

## D INDUSTRY ACTORS WORKING AGAINST OCTAGONAL WARNING LABELS

our public health policy-making processes.

nd the front-of-package labelling Regional Standard for pre-packaged food products in 2018, some actors in the ultra-industry — supported by the wider private sector industry in the Caribbean — have become overpowering actors in healthy food

Warning Label has been proven to be **NINE times more effective** at helping consumers quickly, correctly and easily identify sodium and fats, some actors in the industry have strongly opposed it publicly and behind closed doors. They have tactics (see below) which not only significantly delayed the approval process, but weakened the front-of-package labelling

### Industry Actors Working Against Octagonal Warning Labels





## See Truth:

It's food companies that profit from the sale of ultra-processed food products who help design policies that will impact the sale of those products. This is a clear conflict of interest.





## Truth:

agonal Warning Label is proven to be 9x effective at helping us quickly, correctly identify products high in sugars, and fats than any other front of package system.

ed reduce the purchase of ultra-processed products by 24%!





## TACTIC #3

*"GOOD IN OUR  
COMMUNITIES THROUGH OUR  
HEALTHY ACTIVITIES!"*



## e Truth:

Food industry often uses sponsorships of nations (especially of their healthy products within vulnerable communities) as part of their marketing strategy to gain new customers and brand recognition as well as public support, credibility and political authority.





## TACTIC #4

*CONDUCT OUR OWN  
STUDIES TO DETERMINE THE  
POINT-OF-PACKAGE  
LABELLING SYSTEM."*



## 3 Truth:

nce used for public health policies to  
our people must be unbiased and  
dent.

gn of policies to reduce the consumption of  
ocessed food products cannot be influenced  
rch done by unhealthy food companies who  
om the consumption of these  
ocessed food products.



4.

# For Youth See The Truth.

Professionals speak out against food industry interference tactics that are obstructing health policies!

Find out more here

is facing a health crisis fuelled by a rise in unhealthy diets with an excess of ultra-processed food products high in other additives. This type of diet is the leading risk factor for obesity and non-communicable diseases (NCDs) such as hypertension and even some cancers; so changing unhealthy food environments is a priority.

Caribbean Public Health Agency (CARPHA) and the Pan American Health Organisation/ World Health Organisation front-of-Package Warning Labels as a key policy measure which will help consumers make healthier and more informed food choices and easily identify products which should be regulated through other measures, such as taxation or bans on the sale and marketing of sugary drinks in schools.

In island developing states where the rules of engagement between public health and the private sector are murky and unclear, policymakers — and to some extent, the public —are increasingly acknowledging industry interference as a major obstacle to the implementation of effective healthy food policies like Front of Package Warning Labelling like the Octagonal Warning Label.

The continued resistance and opposition to health policies like the Octagonal Warning Label is therefore delaying the Caribbean's potential for a healthier population.

Octagonal Warning Labels, and transparent and accountable governance systems.

July 2024

od policies like the Octagonal Warning Labels, and build support for the implementation of measures to safeguard against industry interference tactics deployed during the front-of-package labelling decision making process.



# What Is Happen Labels in C

The role of octagonal warning labels in

Webin



You deserve the label that works best.

The Octagonal Warning Labels help consumers #ActOnFacts



## Octagonal Warning Labels Help Consumers Act on Facts

Currently the Caribbean does not have standardised nutritional labelling for pre-packaged foods. More impactful labels are needed and the Octagonal Warning Label – as the most effective option – is a crucial step toward creating the healthy food environments

### What Is Happening With Food Labels in CARICOM

On Wednesday 4 October, 2023 the HCC in partnership with UNICEF and the Caribbean Public Health Law Forum, providing an update on the status of front of package nutrition labels in CARICOM including: promoting the new campaign entitled Octagonal warning labels help consumers #ActOnFacts

[Read more](#)

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always prioritise people over profit! But in practice, our policymaking doesn't seem to always live up to that principle, how can we make a difference?

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