

Unhealthy Ultra Processed Food Products Issues Concerning “FOPL” Its design, thresholds, and being voluntary vs mandatory

Presentation on behalf of Civil Society Organizations by

NAP*i*

CONSUMER
VOICE

40 CUTS[®]
International
1983-2023



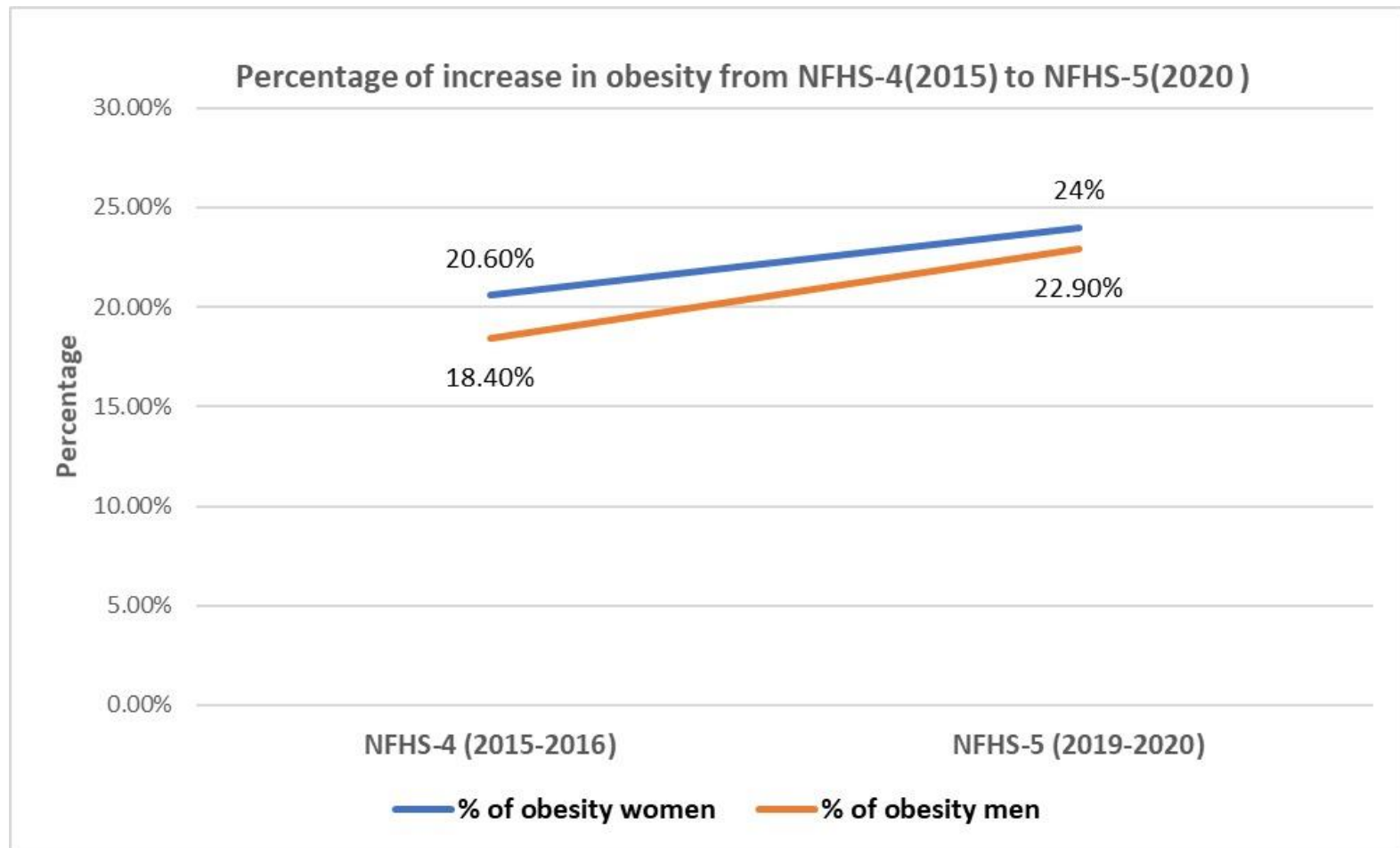
to Secretary (Government of India) and
CEO FSSAI

