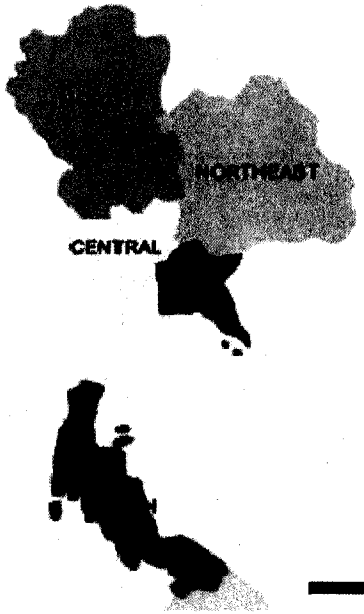


The International Experience – Government Activities

2007N-0277 TS20

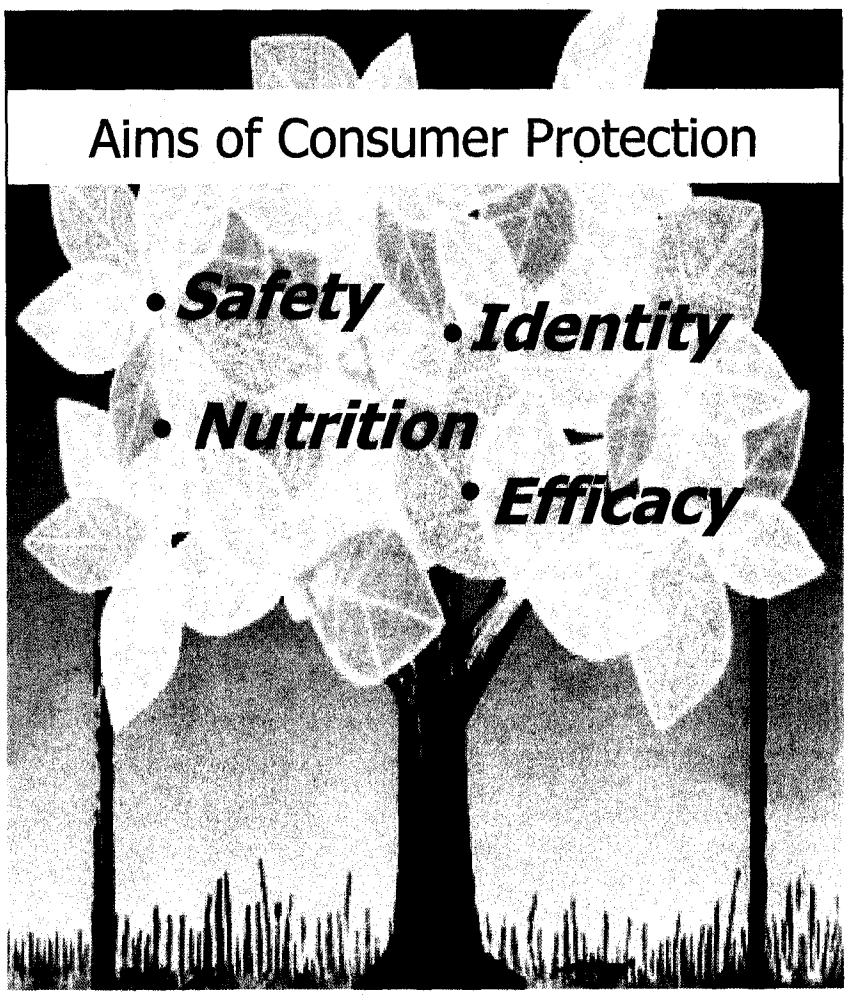
Dr.Tipvon Parinyasiri
Director of Food Control Division
Thai Food and Drug Administration

Outline

- How do we work?
- Effective factors of proceeding on consumer protection
- Experience of Thai FDA on Nutritional Labeling

How do we work ?

