

INDUSTRY OPPOSITION TO LABELLING IN THE NUTRITION CONTEXT



CIVIL SOCIETY ACTION PLAN 2017-2021

PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN



Tackling childhood obesity through the life course



HCC CSAP POLICY ASKS



CIVIL SOCIETY ACTION PLAN 2017-2021

PREVENTING CHILDHOOD OBESITY IN THE CARIBBEAN

Enabling Caribbean civil society's contribution to national and regional action for healthier, happier children.



KEY POLICY ASKS

1

Taxation of
unhealthy foods
and beverages



PRIORITY AREA
Trade and fiscal
policies

2

Mandatory
Front-of-Package
Nutrition Labelling



PRIORITY AREA
Nutrition literacy

3

Enacting legislation related to
*The International Code of Marketing
of Breast-milk Substitutes*



PRIORITY AREA
Early childhood nutrition

4

Banning the marketing of
unhealthy foods and beverages
to children



PRIORITY AREA
Marketing of healthy and unhealthy
foods and beverages to children

5

Banning the sale and marketing
of unhealthy foods and beverages
in schools



PRIORITY AREA
School- and community-based interventions

Mandatory physical activity in schools

WHY IS FOPL CRITICALLY IMPORTANT TO THE HCC?

Front of Package Nutrition Warning Labels are the Launch Pad for Healthy Nutrition Policies



Chile's drastic anti-obesity measures cut sugary drink sales by 23%

Experts welcome example of nation once drinking more per head than any other



Sugary Drink Consumption Plunges in Chile After New Food Law

A study finds that a landmark law requiring warning labels on unhealthy foods made a swift difference in purchases of sodas, bottled water and juices.



HIGH LEVEL ADVOCACY – 2018 CARICOM HEADS

Heads of Government endorsed implementing policies geared to preventing childhood obesity, including for health-promoting school environments **and Front of Package (FOP) labelling**;...



HCC OPEN CONGRATULATORY LETTER
IN RESPONSE TO THE OFFICIAL COMMUNIQUE
FOLLOWING THE 39TH REGULAR MEETING OF THE CONFERENCE OF HEADS OF GOVERNMENT JULY 4-6, 2018, JAMAICA

July 9, 2018

The Healthy Caribbean Coalition notes with tremendous pleasure the significant leadership in NCD prevention and control demonstrated by CARICOM Heads of Government and State at the recently concluded 39th Caribbean Community Summit.

CARICOM leaders at the Summit agreed that Member States should be represented at the highest level at the United Nations [UN] High-Level Meeting [HLM3] on Non-Communicable Diseases (NCDs) to be held on Thursday, 27 September 2018 at UN Headquarters, New York, USA. Additionally CARICOM Leaders endorsed six priorities on which the Region should advocate for during the negotiation of the Outcome Document. These are: 1. establishing and maintaining a smoke-free status for the Region; 2. implementing policies geared to preventing childhood obesity, including for health-promoting school environments and Front of Package (FOP) labelling; 3. promoting the elimination of cancer of the cervix; 4. support for mitigation of post-disaster vulnerabilities related to NCDs, in particular nutrition, treatment and care; 5. increasing international financing and technical support; and 6. strengthening accountability through national coordinating mechanisms. These priorities are aligned with HCC's nine regional advocacy priorities for inclusion in the HLM3 Political Declaration.



