the product has more than 10% total sugar
- If the product has more than 10% saturated fat
- If the product has more than 1mg Sodium/per Kcal.
- WHO recommends that these be used as cut off for marketing these food products.

# Products are Aggressively Marketed



# Types of marketing

- Direct promotion to public via TV, Social media, newspapers
- Sponsorship in Schools
- Endorsements by celebrities
- Discount offers
- Tie in sale promotion

# Marketing By Big Brand Companies



Britannia NutriChoice Cookies Advertisement in "The Times of India" dated 21<sup>st</sup> February 2023



Big basket bb now service Advertisement in "The Times of India" dated 4th March 2023

# Marketing By Big Brand Companies



Nestle Maggie Advertisement in  
"The Times of India" dated  
19<sup>th</sup> February 2023

# Major Big Brand Businesses' "Use of Social Networking Sites for Marketing" - Endorsed by Celebrities



Instagram

Add a comment...

8 minutes ago · See translation

slurpfarm Sponsored

## Little Packs

For little tummies

Discover your child's favourite foods!

UP TO 50% OFF

Shop Now

183 likes

slurpfarm Try before you buy!

Is your child a fussy eater? Our trial packs could help with that! Let your child experiment with new tastes and f... more

The image shows an Instagram post for slurpfarm. At the top, it says 'Instagram' with a dropdown arrow. Below that is a comment input field and a timestamp '8 minutes ago · See translation'. The post is sponsored by slurpfarm. The main image features a woman in a white dress holding a tray of slurpfarm products. Text on the image includes 'Little Packs For little tummies', 'Discover your child's favourite foods!', and a '50% OFF' badge. Below the image is a 'Shop Now' button. At the bottom, it shows '183 likes' and a caption: 'slurpfarm Try before you buy! Is your child a fussy eater? Our trial packs could help with that! Let your child experiment with new tastes and f... more'.



pepsi

## RISE UP BABY!

PEPSI

# 100M+ VIEWS

2:46

The image is a still from a Pepsi advertisement. It features a man with a beard and sunglasses, wearing a white tank top, making a 'rock on' hand gesture. The background is a colorful, abstract design with a large Pepsi logo. The text 'pepsi' is in the top left, 'RISE UP BABY!' is in the center, and 'PEPSI' is on the right. At the bottom, a blue banner displays '100M+ VIEWS' and a video duration of '2:46'.

# Major Big Brand Businesses' "Use of Social Networking Sites for Marketing" - Endorsed by Celebrities



STING - CARBONATED BEVERAGE  
CONTAINS NON-CALORIC SWEETENERS  
THIS CARBONATED BEVERAGE CONTAINS AN AD MIXTURE OF SUCRALOSE AND ACESULFAME POTASSIUM.  
\*NOT RECOMMENDED FOR CHILDREN, PREGNANT OR LACTATING WOMEN, PERSONS SENSITIVE TO CAFFEINE.\*  
CONTAINS CAFFEINE | HIGH CAFFEINE, "ZING" SERVE

Energy bole toh Sting | Akshay Kumar | Ab mazaas aayega | TVC | Hindi

Sting Energy Drink India Subscribe 528 Share Download



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Sabse Khaas Slice | Klara Advani | Kya Apne Slice Try Kia? | TVC | Hindi | 30 Secs

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Mountain Dew  
इसके आगे  
जीत है

Sky is not the limit. Dew it! #DarrAageJeetHai

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Mountain Dew  
భయం వదులు  
గెలిచి చూడండి

Mahesh Babu Mountain Dew AD | Mountain Dew Latest TVC | #BhayaMvoduluGelichiChudu

# Another brand use Apple fizz

**Coca-Cola India launches Fanta's apple variant, onboards Kartik Aaryan**



The new Fanta commercial featuring Bollywood actor Kartik Aaryan

OPEN APP

# What these ads convey?

- Most ads are misleading
- None of them tells you about how much Sugar /Salt or fat the product has.
- This is in violation of the Consumer Protection Act 2019, which calls for disclosing important information in the ads otherwise these will be “misleading”
- CPA 2019 Restricts misleading ads of all products and services
- Calls for declaring material connection to endorsers

# Policy Options and What Role You Can Play



# Options to reduce consumption


- Front of pack Labeling (Warning)
- Restriction of marketing
- High GST
- Education of the whole population