Thai FDA Use Food Law As Tools



Responsibilities of Thai FDA

1. Legislate notifications of Ministry of Public Health

2. Pre-marketing control

3 Post -market Contr

4.Surveill nce

5. Support & Cooperate technical knowledge

6. Disseminate k edge & Develop consumer behavi

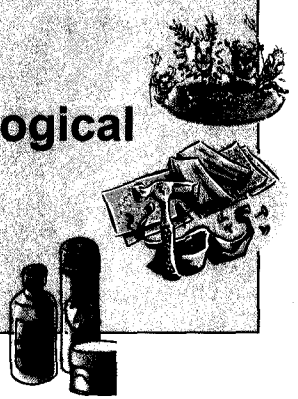
Targets of Consumer protection

- Safety

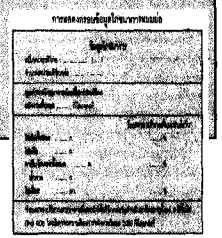
- Identity
- Efficacy

Safe from 3 hazardous agents

- Microbiological
- Chemical
- Physical



- Types of Nutrients
- Serving size
- Nutritional information



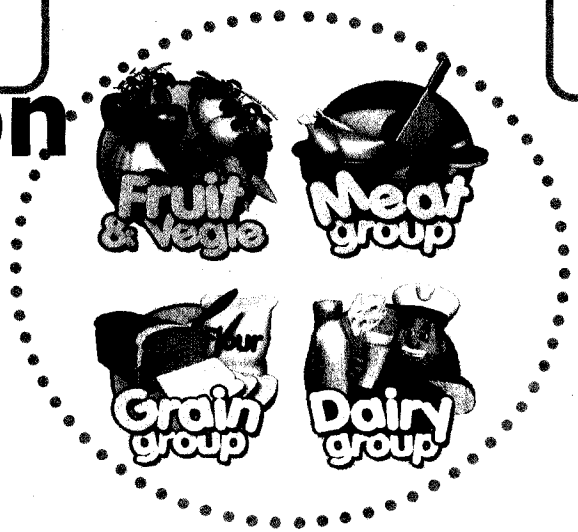
Consumers expect

- proper consumption
- Identity
- Efficacy

Factors affecting consumer protection

2. Globalization

3. Modernization



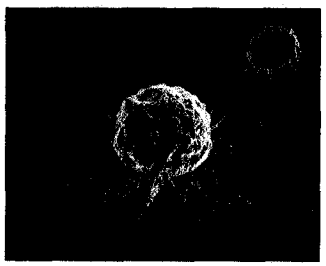
1. Food Incidents

Trend of Health Concern

Past

Present

Communicated Diseases



Trend of health concern

Target of consumer protection in food

Quality and Standard	Safety Aspect	Nutritional Identity
↕ Impact	↕ Impact	↕ Impact

Communicate Diseases → **Non-communicate diseases** → **Behavior-related Diseases**

Non-communicate diseases

- -Cancer
- -Food intoxication
- -Food Poisoning
- -Etc.

Behavior-related Diseases

- -Heart Disease
- -Hypertension
- -Diabetes
- -Etc.

Trend of health concern: Past to Present

Food Origin

Nutrition Labeling (9)

Notification of Ministry of Public Health (No. 182) B.E. 2541 (1998)

- Voluntary
- Mandatory only for the following foods;

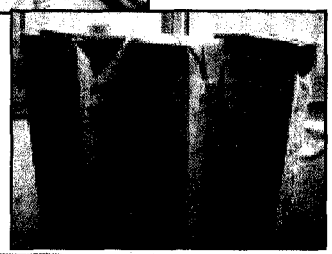
1. Food with Nutrition Claim
2. Food using Nutrition for Sale Promotion
3. Food Stating Specific Groups of Consumers

