



## **Results of the Initial Implementation of the Chilean Labelling Law**

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### **Abstract**

In Chile, as in most countries worldwide, obesity and diet-related chronic diseases are the main causes of death and disability. The Chilean Food Labeling and Marketing law was implemented in June 2016 to promote healthier food environments and halt the obesity epidemic. The law considers the use of a black stop sign to signal packaged foods that have increased concentrations of calories, sodium, sugars, and saturated fats (i.e., warning labels) among other actions. We will present results of the initial implementation of the regulation from a consumer and industry perspective. Using a variety of quantitative and qualitative techniques and data sets we show that warning labels were well-understood and highly value by consumers what resulted in decreases in purchases of labelled foods. We also observed that the food industry had a good compliance with the regulation and reformulated food products particularly with respect to sodium and sugars after the implementation of the law. We are conducting follow-ups studies that will allow us to confirm these findings on the medium-term as well as in other outcomes.

### **Biography: Dr Camila Corvalán**

Dr Camila Corvalán is a researcher at the Institute of Nutrition and Food Technology (INTA) where she coordinates the Center for Research in Food Environments and Nutrition-related Chronic Diseases (CIAPEC). Her research focusses on understanding the early origins of obesity and diet-related chronic diseases and translating these findings into public programs and policies. Currently, she coordinates the INFORMAS food environment platform in Chile and leads the evaluation of the Chilean Food Labelling and Marketing Law.