### Food Policy Highlights from Around the World

**New Zealand and Australia’s health claims standard (2013)**
- Health claims & nutrition function claims can only be used on foods with a healthier nutrient profile
- Requires approval for disease risk reduction health claims
- European Union’s mandatory nutrition labelling (2011)
  - Requires a list of nutrient content on most pre-packaged foods
  - Permits voluntary development of front-of-pack nutrition labelling

**Finland’s salt warning label (1993)**
- Explicitly communicated high salt content
- Encouraged product reformulation through specific salt limits

**Also restricts gratuitous incentives when advertising children’s foods on TV, radio and internet**

**South Korea’s food advertising restrictions for children (2008)**
- Bans TV advertising for specific food categories during children’s prime time viewing
- Mexico’s sugary drinks tax (2013)
  - Increases price of sugary drinks by about 10%
  - Application at point of production simplifies its implementation

**Hungary’s public health tax (2012)**
- Provides incentive for reformulation of selected food products through taxing salt, sugar and caffeine content
- Effectively increases price at point of purchase of most targeted products

**French Polynesia’s tax on sugary products (2002)**
- Taxes sugary drinks, confectionary, ice cream
- Between 2002 and 2006, tax revenue went to a preventive health fund; from 2006, 80% has been allocated to the general budget and earmarked for health

**New York City’s Health Bucks programme (2005)**
- Provides direct incentive for low-income people to allocate spending to fruits and vegetables
- Shows potential for scaling up

**Slovenia’s school nutrition law (2013)**
- Bans vending machines selling food and drink on school property
- The ban complements standards and subsidies for school meals, cross-curriculum nutrition education, and a school fruit programme

**Denmark’s trans fat law (2003)**
- Bans the sale of products containing trans fats
- Complete ban facilitates monitoring

**Austria’s trans fat regulation (2009)**
- Sets clear limits on trans fats for different food items
- Targets producers and retailers

**Ghana’s fat content standards (1990s)**
- Limits fat levels in meat (domestic and imported)
- Reduces availability of high-fat meats, enforced by meat testing

**Street vendors using healthier oils can display a ‘Healthier Choice’ symbol**

**New York City’s Food Standards (2008)**
- Apply to about 260 million meals/snacks served by all the city’s public institutions, with a clear coordination body
- Nutrient standards apply to both public procurement and meals

**Argentina’s salt law (2013)**
- Sets maximum salt-levels for widely consumed foods, including restaurant dishes, with clear penalties for infringement
- Includes complementary actions to raise awareness

**UK’s voluntary salt reduction targets (2006)**
- Specific targets set for 80 food groups including staples and convenience foods
- Salt levels reduced in key food products by 25-45%

**South Africa’s mandatory salt-reduction targets (2013)**
- Sets specific targets for salt reduction for 13 food categories
- Regulation enforced by government

**Singapore’s Healthier Hawker Programme (2011)**
- Engages food supply chain (e.g. oil manufacturers) to increase availability of healthier vegetable oils to street vendors at lower prices

**Western Australia’s Go for 2&5® fruit and vegetable campaign (2002–2005)**
- A sustained multi-strategy social marketing campaign
- Clearly communicated, solutions-based, delivered by credible source

**France’s National Nutrition & Health Programme: Manger Bouger (2001–present)**
- Widespread, comprehensive and sustained
- Applies across settings, including mandatory health messages for all television advertising for processed foods and drinks

The dates provided above represent either the enactment of a law/regulation/rule, or the initiation of a programme.

[www.wcrf.org](http://www.wcrf.org)
It’s 10 years since the Member States of the World Health Organization (WHO) adopted the Global Strategy on Diet, Physical Activity and Health (2004). Its objective was to help countries develop healthier environments at individual, community, and national levels that, when combined, would reduce diseases related to unhealthy diet and physical inactivity.

Since then, we’ve learned that poor diet remains one of the world’s leading causes of preventable non-communicable diseases (NCDs).

As shown by NOURISHING – World Cancer Research Fund International’s policy framework to promote healthy eating – many countries have taken food policy actions to address obesity and NCDs. Many more policies have been implemented which remain unreported or unknown, and action has also been taken to improve maternal and infant nutrition and physical activity.

However, overall progress is disproportionately low compared to the size of the burden of non-communicable diseases and the challenges of unhealthy food environments and diets.

In this leaflet we highlight a small number of food policy actions, chosen because they:

- have already been, or begun to be, implemented;
- have a relatively robust design and potential for impact;
- are supported by evidence indicating they can lead to healthier diets;
- can be tailored for application in other countries.

The policy highlights provide examples from which other countries can learn. Although not perfect, they can be used as a springboard for action. Learning from international examples is a cost-effective approach for countries with limited resources, including low and middle income countries.

We call on all countries to do more. To achieve greater impact, we need more, well-designed policy actions and better policy evaluation.

We also need a more comprehensive approach to promote healthier diets. Real change will happen when a range of complementary policy actions are working together.


We can work together to encourage and enable more effective policy actions, and establish systems for monitoring and accountability.

Visit www.informas.org for details of the INFORMAS project to monitor, benchmark and support efforts to improve food environments and reduce obesity and NCDs.