# Evidence from India of Front of Pack Labeling

# NIN - REPORT ON ASSESSING EFFECTIVENESS OF FRONT-OF-PACK NUTRITION LABELS (FOPNL) FOR PRE-PACKAGED PROCESSED FOODS IN INDIA – A STUDY ON FORMATS, ACCEPTABILITY AND POTENTIAL USE

ASSESSING EFFECTIVENESS OF  
FRONT-OF-PACK NUTRITION LABELS (FOPNL)  
FOR PRE-PACKAGED PROCESSED FOODS IN INDIA  
- A STUDY ON FORMATS, ACCEPTABILITY AND POTENTIAL USE



 **icmr** | **NIN**  
National Institute of Nutrition  
Tarnaka, Hyderabad -500 007, Telangana

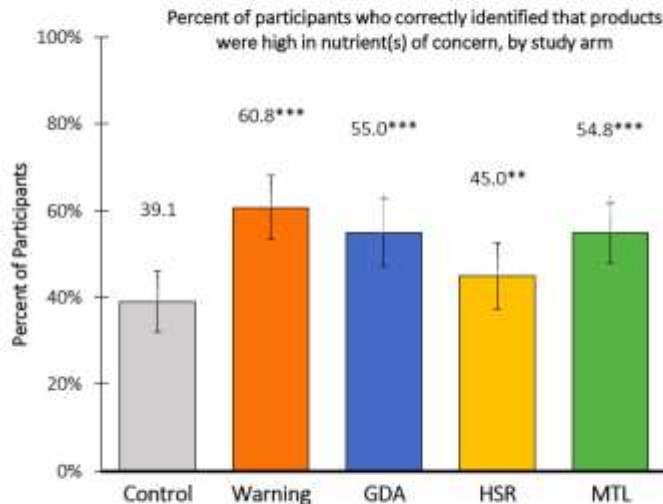


The NIN Report Suggests -  
To discourage the consumption of even moderately unhealthy foods, Warning Label appear to be a better option.

Warning indicator labels (as WL in NSR in the current study) could be useful in the context of rising overweight, obesity, and non-communicable diseases if the FOPNL has to act as a preventive tool and discourage consumers from consuming nutrients of concern.

# Scientific Evidence

## Field Experiment Results



\*\*\* P-value <0.001 relative to the control label; \*\* P-value <0.01; \* P-value <0.05; GDA= Guideline Daily Amounts, HSR= Health Star Rating, MTL= Multiple Traffic Light Label.

**Evidence from India: % Participants correctly identify that product is High in Nutrients of Concern (Food Risk Factors) (Singh et al; 2022)**

1. The Study results suggest that warning labels hold the most promise for helping Indian consumers identify “high-in” products, though these findings should be replicated in a behavioral trial in which actual purchases or intake behaviors are measured.

2. The HSR system was the lowest-performing FOPL (relative to the control) with regard to helping consumers identify “high-in” products.

3. Warning labels were most frequently chosen as the label that would most discourage consumption by adults or feeding the products to children.

4. The warning label is the optimal FOPL to achieve the goal of informing consumers about packaged foods and drinks high in nutrients of concern.

# AIIMS Study Conclusion

## PERCEPTION OF CONSUMER उपभोक्ता की धारणा

Label Designs.	Quickly Understand	Difficult to understand	Easy to recognise	Like to see this on food products	Help me to choose healthier food.
Multiple Traffic Lights (MTL)	682(36.8%)	166(9.0%)	641(34.6%)	652(35.2%)	687(37.1%)
Warning Label (WL)	<b>753(40.6%)</b>	218(11.8%)	<b>755(40.7%)</b>	<b>757(40.8%)</b>	<b>734(39.6%)</b>
Reference Intake (RI)	167(9.0%)	<b>570(30.7%)</b>	241(13%)	216(11.7%)	163(8.8%)
Health Star Rating (HSR)	128(6.9%)	554(29.9%)	136(7.3%)	155(8.4%)	157(8.5%)
Nutri-Score (NS)	124(6.7%)	346(18.7%)	81(12.6%)	74(4%)	113(6%)

## Conclusion

- FOPL should be mandatory on all packaged foods.
- 91% of the population have consumed packaged food.
- 87% find nutrition labelling helpful in packaged foods.
- 93% of consumers said FoP labels will be helpful to convey nutritional information.
- Warning Labels are quicker to understand(40.6%), easy to recognize (40.7%)and helps in buying healthier food products(39.6%) amongst all other labels.

