



MEXICO: FOP LABELING

OCTOBER 16, 2020

FRONT-OF-PACKAGE NUTRITION LABEL

- Warning labels for excess –
 - Calories
 - Sodium
 - *Trans* fat
 - Sugar
 - Saturated fat
- Restrictions on products marketed to children
- Mexico's COVID experience one factor



IMPLEMENTATION TIMELINE

- October 1, 2020: In force
- September 1 - November 30: No penalties during verification
- September 1 – September 30: Compliant products may be sold
- October 1 – November 30: Products not compliant with warning signs may be sold if otherwise in compliance with labeling requirements
- October 1, 2020 – March 31, 2021: Temporary FOP label stickers allowed

SOURCE: USDA/FAS

RELATED ISSUES: TAXES & REGULATIONS

- Federal taxes proposed on fat, sugar, salt
- Proposed restrictions on retail sales to those <18
- Governing party appears to have retreated – not enacted at federal level
 - Lopez Obrador campaigned on no tax increases in 1st 3 years of term
 - Retailers strongly opposed restrictions, taxes
- However, some states enacted new laws
 - Oaxaca ban on sales to children

RELATED ISSUES: INTERNATIONAL OBLIGATIONS

- U.S. at WTO Technical Barriers to Trade committee meeting:
 - Law may be “more trade restrictive than necessary to meet Mexico’s legitimate health objectives”
- No formal action taken
- Law applies to both domestic, imported products