28 March, 2023

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

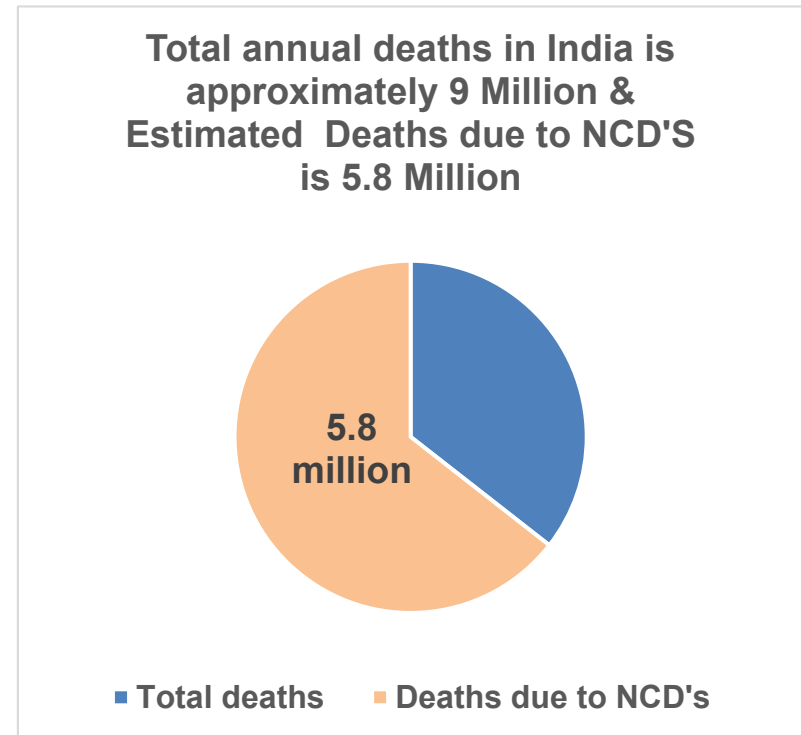


Rising Obesity in India both in men and women 2015-2020



Public Health Crisis India Faces

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



Risks to Health

Risks of Increasing UPFs Consumption(368 papers in 2021)

Ultra Processed foods are products that are exposing billions of people to a higher risk of (Pagliai G et al. 2022) Baker, PI (2019):

- Type 2 diabetes
- Heart Disease
- Stroke
- Depression and
- Greater risk of a mortality
- Cardio Vascular diseases
- Cerebrovascular disease
- Depression



The screenshot shows the top portion of a research article on the Nutrients journal website. The article title is "The Role of Diet Quality in Mediating the Association between Ultra-Processed Food Intake, Obesity and Health-Related Outcomes: A Review of Prospective Cohort Studies". The authors listed are Samuel J. Dicken¹ and Rachel L. Batterham^{1,2,3,*}. The article was published in January 2022, volume 14(1), page 23. It includes a DOI of 10.3390/nu14010023 and a PMID of 35010898. The journal logo for Nutrients and MDPI are visible at the top.

Randomized Controlled Trial > Cell Metab. 2019 Jul 2;30(1):67-77.e3.
doi: 10.1016/j.cmet.2019.05.008. Epub 2019 May 16.