HCC URGENT CALL TO ACTION

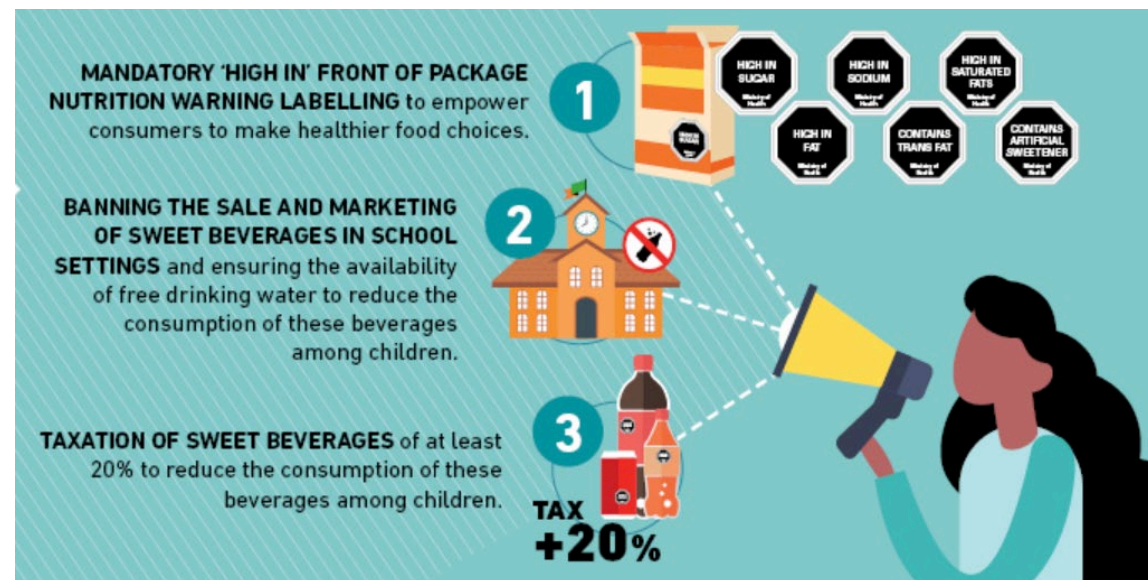


Arising out of a multisectoral regional meeting “*Accelerating Nutrition Policies in the Caribbean: Creating Supportive Environments for Healthy Children*”, 17-18 September 2019¹ in Bridgetown, Barbados, the Board of Directors and the Members of the Healthy Caribbean Coalition (HCC), are calling for the **urgent acceleration of nutrition policies** in the Caribbean to create healthier food environments and address the epidemic of overweight and obesity among Caribbean children².

1. THE CALL

The HCC is calling on the Caribbean region to work across sectors in partnership to achieve the urgent implementation of the following 3 priority nutrition policies:

1. **Mandatory Front of Package Nutrition Warning Labelling (FOPL)** to empower consumers to make healthier food choices.
2. **Banning the sale and marketing of sweet beverages in school settings and ensuring the availability of free drinking water** to reduce the consumption of these beverages among children.



THE PUBLIC WANT FOPL

- **92%** support front-of-package warning labels on food and drinks as part of the government's plan to promote a healthier diet in Jamaica.
- **89%** of Barbadians support the introduction of warning labels on food and drinks.

- HSFB Pre Campaign evaluation 2019

- HFJ Post campaign evaluation 2019



KEY STRATEGIES TO SUPPORT REGIONAL FOPL PROCESS

- Mapping and monitoring the national and regional process
- Building a strong effective regional network of FOPL advocates
 - Public and Policymaker Education
 - Webinars
 - Communication Campaign – You have the right to know
- Countering Industry Opposition
- Cross cutting: Leveraging global expertise – PAHO, GHAI, NCDA



MAPPING AND MONITORING THE PROCESS

- Clarifying, documenting and communicating the national and regional consultative process to improve **transparency and accountability** with a focus on:
 - Formation of **national mirror committees** (NMCs) - are they being formed?
 - **Balanced representation** on NMCs (*1. Industry and commerce (manufacturers, business, and trade associations, service industries, retailers, insurers, financial institutions, banks, designers, producers etc.); 2. Government and regulators; 3. Consumers and consumer organisations.; 4. Labour and trade unions; 5. Academia and research bodies; 6. Regulators or conformity assessment providers; and 7. NGOs*)
 - Integrity around the **consultations** (Are all stakeholder categories being engaged? Public consultations?)
 - Integrity of the **voting** process (one vote per stakeholder category)
 - Process for **review of comments** – is criteria for accepting and rejecting comments being followed?
 - The country position should reflect the inputs and consensus of the broad stakeholder membership of the NMC
- No written documentation outlining a standard process and in many countries the process is opaque



REGIONAL NETWORK OF FOPL ADVOCATES

- Building regional FOPL CSO/stakeholder advocacy network
- Sensitize and build engagement around the process
- Encouraging membership in NMCs and/or national consultations (NCs)
- Providing intelligence and support for effective participation in NMCs/NCs
 - Supporting monitoring transparency and accountability of the NMC operating process
 - Developing supportive documents ie. FOPL fact sheets; counterarguments
 - Hosting webinars as educational tools
 - Supporting national and regional inputs during consultation rounds
 - Providing direct real-time support to advocates
 - Generating communication tools (You have the right to know; What's in our food?)



INDUSTRY ENGAGEMENT



- Potential for biased process: Industry are natural stakeholders (existing relationships; high level of engagement from outset; potentially exploiting the lack of formalized structures to govern the process – membership, voting, consensus; COI)
- Coordination and mobilisation: Shared internal communications to ensure alignment of positions
- Delay tactics: congesting the process by overloading NMCs with old deposed arguments; referencing alternative science; creating fear among constituents based on bogus claims; questioning global evidence and calling for local data; shifting from normative to informative etc.
- Lobbying and influence: Letters to key policymakers at the highest levels
- Global guidance: Arguments have been consistent and mirror arguments we have seen raised in other settings – Chile, Uruguay, Canada, Mexico etc.



