

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

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Thai FDA's New Guideline Daily Amounts (GDA) Labeling

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Sanitary/Phytosanitary/Food Safety

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Report Highlights:

TH1077: The Thai Food and Drug Administration (TFDA) passed the regulation on the new nutrition labeling system that would display the Guideline Daily Amounts (GDA). The GDA nutrition labeling system, as proposed by the TFDA, will provide guidance on energy, sugar, fat, and sodium, and would be mandatory for five groups of snack foods: fried or baked potato chips, fried or baked popcorn, rice crisps or extruded snack, crackers or biscuits, and filling wafers. The regulation will become effective on August 24, 2011.

Thai FDA's New Guideline Daily Amounts (GDA) Labeling

The Thai Food and Drug Administration (TFDA) passed the regulation on the new nutrition labeling system that would display the Guideline Daily Amounts (GDA) on the front of product package. The GDA nutrition labeling system, as proposed by the TFDA, will provide guidance on energy, sugar, fat, and sodium, and would be mandatory for five groups of snack foods: fried or baked potato chips, fried or baked popcorn, rice crisps or extruded snacks, crackers or biscuits, and filling wafers. The pattern and conditions of key four nutrients display on GDA labeling are provided in the attachment to the Ministerial notification at the end of the report. The regulation will become effective on August 24, 2011. The format of Thai FDA's GDA labeling is as below:

Nutritional value per.....
Consumption should be split intotimes.



*Percentage of maximum consumption volume allowed per day

This new GDA labeling will apply only to those five snack groups under the Ministry of Public Health's Notification No. 305 Re: "Labeling Requirement on Certain Processed Foods". Implementation for this GDA labeling standard for other products is voluntary; however it must follow the existing regulations of the Ministry of Public Health Notification No. 182 Re: "Nutrition Labeling". The existing importers of those five snack groups prior to August 24, 2011 required complying with new GDA labeling within 180 days after the effective date. Additionally, products displaying the existing label can be used up to a year after the regulation has been implemented or August 24, 2012. Even though U.S. food exports already follow GDA labeling under U.S. guidelines, the importers still have to prepare a sticker with Thai FDA's GDA tablets to be put in on the products' front of package.

Several concerns raised on this new regulation are as follows:

- Based on the proposed regulation, the nutritional value displays on GDA label is per pack instead of per serving. This is very difficult for the consumer to instantly compare the nutritional value of each product that has different packaging sizes.
- For any product that its package contains over 10 servings, such as U.S. family-pack potato chips, the nutritional value such as energy will be high and might be misleading as it can be perceived by consumers that the product has too much energy or fat.

Thailand imported those five groups of processed food in a value of US\$4.4 millions in 2010. The Thai

FDA is now in the process of notifying this initiative to WTO.

Appendix

The Notification of the Ministry of Public Health RE: Labelling of Certain Ready-To-Eat Food (No.2)

.....
Whereas it is appropriate to declare value of energy, sugar, fat and sodium in the pattern of GDA (Guideline Daily Amounts) on the label of certain ready-to-eat foods for the benefit of the consumer;

By virtue of the provision of Section 5 and Section 6(10) of Foods Act B.E.2522 which is an act containing some provisions concerning the limitation of the rights and freedom of a person, which Section 29 combined with Section 36, Section 41, Section 43 and Section 45 of the Constitution of the Kingdom of Thailand prescribes to be permissible by virtue of a legislation, the Minister of Public Health issues an announcement as follows:

Clause 1 Foods under Clause 1 of the Notification of the Ministry of Public Health (No. 305) B.E.2550 RE: Labelling of Certain Ready-To-Eat Foods dated 30 August 2007 shall be the food required to be declared of its energy, sugar, fat and sodium in accordance with GDA (Guideline Daily Amounts).

Clause 2 Declaration of value of energy, sugar, fat and sodium as mentioned in Clause 1 above shall be in accordance with pattern and conditions specified in the attachment attached hereto.

Clause 3 The person producing or importing such foods mentioned in Clause 1 before the notification has come into force shall comply with this notification within the period of one hundred and eighty days from the date this notification has come into force and the existing label may be further used for not later than one year from the date this notification has come into force.

Clause 4 This notification shall come into force after ninety days from the date next to the date of its publication in the Government Gazette.

Published on this 7th day of May B.E.2554 (2011)

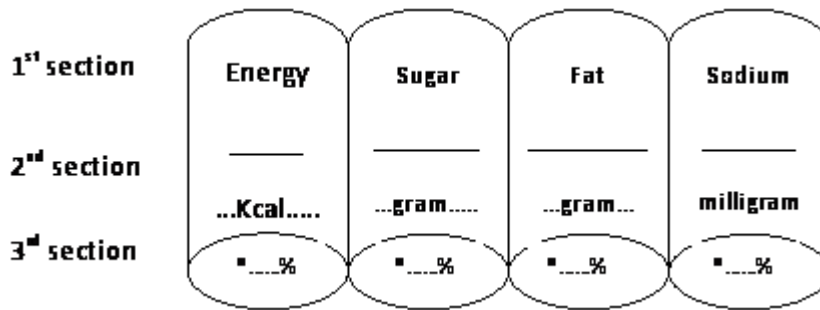
Jurin Laksanawisit
Minister of Public Health

Attachment to the Announcement of the Ministry of Public Health RE: Labeling of Certain Ready-To-Eat Food (No.2)

.....
Declaration of amount of energy, sugar, fat and sodium in the food shall be subject to the pattern and conditions as follows:

1. GDA (Guideline Daily Amounts) pattern:
 - 1.1 Cylinder shape with rounded ends line in vertical direction for 4 cylinders to demonstrate amount of energy, sugar, fat and sodium, respectively.
 - 1.2 The edge color of such cylinders shall be in one of the following: black, dark blue or white; as the case maybe and it shall be contrast with the background of the label.
 - 1.3 Background color within the cylinder shall be white only.
 - 1.4 All lines in the cylinder shall be in black or dark blue and shall be the same color as that of characters shown in the cylinder.
 - 1.5 They must be presented in the front of the label in a conspicuous and clear position.

Nutritional value per.....
 Consumption should be split intotimes.



*Percentage of maximum consumption volume allowed per day

2. Amount of energy, sugar, fat and sodium shall be demonstrated in character pattern and size which can be easily illegible and conspicuous in the cylinder in order as follows:
 - 2.1 1st section demonstrates messages “Energy”, “Sugar”, “Fat” and “Sodium” in the same color as that of the line in the cylinder.
 - 2.2 2nd Section demonstrates amount of energy, sugar, fat and sodium in per a unit of package calculated from volume per consumption unit multiplied with number of consumption unit.
 Energy unit in kCal
 Sugar unit in gram or g.
 Fat unit in gram or g.
 Sodium unit in milligram or mg.
 - 2.3 3rd section demonstrates amount of energy, sugar, fat and sodium in percentage as follows:
 Energy in percentage of 2,000 kCal
 Sugar in percentage of 64 grams
 Fat and Sodium in percentage of 65 grams and 2,400 mg, respectively
3. Demonstrate messages by applying clears and conspicuous characters as follows:
 - 3.1 “Nutritional value per.....” (the blank area shall be filled up with common packaging unit e.g. per 1 cup, sachet, box or bag) shall be in the top of the cylinder.
 - 3.2 “Consumption should be split intotimes” (the blank area shall be filled up with number of times recommended for consumption in case one packaging unit contains volume more than one consumption unit.) shall be under the message “Nutritional value per.....”.
 - 3.3 “*Percentage of maximum consumption volume allowed per day” shall be inserted at the lower part of the cylinder.

End of the Report.