Ultra-Processed Diets Cause Excess Calorie Intake and Weight Gain: An Inpatient Randomized Controlled Trial of Ad Libitum Food Intake

Kevin D Hall¹, Alexis Ayuketah², Robert Brychta², Hongyi Cai², Thomas Cassimatis², Kong Y Chen², Stephanie T Chung², Elise Costa², Amber Courville³, Valerie Darcey², Laura A Fletcher², Ciaran G Forde⁴, Ahmed M Gharib², Juen Guo², Rebecca Howard², Paule V Joseph⁵, Suzanne McGehee², Ronald Ouwerkerk², Klaudia Raisingier³, Irene Rozg Michael Stagliano², Mary Walter², Peter J Walter², Shanna Yang³, Megan Zhou²

Affiliations + expand

PMID: 31105044 PMID: PMC7946062 DOI: 10.1016/j.cmet.2019.05.008

Free PMC article

> Am J Epidemiol. 2022 Mar 1;kwac039. doi: 10.1093/aje/kwac039. Online ahead of print.

Association Between Ultra-Processed Food Intake and All-Cause Mortality: A Systematic Review and Meta-Analysis

Petek Eylül Taneri^{1,2}, Faina Wehrli², Zayne M Roa Diaz^{2,3}, Oche Adam Itodo^{2,3,4}, Dante Salvador^{2,3}, Hamidreza Raeisi-Dehkordi^{3,5}, Lia Bally⁶, Beatrice Minder⁷, Jessica C Kieft-de Jong⁸, Jessica Laine Carmelli², Arjola Bano^{2,9}, Marija Glisic², Taulant Muka²

Affiliations + expand

PMID: 35231930 DOI: 10.1093/aje/kwac039

Abstract

Ultra-processed food (UPF) consumption have increased in the world during the last decades since they are hyper-palatable, cheap and ready-to-consume products. However, uncertainty exists on their impact on health. We conducted a systematic review and meta-analysis evaluating the association of UPF consumption with the all-cause mortality risk. Five bibliographic databases were searched for relevant studies. Random effects models were used to calculate pooled relative risks...

These are ultra-processed food products (UPFs)- British Medical Journal

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

> [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 PMCID: [PMC8666852](#) DOI: [10.1136/bmjgh-2021-007240](#)

[Free PMC article](#)