# Global Experience

# Scientific Evidence favours Warning Label

## Predicting obesity reduction after implementing warning labels in Mexico: A modeling study

Ana Estan-Blanco <sup>1</sup>, Rosanna Torres-Alvarez <sup>2</sup>, Francisco Reyna-Sanchez <sup>1</sup>, Rosanna González-Morales <sup>1</sup>, Francisco Castro-Osorio <sup>3</sup>, M. Angeles Colchero <sup>4</sup>, Simón Barquera <sup>5</sup>, Juan A. Rivera <sup>6</sup>, Jonathan Salmeron-Gubins <sup>7</sup>

PMID: 32723821 | PNASCID: PNASCID:10.1073/pnas.2015022119

### Abstract

**Background:** In October 2019, Mexico approved a law to establish that nonalcoholic beverages and packaged foods that exceed a threshold for added calories, sugars, fats, trans fat, or sodium should have an "warning of" warning label. We aimed to estimate the expected reduction in the obesity prevalence and obesity costs in Mexico by introducing warning labels, over 5 years, among adults under 60 years of age.

## Impact of color-coded and warning nutrition labelling schemes: A systematic review and network meta-analysis

Angela M. Scahill <sup>1</sup>, Helen A. Brown <sup>2</sup>, Amanda J. Vennart <sup>3</sup>, Sarah E. Hillier <sup>4</sup>, Sarah E. Hillier <sup>5</sup>, Sarah E. Hillier <sup>6</sup>, Sarah E. Hillier <sup>7</sup>, Sarah E. Hillier <sup>8</sup>, Sarah E. Hillier <sup>9</sup>, Sarah E. Hillier <sup>10</sup>

Public Health Nutrition | Open Access | PDF | TOOLS | SHARE

**Abstract**

**Background:** Objective: To assess the impact of color-coded and warning nutrition labelling schemes on objectively measured consumption and purchasing of energy-dense, nutrient-poor foods and beverages. Methods: We conducted a systematic review of the literature published between 1 January 1990 and 31 May 2020. Studies were included if they reported on the impact of color-coded and warning nutrition labelling schemes on objectively measured consumption and purchasing of energy-dense, nutrient-poor foods and beverages. Results: We identified 10 studies involving 14,947 participants. The studies were heterogeneous in terms of the foods and beverages included, the labelling schemes used, and the outcomes measured. Conclusions: The evidence suggests that color-coded and warning nutrition labelling schemes may have a small but significant impact on reducing the consumption and purchasing of energy-dense, nutrient-poor foods and beverages.

Public Health Nutrition | Open Access | PDF | TOOLS | SHARE

## Front of pack nutritional labelling schemes: a systematic review and meta-analysis of recent evidence relating to objectively measured consumption and purchasing

H. C. Ordier <sup>1</sup>, J. Packer <sup>2</sup>, S. Simen <sup>3</sup>, R. Russell <sup>4</sup>, C. Stansfield <sup>5</sup>, R. M. Viner <sup>6</sup>

First published: 04 May 2020 | <https://doi.org/10.1111/obn.12558> | Citations: 27



### RESEARCH | Open Access

## Taxes and front-of-package labels improve the healthiness of beverage and snack purchases: a randomized experimental marketplace

Rachel B. Acton <sup>1</sup>, Amanda C. Jones <sup>2</sup>, Sharon L. Wilgoren <sup>3</sup>, Christina K. Roberts <sup>4</sup> and David Hammond <sup>5</sup>

World Nutrition 2019;10: 11-26

## Front-of-pack warning labels are preferred by parents with low education level in four Latin American countries

## The Influence of Sugar-Sweetened Beverage Health Warning Labels on Parents' Choices

Christina A. Roberto <sup>1</sup>, Diandra Wong <sup>2</sup>, Aviwa Musicus <sup>3</sup>, David Hammond <sup>4</sup>

Affiliations: + expand  
PMID: 26768346 | DOI: 10.1542/peds.2015-3185

### Abstract

**Background and objectives:** US states have introduced bills requiring sugar-sweetened beverages (SSBs) to display health warning labels. This study examined how such labels may influence parents and which labels are most impactful.