HCC RESPONSE TO INDUSTRY OPPOSITION

- Showing up: Ensuring well informed (process / evidence) civil society representatives participate in the NMCs
- Fighting back: Working with PAHO and GHAI to develop counterargument documents which responds to all industry claims/arguments with supporting references/ evidence
- Getting to the policymakers: Sending Letters to key policymakers at the highest levels
- Know the enemy: Building relationships with industry representatives



FRONT OF PACKAGE LABELLING CONSULTATIONS

ONGOING INDUSTRY OPPOSITION **Source HFJ*

Hard on small companies

- Cost to rebrand/ re label
- Blacklisting of products
- Impact on sales
- May cause job losses

Trade implications

- Not aligned to international partners
- Not aligned with CODEX
- May create a barrier to trade
- Creating preferential trade dynamic with Chile resulting in a flood of local markets with Chilean products

Alternative science

- No basis for FOP labelling
- We need sugar in our bodies
- There should be balance – people have different needs
- Sugar in foods is as much problem as drinks

Preferences

- Strongly against the PAHO NPM and prefer other less restrictive profile models
- Prefer USA/UK model over Chilean model (black octagon)
- Adopt traffic light used by UK- more attractive & less solemn
- Self regulation



Counter arguments

Not aligned to our international trading partners, CODEX

- FOP warning labels approved by other countries (Peru, Uruguay, Canada, Israel)
- Being considered at the CODEX level
- The USA is a top trading partner for Jamaica, Chile and Brazil (food product import & export) *World Bank, 2017

Cost to rebrand/relabel/impact on sales/market appeal

- Rebranding is done for other purposes (e.g. sporting events) and in keeping with labelling requirements from other jurisdictions
- Obesity & NCD rates continue to increase; balance of cost of healthcare

The Traffic light label & self regulation

- FOP warning labels were better able to help consumers correctly identify products with high content of unhealthy nutrients compared to traffic light
- In Chile, FOP warning labels have been effective in shifting consumption behavior
- Studies have shown self-regulation is ineffective



JULY 2019

JOINT LETTER FROM JMEA/PSOJ/JCC RE FOPL



July 23, 2019

Dr. The Honourable Christopher Tufton
MP Minister of Health & Wellness
Ministry of Health & Wellness
RKA Building
10-16 Grenada Way
Kingston 5,
Jamaica

Dear Minister Tufton,

Re: Proposal from the Caribbean Food and Beverage Industry for the Nutritional Front of Package Labelling (FOPL) System

The Food and Beverage Industry of the member countries of CARICOM who are motivated by the need to guarantee regulatory harmonization to facilitate trade and innovation to enhance consumer choice and fair market competition, have united with the purpose to contribute to the discussion on the Front of Package Labelling of the food and beverages consumed and marketed in our CARICOM region.

The industry sent coordinated letters from Private Sector Organization of Jamaica, Jamaica Manufacturers and Exporters Association & Jamaica Chamber of Commerce to the BSJ, MOHW, Ministry of Commerce, Agriculture and Fisheries. Similar letters were also sent to 11 countries in the Caribbean. Letter mentioned:

- Formation of a Caribbean Beverage Association
- Trade implications
- Opposition for Chilean model and research evidence

Technical support was provided to the MOHW. The project received support, documentation and scientific evidence from GHAI, Vital Strategies and UNC to support the MOHW's response to the letter.



MARCH 2019

ONGOING INDUSTRY OPPOSITION - FOPL

- “Format being pushed on local businesses by the Bureau of Standards Jamaica (BSJ) and the CARICOM Regional Organisation for Standards and Quality (CROSQ) is based on one used by Chile and Brazil, with which Jamaica’s trade in real terms is minuscule” – JMEA Executive

BSJ, Manufacturers At Loggerheads Over Packaging Standards

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Published: Thursday | March 28, 2019 | 12:31 AM | Christopher Serju/Gleaner Writer