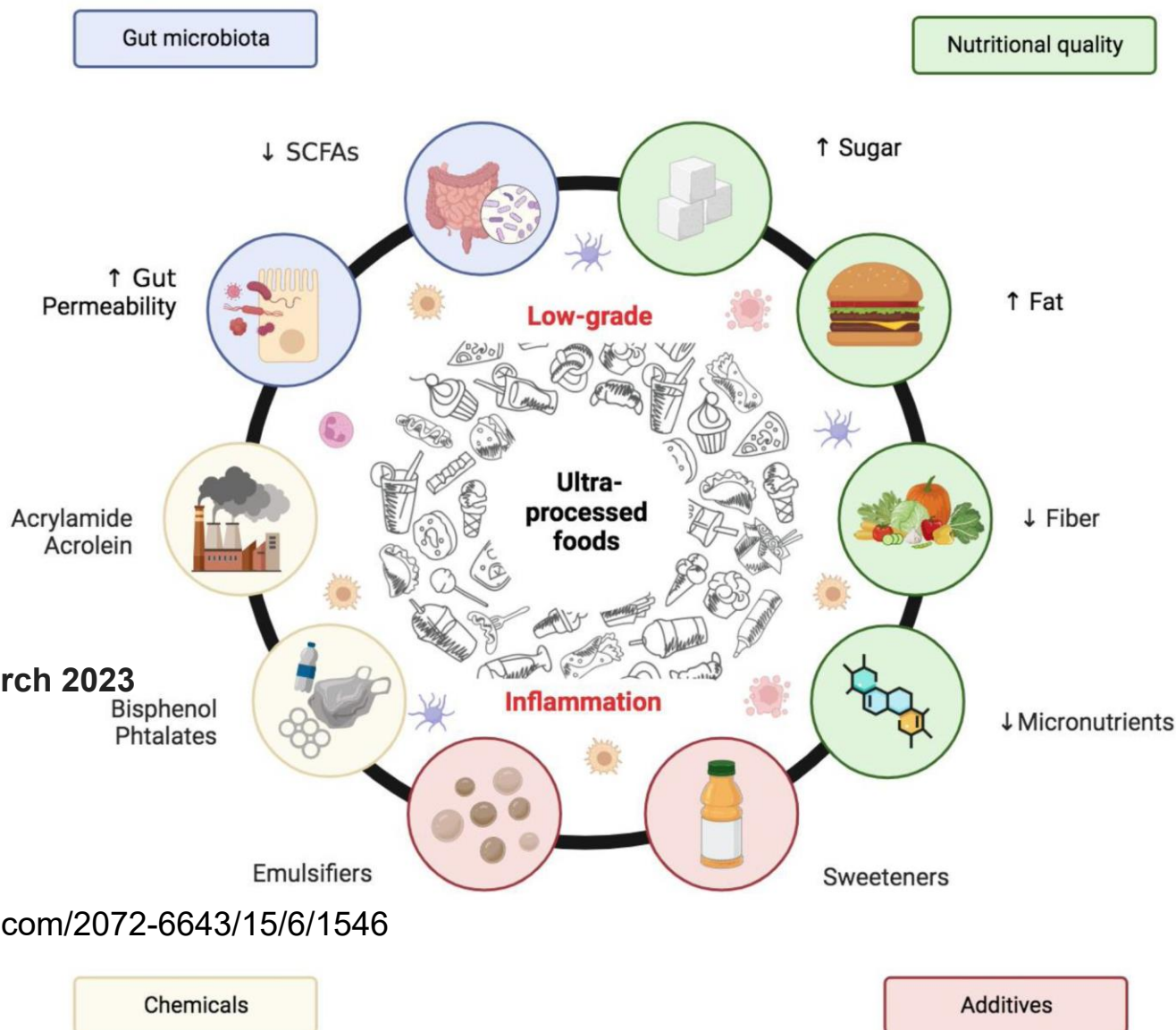
No abstract available

Keywords: health policy; nutrition; public health.

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

How health is damaged?



<https://www.mdpi.com/2072-6643/15/6/1546>

Policy of FOPL under discussion

Process so far...

- PIL in Delhi High Court by Uday Foundation in 2010 to ban 'junk' food, direction to FSSAI in 2013
- FoPL first recommended in 2014 by expert committee constituted by FSSAI in 2013.
- In May 2018, FSSAI published a draft Food Safety & Standards (Labelling & Display) Regulations, 2018.
- In 2019, FSSAI issued draft notification Food Safety Standards (Labelling and Display), Regulations, 2019.
- In 2019 December, FSSAI delinked FoPL from general labelling regulations.

Contd..

- Expert/stakeholders group consultations took place to fast track the process from Jan 2021 to Feb 2022.
- Dominated by Food Industry causing serious conflicts of interest.
- In February 2022 FSSAI announced that it plans to go ahead with the 'Health Star Rating' (HSR) on a voluntary basis based on a study by a business school.
- In July 2022, Food Authority approved the recommendation of scientific panel and decided to go ahead and notify amendment recommending HSR.
- In September 2022, draft Food Safety and Standards (labelling display) Amendment Regulations 2022, notified on FSSAI website seeking comments from public. FSSAI through this draft introduced the Indian Nutrition Rating (INR) front-of-pack label in the country

Key points in Summary

1. Food risk factors are identified as sugar , salt/sodium and saturated fats as
2. Definition of High Fat, Sugar, salt (HFSS) Food available
 - Plan to provide “Stars”, and belief that more stars make a good diet.
 - ½ to 5 Stars indicating “least healthy” to “Healthiest” foods
 - Addition of Fruits & Vegetables/ Nuts/Legumes/Fibre/Protein makes food products healthy and gets more ‘stars’
 - 4 years to implement to food industry that too voluntary.