## Impact of front-of-pack labels on the perceived healthfulness of a sweetened fruit drink: a randomised experiment in five countries

Alejandra Aluregui <sup>1</sup>, Christine M. White <sup>2</sup>, Lana Vanderlee <sup>3</sup>, Marissa G. Hall <sup>4</sup>, Alejandra Contreras-Manzano <sup>5</sup>, Claudia Nieto <sup>6</sup>, Gary Sacks <sup>7</sup>, James F. Thresher <sup>8,9</sup>, David Hammond <sup>2</sup>, Simon Barquera <sup>10</sup>

Affiliations: + expand  
PMID: 34726144 | DOI: 10.1017/S1368980021004535



## Nutrient-Based Warning Labels May Help in the Pursuit of Healthy Diets

Neha Khandsagar <sup>1</sup>, Boyd Swinburn <sup>2</sup>, Carlos A. Monteiro <sup>3</sup>

First published: 25 October 2018 | <https://doi.org/10.1002/oby.22318> | Citations: 29

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# NAPi

# Warning labels in most of Latin America





# Success in Latin American Region



Fig. 2: AMRO countries that had adopted a FOPNL system (as of August 2022).

# FOPL Examples from Mexico



# What ISRAEL did?

Israeli MOH on food labeling.

**Conflicts of Interest:** The authors declare no conflict of interest.

Appendix A

## Warning FOPL



High Sodium Level



High Sugar Level



High Saturated Fat Level

## Positive FOPL



Figure A1. Warning (red) and positive (green) FOPL graphics.

# HSR V/S Warning Labels

## HSR vs. Warning Labels-Key Points



HEALTH WARNING: Consuming products with added sugar(s) contributes to obesity, diabetes, and tooth decay.

Health Star Rating (HSR) Label	Warning Label (WL)
It's confusing, too many numbers, difficult to understand and it does not alert the consumer.	It's easy to interpret, consistent, clear, true, easily understandable, alerts the consumer to specific nutrient high in the food product.
It gives weightage to use of Positive nutrients (Protein, Dietary fibre and FVNL) to increase Star Rating assuming that such nutrients will negate the health risk.	It is not does not give weightage to positive nutrients. Based only on Nutrients of concern like sugar, salt & fat.
It can be manipulated by adding positive nutrients.	It cannot be manipulated. It is direct.
It signals healthfulness, does not identify unhealthy foods <u>e.g.</u> 'High Sugar for diabetics or high salt for hypertensive persons	It signals risk to health (as used in Cigarettes) and facilitates quick identification of unhealthy food products <u>e.g.</u> high sugar or salt to benefit people's health.
It may not decrease consumption of unhealthy foods.	It has shown to decrease consumption in Chile and Mexico.
The industry prefers "Stars" as it has minimal effect on market.	The industry does not like "Warning" on food packets as it can affect the business inversely.
It allows the industry to make health claims and use it as a marketing tool.	It does not allow health claims or use as a marketing tool.
Used in only in Australia NZ	Used in many countries in Latin America, Israel.

**How some products will look like  
with FOPL having Stars or Warning**

# Britannia Nutri Choice Protein



Based on WHO SEARO Cut Off limits for negative nutrients

NAP*i*

# Kurkure Masala Munch



Indian Nutrition Rating

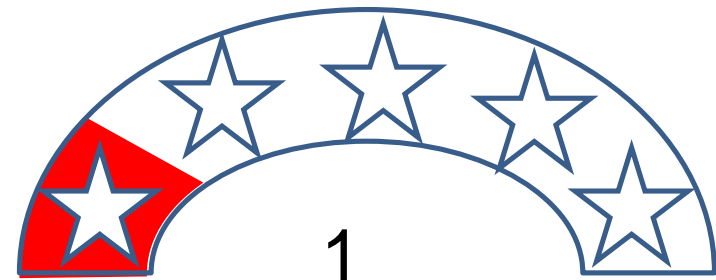
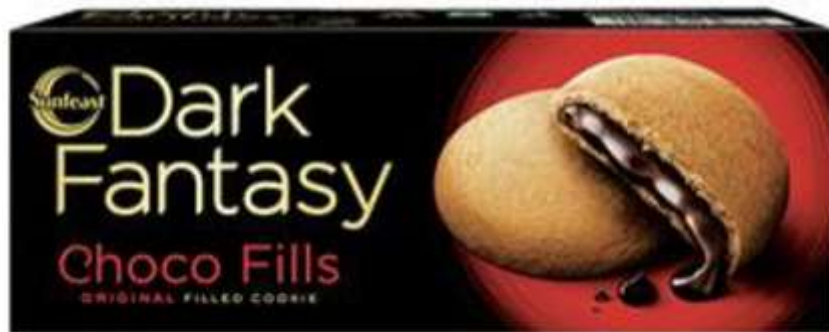
**HIGH IN  
CALORIE**