for Sale Promotion

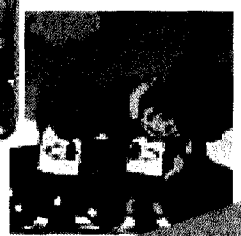
Objectives of Nutrition Labeling

Inform information to consumers through Label

Parent/Children can purchase suitable products

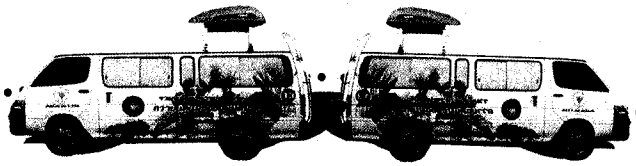


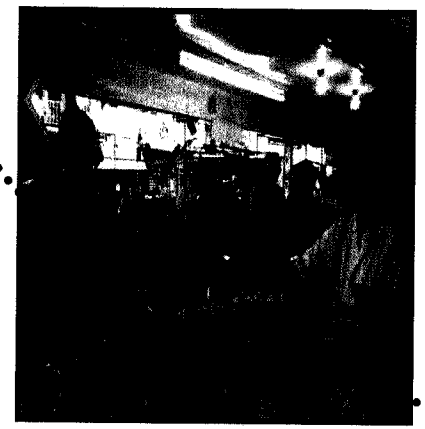
Protect malnutrition

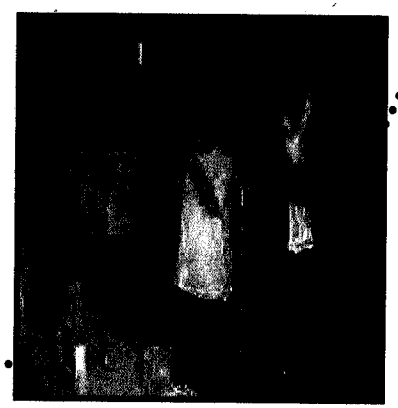


How Do Thai FDA Educate the Consumer? (11)

Surveillance Support & Cooperate Technical Knowledge







Rapid Survey

Problems from improper consumption behavior

Over nutrition and Obesity *Problems*

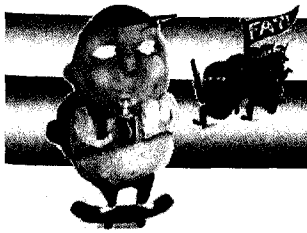
In Thailand **(1996-2001) :**

40% obesity problem
was increase in Children below 6 years old

Obesity: a cause of health diseases

Such as:

- **Hypertension**
- **Osteoarthritis**
- **Diabetes Mellitus**
- **Mental and Social illness**



Notification of MoPH
Re: Labelling Requirement of Snack Foods

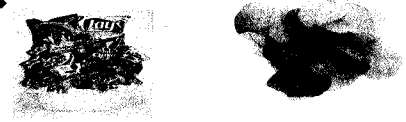
OBJECTIVE

To Protect malnutrition

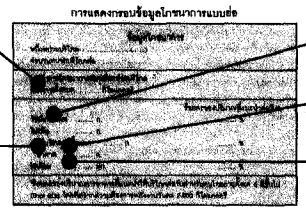
Inform information to consumers through Label

Parent/Children can purchase suitable products

Measures in Thailand



- **Phase I**
  5 priority types of Snack Foods



- Obligatory Nutritional Labeling

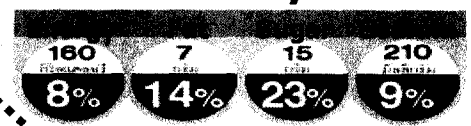
" Take Less and Exercise for Health "

