

FOOD FACT CHECKER



Consumption of ultra-processed food products (UPFs) has grown exponentially over the last few decades in the higher income nations. Indian data shows that it is rising too. Because the UPFs are ultra-processed and contain nutrients like high salt and sugar, their consumption drives over eating, increased obesity, diabetes, cancers etc. making these potentially unhealthy for humans. Therefore, urgent policy interventions are required to reduce the consumption.

The Food Fact Checker intends to present food facts to people, who can think and decide to buy or not and is aimed at reduced consumption of unhealthy food products from their diet. Fact checker takes into consideration i) degree of food processing, ii) content of sugar/salt or fat and iii) whether its advertisement is misleading or not.

TYPE OF FOOD BY PROCESSING

Ultra-processed Food Product (NOVA*-4)

FOOD RISK FACTOR

Energy - 276.5 kcal/100 ml and Total Sugar - 10.4 g/100 ml

(*WHO recommends a cut off of Energy - 230 kcal/100g and Total Sugar - 6g/100 g for advertising and labelling)

TYPE OF ADVERTISING***

Misleading

This particular advertisement conceals important information of the product. According to the Consumer Protection Act 2019****, "misleading advertisement" in relation to any product or service, means an advertisement, which—

(i) falsely describes such product or service; or

(ii) gives a false guarantee to, or is likely to mislead the consumers as to the nature, substance, quantity or quality of such product or service; or

(iii) conveys an express or implied representation which, if made by the manufacturer or seller or service provider thereof, would constitute an unfair trade practice; or

(iv) deliberately conceals important information; e.g. Conceals information on Energy and Total Sugar

THIS FOOD PRODUCT IS UNHEALTHY



*NOVA Classification: <https://bit.ly/3SIBRmQ>.

** WHO Nutrient Profile Model <https://bit.ly/3PR6Aq9>

*** Advertisement on YouTube - <https://www.youtube.com/watch?v=fyR6Fqo6bkE>

**** Learn more at <http://egazette.nic.in/WriteReadData/2019/210422.pdf>