Draft Notification , Sep 22

(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,

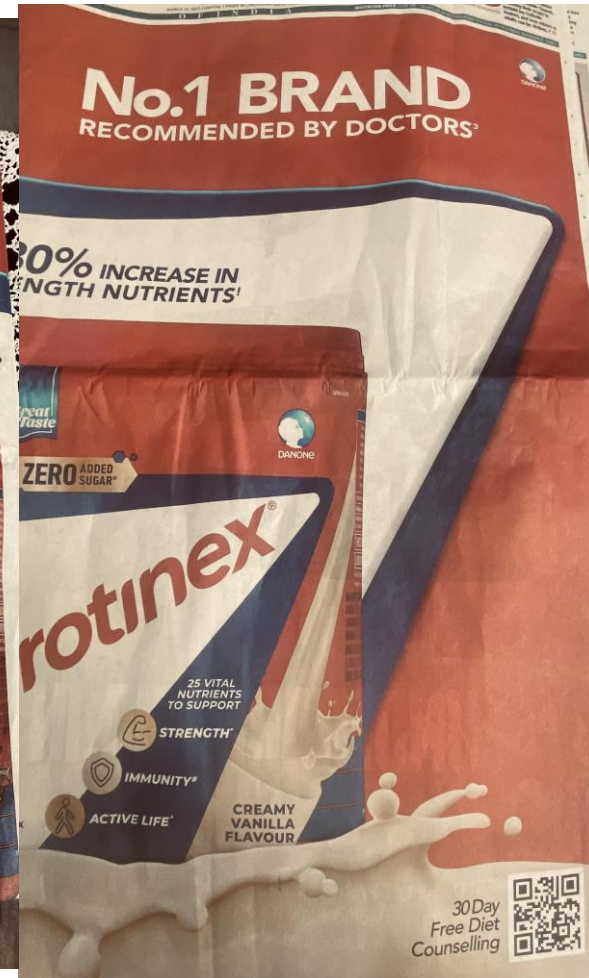
PROVISIONS: All unhealthy foods classified as “healthy”

(2) Pictorial Display Format

- (a) Every packaged food except those exempted from nutritional information under these regulations, shall display the prescribed format (INR) on front of pack calculated on the basis of contribution of energy (in kilo calories; kcal), saturated fat (g), total sugar (g) and sodium (mg) and the positive nutrients per 100 g of solid food or 100 ml of liquid food on a ‘as sold’ basis, using the formula mentioned in Table-5 of Schedule –III.
- (b) The INR system rates the overall nutritional profile for packaged food by assigning it a rating from $\frac{1}{2}$ 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:



Here comes Future ready Ads of Food Products: 26 March, 23

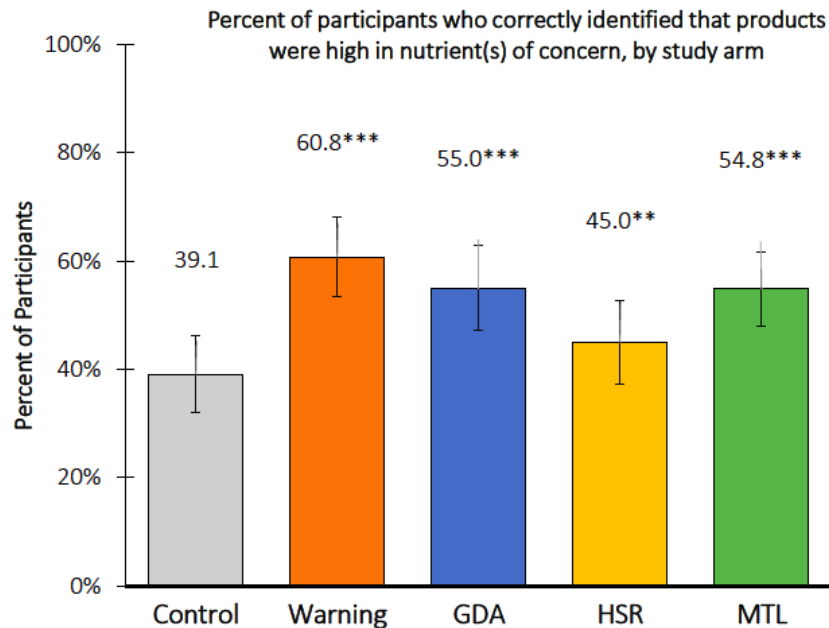


HFSS definition means

- 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.
- This definition is provided, it is scientific, WHO recommended BUT not used in the regulation

Scientific Evidence on FOPL in India

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)

This study tells us...

- Compared to the control group, the warning label showed the largest impact in ability to identify products high in nutrients of concern
- Warning labels were the only FOPL to reduce intentions to purchase these products & showed the largest impact on other secondary outcomes

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

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 **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.

IIM – A Study

Indian Institute of Management Ahmedabad Study

- Primary outcome: intentions to not purchase products high in nutrients of concern
- Result: *Warning labels performed best on this outcome.*

Other outcomes are not useful for informing the debate:

- Consumers preferences do not predict behavior
- Outcomes that rely on consumers ranking products' healthfulness do not reflect how consumers make decisions

Scientific Evidence favours Warning Label-Global

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

Ana Basto-Abreu¹, Rossana Torres-Alvarez¹, Francisco Reyes-Sánchez¹, Romina González-Morales¹, Francisco Canto-Osorio¹, M Arantxa Colchero², Simón Barquera³, Juan A Rivera⁴, Tonatiuh Barrientos-Gutierrez¹

Affiliations + expand

PMID: 32722682 PMCID: PMC7386611 DOI: 10.1371/journal.pmed.1003221

Free PMC article

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 "excess 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

Jing Song¹, Mhairi K. Brown¹, Monique Tan, Graham A. MacGregor, Jacqui Webster, Norm R. C. Campbell, Kathy Trean, Cliona Ni Mhurchu, Laura K. Gibb, Feng J. He²

Published: October 5, 2021 • <https://doi.org/10.1371/journal.pmed.1003705>

Article	Authors	Metrics	Comments	Media Coverage	Peer Review
Abstract	Author summary	Introduction	Methods	Results	Discussion
Supporting information	References	Reader Comments	Figures		

Abstract

Background

Suboptimal diets are a leading risk factor for death and disability. Nutrition labeling is a potential method to encourage consumers to improve dietary behaviour. This systematic review and network meta-analysis (NMA) summarises evidence on the impact of colour-coded interpretive labels and warning labels on changing consumers' purchasing behaviour.

Methods and findings

We conducted a literature review of peer-reviewed articles published between 1 January 1990 and 24 May 2021 in PubMed, Embase via Ovid, Cochrane Central Register of Controlled Trials, and SCOPUS. Randomised controlled trials (RCTs) and quasi-experimental studies were included for the primary outcomes (measures of changes in consumers' purchasing and consuming behaviour). A frequentist NMA method was applied to pool the results. A total of 156 studies (including 121 RCTs and 35 non-RCTs) nested in 130 articles were incorporated into the systematic review, of which 134 studies in 120 articles were eligible for meta-analysis. We found that the traffic light labelling system (TLS), nutrient warning (NW), and health warning (HW) were associated with an increased probability of selecting more healthful products (odds

Public Health Nutrition | Open Access |

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

H. Croker¹, J. Packer, Simon J. Russell, C. Stansfield, R. M. Viner

First published: 04 May 2020 | <https://doi.org/10.1111/jhn.12758> | Citations: 27

Front-of-package labeling as a policy tool for the prevention of noncommunicable diseases in the Americas