Kenyon Hemans/Photographer

Metry Seaga (right), president of the Jamaica Manufacturers and Exporters' Association (JMEA), and JMEA Executive Director Imega Breese-McNab at a meeting with food and beverage industry stakeholders on March 5, at the JMEA's

regional offices



MAY 2019

News

No need for alarm as regional labelling standard is being revised, said BSJ

Saturday, May 04, 2019

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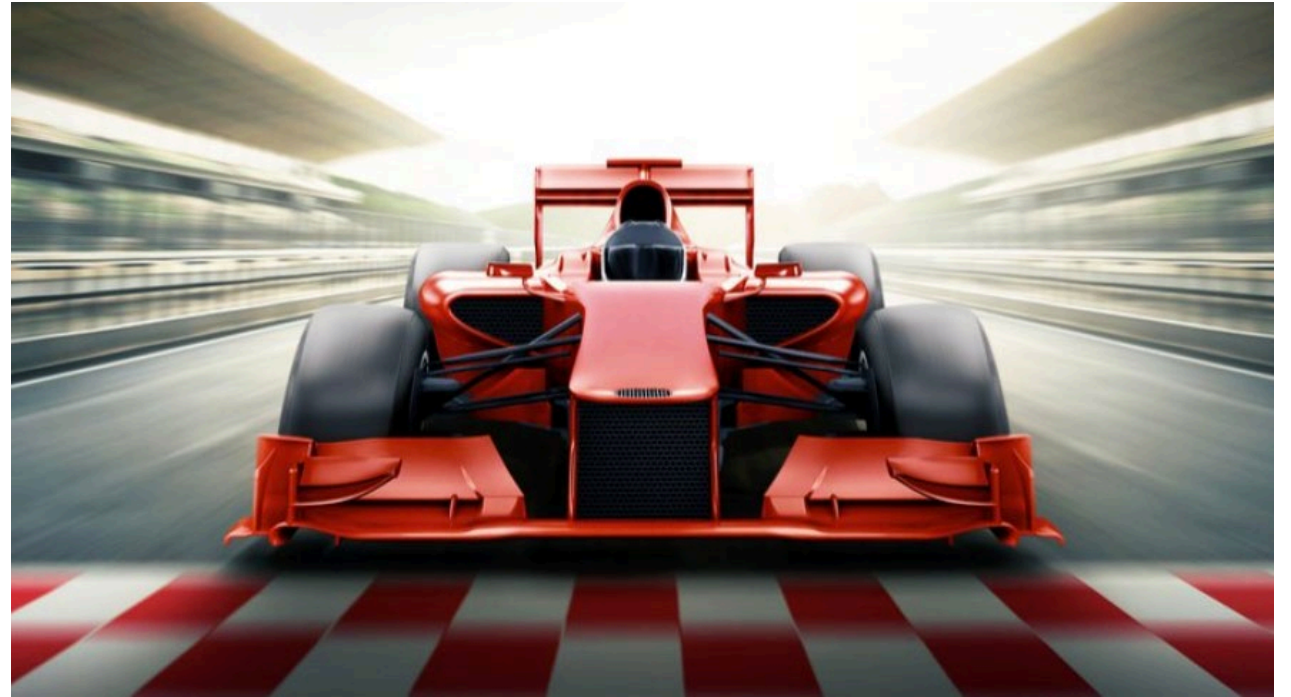
Chairman, Bureau of Standards Jamaica (BSJ), Senator Matthew Samuda (centre) looks at

- *“The final standard to be implemented, it said, will be based on the consensus among the various stakeholders in Jamaica, and reiterated its commitment to the consultative process in standards. development, locally and regionally.”*
- There is potential conflict of interest as it relates to the balance of representation on the board of the Bureau of Standards Jamaica which is heavily weighted with industry representation.
- Chair of the Board Matthew Samuda is also Deputy General Manager with responsibility for Marketing & Promotions at Musson Group: Facey Commodity
- The project team met with the Minister of Industry, Commerce, Agriculture & Fisheries to discuss current development as it relates to Front of Package Labelling potential conflict of interest existing within the Standards Council.



ALMOST THERE...

- We are in the final stages...
- FOPL is still in the standards!!! And it is intact.
- The PAHO nutrient profile model is there as well!!!
- Potential for a massive win in the Caribbean



YOU HAVE THE RIGHT TO KNOW

DO YOU REALLY KNOW WHAT YOU ARE DRINKING?



HIGH IN SUGAR
Ministry of Health

FRONT OF PACKAGE WARNING LABELS HELP YOU MAKE HEALTHIER CHOICES



YOU HAVE THE RIGHT TO KNOW

DO YOU REALLY KNOW WHAT IS IN YOUR FOOD?



FRONT OF PACKAGE WARNING LABELS HELP YOU MAKE HEALTHIER CHOICES



YOU HAVE THE RIGHT TO KNOW

NO MARKETING TO CHILDREN



FRONT OF PACKAGE WARNING LABELS PROTECT CHILDREN FROM TARGETED MARKETING



THANK YOU