**HIGH IN  
TOTAL  
FAT**

**HIGH  
IN  
SODIUM**

As per WHO SEARO Cut Off limits for negative nutrients

# Dark Fantasy Choco Fills Biscuits



Indian Nutrition Rating

**HIGH IN  
CALORIE**

**HIGH IN  
TOTAL  
SUGAR**

**HIGH IN  
TOTAL  
FAT**

WHO SEARO Cut Off limits for negative nutrients



# Fanta Apple Delight



Based on WHO SEARO Cut Off limits for Food Risk Factors

NAP*i*

# Our expectations from you?

- Urgently bring up the issue of UPFs and policy options in the Parliamentary Committee on Health especially for **mandatory warning label on unhealthy foods** – a policy being made right now.
- Question in the Parliament on policy needs
- Champion a “Private Member’s Bill” for restriction of marketing of UPFs.
- Recommend Highest GST slab for UPFs.
- Recommend a Statewide education campaign of risks of UPFs/HFSS in local language and context.

<https://www.youtube.com/watch?v=8JBCNFOOSRM>

By Dr Mike :An interventional  
Cardiologist and Chef.

Thank you for your attention...

# Analysis of the existing policy response

- School Children Regulation, 2020,
- Food Safety and Standards (labelling and display) Regulations, 2020,
- Advertising and Claims) Regulations, 2018.
- The Food Safety Act 2006 provides that there will be no misleading advertisement but does not define it.
- The Consumer Protection Act, 2019 addresses definition of misleading advertisement and prescribes fines for misleading advertising of unhealthy food products.
- The Government of India has recognised that sugary drinks are harmful to health and put them in highest slab GST of sin tax.
- **NEED to do more**



SOUTH ASIA BUREAU

## 'Sin tax' of 40% proposed to cover Indian soft drinks

By RJ Whitehead

08 Dec 2015 - Last updated on 09 Dec 2015 at 07:53 GMT



Photo: iStock

# FSSAI chooses Health Star Rating and experts and consumers prefer Warning labels

The screenshot shows a web browser window with several tabs open. The active tab is titled 'FSSAI to introduce health star rating for packaged goods'. The page features the Mint logo and a navigation bar with links for Home, Companies, and News. The main article headline is 'FSSAI to introduce health star rating for packaged goods'. Below the headline is a photograph of a grocery store aisle with shelves stocked with various packaged food items. A person is visible in the foreground, looking at the products. To the right of the article is a sidebar with a 'Recommended For' section, featuring a purple box with the text 'Tech & the Next Reality' and 'Russian billionaire Abramovich, Ukrainian peace negotiators hit by suspected'. At the bottom of the page, there is a Windows taskbar with various application icons.

The screenshot shows the homepage of The Pioneer news website. The masthead includes the website's logo, the date 'Tuesday, 29 March 2022', and social media icons. A navigation bar at the top lists various sections: HOME, DELHI, INDIA, BUSINESS, WORLD, SPORTS, OPINION, ANALYSIS, STATE EDITIONS, E-PAPER, and ARCHIVES. Below this is a 'FEATURES' section with links to Varsity, Health, Travel, Show Time, Backpack, Special, and Avenues. The main article headline is 'Few takers for FSSAI's health rating for packaged food', dated 'Wednesday, 23 March 2022 | PND | New Delhi'. The article text discusses the Food Safety and Standard Authority of India's (FSSAI) proposed plan to introduce Health Star Rating (HSR) for packaged food products. It mentions that the private institution, IIM Ahmedabad, has not gone down well with the consumer organisations and doctors who strongly felt that such a system can be easily manipulated by the industry. A quote from Dr Arun Gupta, from Nutrition Advocacy for Health, is included: "This is where the problem lies. Industry can easily manipulate the system as food products high in sugar or fat that deserve a low rating (1 star) could get a moderate rating (3 or even 4 stars) only because they contain some positive nutrients (for example, fruit and nut chocolates);" explained Dr Arun Gupta, from Nutrition Advocacy for Health.