- Warning

Multiple Traffic Light

- Voluntary Nutritional Sign Post

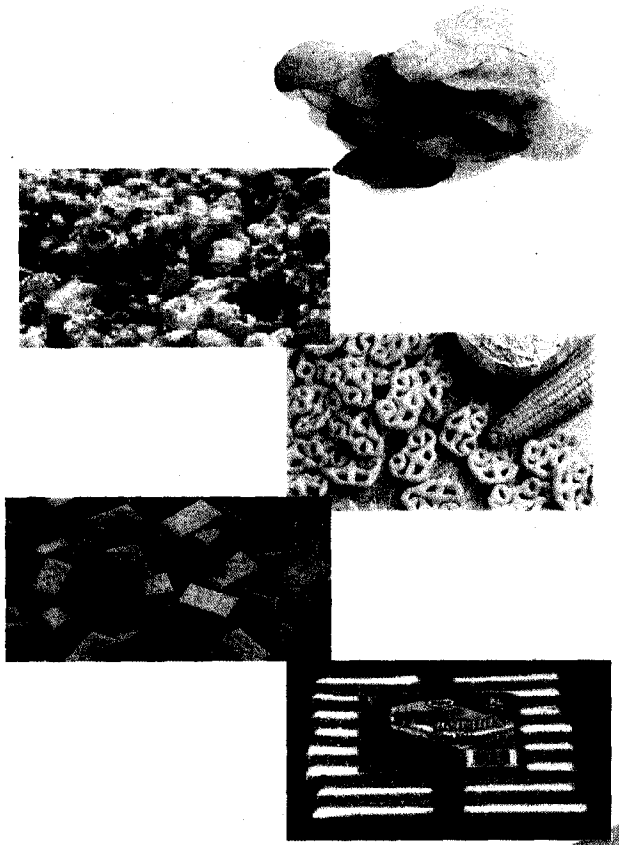
Guideline Daily Amount



Phase I

5 types of Snack Foods

- Potato Chips
- Corn Chips
- Rice Crisps (extrude)
- Biscuits
- Stuffed wafers



BACK

Obligatory nutritional labeling

Nutrition Information
Serving size **:** .....(.....)
Servings Per Container ..... **:** .....

Amount Per Serving
Calories ..... Kcal

%Thai

RDI*
Total Fat .....g.
..... %
Protein ..... g.
Total Carbohydrate ..... g.
..... %

Sugars ..... g.
Sodium ..... mg.
..... %
Cholesterol ..... mg. (in case of significant
.....%

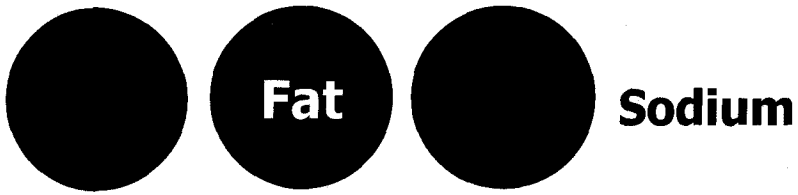
BACK

Nutritional sign post

Proposed by:

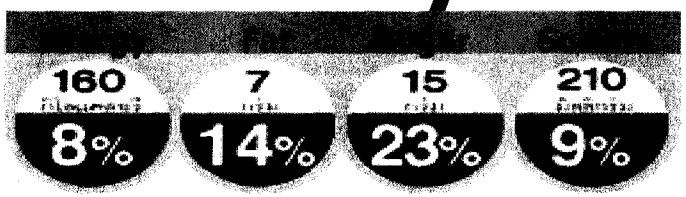
NGO

Multiple Traffic Light



Private company

Guideline Daily Amount

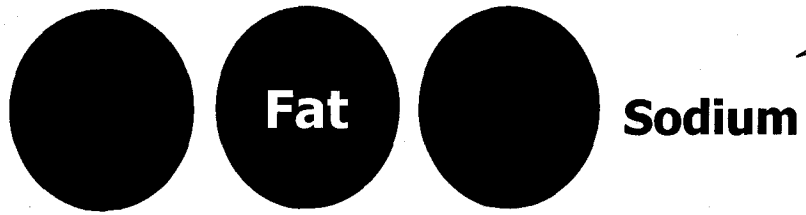


Nutritional sign post

(17)

Multiple Traffic Light

NGO



Nutrient	Thai RDI	Colors of traffic light sign post		
		GREEN	YELLOW	RED
		≤5%	5-10%	>10%
Energy (kcal)	2000	≤ 100	>100-200	>200
Fat (g.)	65	≤ 3.25	> 3.25-6.5	>6.5
Sugar (g.)	50	≤ 2.5	> 2.5-5	>5
Sodium (mg.)	2400	≤ 120	>120-240	>240

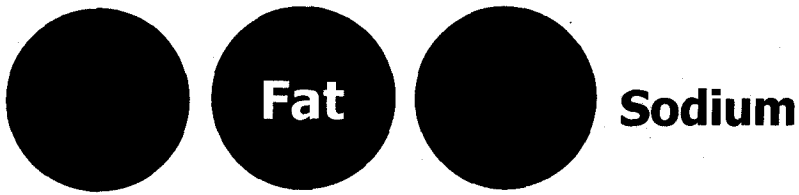
** Thai RDI based on 2000 kcal**

Nutritional sign post

Proposed by:

NGO

Multiple Traffic Light



Pro-

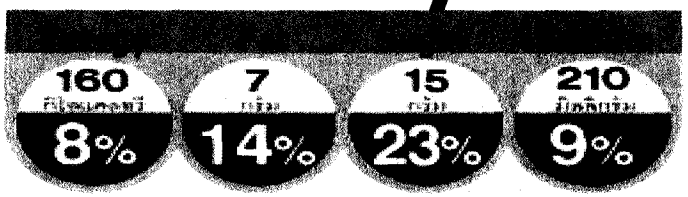
- Spontaneous
- Customer response was positive

