President of Mexico  
Andrés Manuel López Obrador

World Public Health Nutrition Association, a global association with more than 500 experts on public health nutrition in 65 countries, would like to extend our sincere congratulations to your Government for adopting the new Front-of-Pack Food Labelling law and the Norma Oficial Mexicana NOM-051-SCF/SSA1-2010. We recognise the work done by the Ministry of Economy and the Ministry of Health.

World Public Health Nutrition Association has been a leading association in protecting public health initiatives and strategies aimed at improving the food and nutrition status of populations. As international observers of the actions taken recently by the Mexican Government to protect and inform Mexicans about packed food content, we celebrated this valuable and concrete step towards achieving better food environments.

The relevance of healthy eating in achieving better health is a recognised factor that needs to be supported by environmental changes. Access to unhealthy foods and beverages, with a high content of sugar, salt, fat is a significant contributor to the current obesity and diabetes epidemic Mexico is experience. Regulations such as front of pack labelling enhance the right to access information and will contribute to informed choice and better decisions when people are choosing foods.

We recognise the NOM-0519SCF/SSA1-2010 is a novel and advanced regulation, and it is based on the best available evidence on the matter. Among other elements that protect health, mainly among children, are key points such as:

- Including warning labels on products containing caffeine.
- Including warning labels on products containing unhealthy sweeteners.
- Applying the World Health Organization criteria to differentiate foods, based on the best available evidence, free from conflict of interest.
- Using the standard measure of 100g or 100ml to categorise foods instead of using logos and portion sizes defined by food manufacturers.
- Restriction on using elements to persuade consumers to buy products such as food legends, endorsements, or using characters or cartoons on the marketing and package of products.

We reiterate our support and appreciation of the Mexican Government’s efforts on this subject, and the enormous contribution this achievement means to national and international public health nutrition agendas. Mexico has been and continues to be a leader in approving evidence-based health policies aimed to prevent and control the current global crisis of non-communicable diseases.

Sincerely,

Margaret Miller  
President, World Public Health Nutrition Association