

REDE ROTULAGEM

STATEMENT REDE ROTULAGEM

In view of the announcement of the nutrition labeling model to be adopted for food product packaging made on October 7th, at the 19th Public Ordinary Meeting (ROP, acronym in Portuguese) of the Joint Board (DICOL, acronym in Portuguese) of the Brazilian National Health Surveillance Agency (ANVISA, acronym in Portuguese), Rede Rotulagem, which comprises 21 entities of the food and beverage industry, publicly recognizes and values the significant regulatory enhancements contained in the approved proposal for the Joint Board's Resolution (RDC, acronym in Portuguese) as compared to what was presented during the public consultation.

Although the manufacturing industry has always defended a more informative model, having even suggested the traffic light design (colored GDA) during the Public Consultation process, we trust that the model approved by ANVISA meets the objectives proposed since the beginning of the regulatory process. For Rede Rotulagem, what is most important is to have a model that brings information to consumers.

The manufacturing industry recognizes this innovative and democratic process conducted by ANVISA. We will start adapting to the new rules across the country and we are committed to implementing educational actions for consumers, offering clarification and guidance about reading and understanding the new labels.

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Canais Sua Liberdade de Escolha



Compartilhe nossas informações nos canais digitais da sua entidade, em defesa de uma rotulagem nutricional informativa e do direito de escolha consciente do consumidor!