Con-

- Red meant stop /danger rather than warning
- Traffic Lights would not empower or educate customers about basic

Private company

Guideline Daily Amou



Pro-

- Colors is not mislead to
- Clear and simple

Con-

- Not different from normal nutritional labeling

Nutritional symbol

(19)

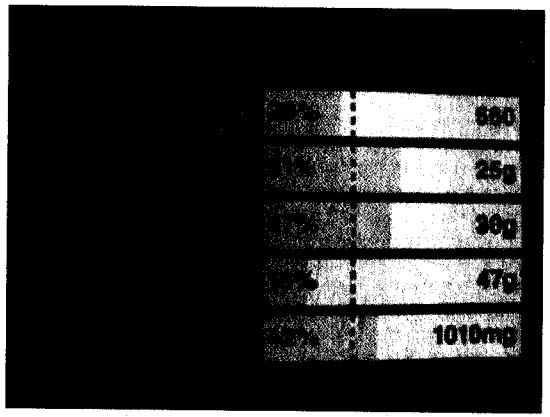
Heart Foundation of Thailand

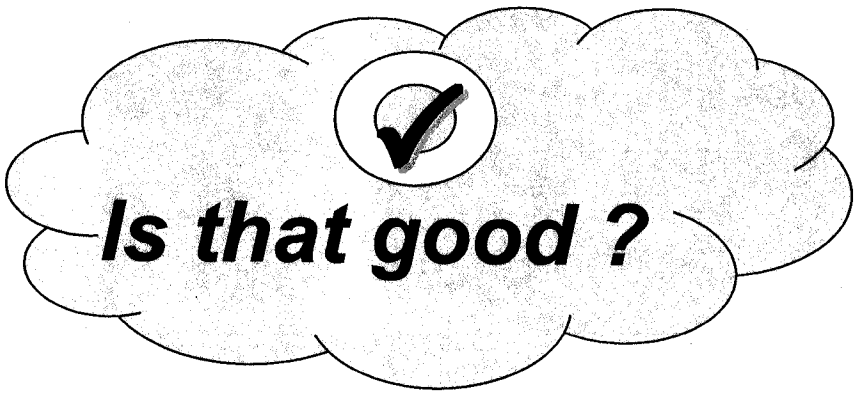
Nutrient	Cereal and Product
fat (g.)	≤ 3g/100g
sugar (g.)	≤ 7g/100g
Sodium (mg.)	≤ 250mg/100g
Fiber (g.)	> 2g/100g

Iron / Vitamin A / Iodine deficiency

Product fortified Iron / Vitamin A / Iodine more than 20% Thai RDI per serving

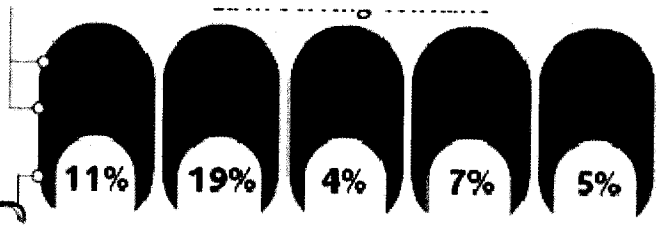
What is the best tool for Thai consumer????

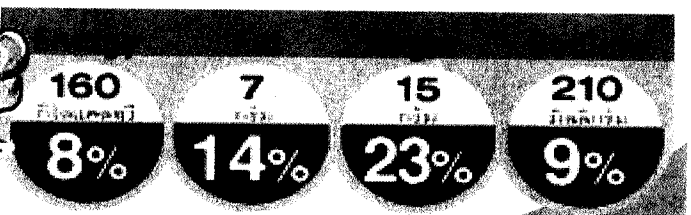




FAT	0.75g per serving
SATURATES	0.3g per serving
SALT GDA 6g	0.3g per serving
SUGAR	11.7g per serving

■ HIGH ■ MEDIUM ■ LOW





Thai Food and Drug Administration
http://www.fda.moph.go.th