

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Peru

Post: Lima

Peru drafts junk food regulation

Report Categories:

Agricultural Situation

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Report Highlights:

Peruvian Congress drafts regulation to regulate "junk" food advertisement and labeling

General Information:

On May 15, 2012, Peru's Congressional Consumer Defense Committee approved a draft regulation titled Law to Promote Healthy Nutrition of Children and Teenagers. The proposed law intends to prohibit advertisements and sales of "unhealthy" food in schools and ban TV and radio advertisements during "family" hours (6am-10pm). The law also mandates that all food items be carrying warning labels which indicate that they are high in sugar, salt, saturated fat or trans fat and that consuming such products can lead to chronic diseases. This draft also imposes restrictions to give toys as part of the marketing campaign.

There are several problems with this law, such as the strict parameters used to establish a given food as "unhealthy". Under these parameters, apples, oranges, avocado, peanuts, eggs, and nuts would be considered as "unhealthy."

Currently the draft regulation has been approved at a Committee level, but due to the major push back it has received from the private sector, they have not forwarded it to the floor for debate at this time. Apparently the committee is revising it to incorporate some suggestions; however no major change is expected. If the law is approved, it will also affect restaurants, including the ones that offer traditional Peruvian food, and will undermine Peru's effort to promote its cuisine around the world.