RESEARCH

Open Access

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

Rachel B. Acton¹, Amanda C. Jones², Sharon I. Kirkpatrick¹, Christina A. Roberto³ and David Hammond⁴

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 Roberto¹, Diandra Wong², Aviva Musicus³, David Hammond⁴

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 Jáuregui¹, Christine M White², Lana Vanderlee³, Marissa G Hall⁴, Alejandra Contreras-Manzano¹, Claudia Nieto¹, Gary Sacks⁵, James F Thrasher^{6,7}, David Hammond², Simón Barquera¹

Affiliations + expand

PMID: 34726144 DOI: 10.1017/S1368980021004535



Perspective

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

Neha Khandpur¹, Boyd Swinburn, Carlos A. Monteiro

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

Success in Latin American Region

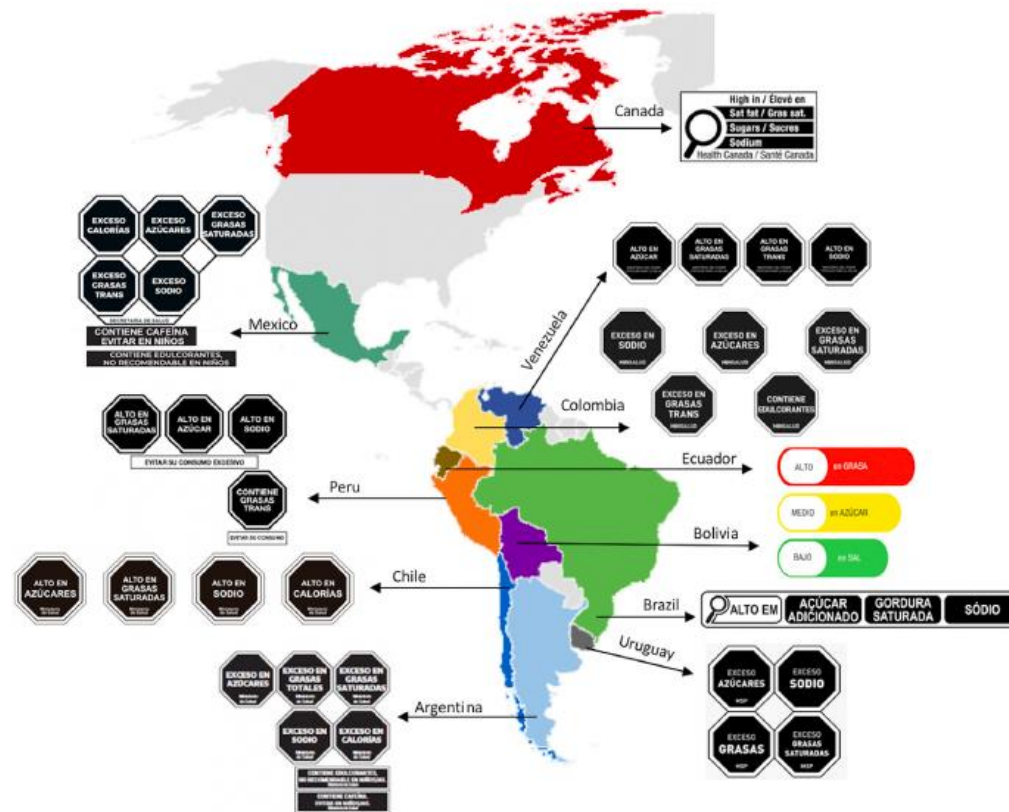


Fig. 2: AMRO countries that had adopted a FOPNL system (as of August 2022).

Warning labels in most of Latin America



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.

Look at the food products ...



Indian Nutrition Rating

HIGH IN CALORIE

HIGH IN TOTAL FAT

HIGH IN SODIUM

As per WHO SEARO Cut Off limits for negative nutrients



Look at few products...all have risk factors and are Star valued.



Indian Nutrition Rating

**HIGH IN
TOTAL
SUGAR**

As per WHO SEARO Cut Off limits for negative nutrients



Indian Nutrition Rating

**HIGH IN
SODIUM**

**HIGH IN
TOTAL
SUGAR**

As per WHO SEARO Cut Off limits for negative nutrients



Indian Nutrition Rating

**HIGH IN
TOTAL
SUGAR**

As per WHO SEARO Cut Off limits for negative nutrients



Indian Nutrition Rating

**HIGH IN
CALORIE**

**HIGH IN
TOTAL
FAT**

As per WHO SEARO Cut Off limits for negative nutrients

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 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.

Thresholds

Baseline ref value is double the HFSS

“Schedule-III

Table 1. Baseline reference values for Food risk factors and minimum percentage of positive factor per 100 gm or 100 ml on ‘as sold’ basis.

Food Risk Factors	Solid Foods	Liquid Foods (non-dairy)	Positive Factors	Minimum, %
Energy, kcal	400	30	Fruits & vegetables	10 (solid foods) & 5 (liquid foods)
Total Sugars, g	21	6	Nuts, legumes & millets	10
Saturated fat, g	5	3	Dietary Fibre	3
Sodium, mg	450	100	Protein	1.5

Table 2. INR Baseline points for Category-I: Solid Foods (Incl. Dairy products and beverages) per 100 g

Category-I includes all food categories except category no. 6.8.1 & 14.0 mentioned under Appendix A of FSS (Food Products Standards and Food Additives) Regulations, 2011

Comparison of FSSAI and WHO -PAHO Food Risk factors

FSSAI Baseline Reference Value for Food Risk Factors (per 100 gm/100ml)			WHO-PAHO Nutrient Profile Criteria of Excessive Food Risk Factors	
Food Risk Factors	Solid Foods	Liquid Foods (Non-Dairy)	Food Risk Factors	Reference Value
Energy (Kcal)	400	30	Sodium (mg)	≥ 1 mg per 1 kcal
Total Sugars (g)	21	6	Free Sugars (g)	≥ 10% of total energy
Saturated Fat (g)	5	3	Other Sweeteners	Any amount of other Sweeteners
Sodium (mg)	450	100	Total Fat	≥ 30% of total energy
			Saturated Fat	≥ 10% of total energy
			Trans Fat	≥ 1% of total energy

Objectives to reduce consumption of unhealthy foods

- Define what is “healthy food” e.g. Israel and Ultra-processed food as in FAO.
- Ensure people know which foods are healthy and which are unhealthy
- Warn consumers about excess of nutrients of concern and UPFs.
- A **warning label** on all unhealthy foods, which are either HFSS or UPF to achieve the above.
- Urgent action means rapidly begin to minimize disease burden

Proposed Changes in draft regulations

- **Use the HFSS definition** to make FOPL mandatory if this limit is crossed (WHO in Asia and PAHO region has done work on Nutrient Profiling).
- **Delete any reference** to positive factors as there **is no scientific evidence to support this action**
- **Use scientific evidence and experience of best practices** to make a policy on FOPL-which is true to contents, understood by people about harmful nutrients- **warning or alert label**.
- Allow **not more than 12** months to be mandatory.
- **Review the exempted list** of products especially for nutrition/food supplements and consider **a Green FOPL for healthy foods.**(Israel Model)
- Rather define “Healthy Foods”

Supporting Organisations

Position Statement

**Front-of-Pack Labelling (FOPL)
on Unhealthy Food/Drink
Products**

A Position Statement of Indian Organisations Protecting Public Health

1



Breastfeeding Promotion Network of India (BPNI)
Nutrition Advocacy in Public Interest (NAPi)

POLICY BRIEF

Warning Labels for Unhealthy Foods

Mandatory front of pack labelling (FOPL) using nutrition warning systems as an urgently required intervention in India to protect public health

**Thank you for your
kind attention!**