

CATEGORY RESPONSIBLE LABELLING



CATEGORY CONTEXT

Nutrition labelling is an important tool for promoting food safety, raising consumer awareness and encouraging healthier food choices. Both back-of-pack and front-of-pack (FOP) labelling enable consumers to make informed choices about the nutritional content and quality of purchased food. In addition, labelling schemes and standards can incentivize food and beverage (F&B) manufacturers to improve the healthiness of their products thereby contributing to healthier diets.

FINDINGS

Back-of-pack nutrition labelling is regulated in Tanzania, and therefore is not assessed in this chapter, which aims to scope companies' labelling commitments that go beyond regulatory compliance. Currently, the Tanzanian government has not yet developed or endorsed a FOP nutrition labelling scheme, and therefore this assessment did not include questions on FOP labelling.

None of the 10 companies assessed was found to explicitly commit to only placing nutrition or health claims on products that meet the defined specific nutrition criteria of a nutrient profiling model (NPM). However, some company websites show examples of the use of nutrition and/or health claims for specific products (see Table 2).

TABLE 1
POLICY LANDSCAPE

National Policy or Regulation	Summary
Tanzania Food, Drugs and Cosmetics (Food Labelling) Regulations, 2006 and Nutrition labelling – Requirements 2015	Provides detailed specifications for the labelling of prepackaged foods. The standards mandate that labels must provide essential information such as the product name, list of ingredients, net weight or volume, and contact details for the manufacturer or distributor. In addition, nutritional information such as calorie content and key nutrients levels are required, along with expiration dates to indicate shelf life. Labels must also state the country of origin and be written in either . Health and safety warnings, including storage instructions, must also be included. ^{1,2}
Standard on the use of nutrition and health claims (EAS 805:2022)	Specifies requirements for the use of nutrition and health claims in food labelling and advertising. These standards are aligned with Codex Alimentarius guidelines on Nutrition and Health Claims (CAC/GL 23-1997).

TABLE 2
EXAMPLES OF PRODUCTS THAT CARRY HEALTH AND NUTRITION CLAIMS

Company	Content of Health or Nutrition Claim
Coca-Cola	Zero Sugar Monster Energy: Online description states “Monster Zero Sugar helps fight fatigue with 160mg of caffeine and improves mental performance and focus.” ³
Bakhresa	Azam Tiger Glucose Biscuits: Carries the “Eat Healthy” tagline on pack.
Asas	Asas Yoghurt Drink: Online description states “Rich in calcium for stronger body and mind... Low fat.” ⁴
Motisun	Sayona Pineapple Juice: Online description states “Pineapples are exceptionally rich in compounds that have been linked to impressive health benefits, including improved digestion, a lower risk of cancer, improved immunity and relief of arthritis symptoms.” ³² Sayona Chwunga Orange Juice: Online description states “Oranges have been known to help increase levels of good cholesterol and decrease bad cholesterol in the blood. Chungwa (Oranges) have also been known to decrease inflammation, aid in disease prevention, improve heart health, promote bone formation and wound healing. Fun Fact: Chungwa (Orange) juice can increase the pH of the urine and, as a result, lower the risk of kidney stones.” ⁵
MeTL	MeTL Safi Oil: Carries the “Mafuta safi kwa afya yako” tagline on pack, meaning “Pure oil for your health.”

KEY INDUSTRY RECOMMENDATIONS

To ensure that F&B companies accurately contribute to consumers’ awareness on healthy food choices in Tanzania, companies are encouraged to:

- Support Tanzania’s National Multisectoral Nutrition Action Plan 2021-2026, including a potential future government-endorsed front-of-pack label. Refrain from using FOP labels in the absence of a government-endorsed FOP labelling scheme.
- Commit to refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the Tanzania Food-based Dietary Guidelines or formal nutrition criteria of an internationally recognized NPM.

POLICY RECOMMENDATIONS

The government is encouraged to develop and implement a FOP nutrition labelling scheme—ideally on a mandatory basis—to complement existing regulations for back-of-pack labelling and the use of nutrition and health claims. Policymakers are further recommended to make use of the findings of this research to help develop a roadmap for industry and policymakers that outlines measure to incorporate nutrition criteria—potentially linked to an existing or Tanzania-specific NPM—into the requirements for nutrition and health claims.

REFERENCES

- 1 Tanzania Food, Drugs and Cosmetics (Food Labelling) Regulations, 2006 [Internet]. 2006. Available from: [https://tradebarriers.org/library/regulations/Tanzania/TANZANIA%20FOOD,%20DRUGS%20AND%20COSMETICS%20\(FOOD%20LABELLING\)%20REGULATIONS,%202006.pdf](https://tradebarriers.org/library/regulations/Tanzania/TANZANIA%20FOOD,%20DRUGS%20AND%20COSMETICS%20(FOOD%20LABELLING)%20REGULATIONS,%202006.pdf)
- 2 TBS. LIST OF NEW AND REVISED COMPULSORY STANDARDS AS OF JUNE 2024 [Internet]. 2024. Available from: <https://www.tbs.go.tz/uploads/files/LIST%20OF%20COMPULSORY%20TANZANIA%20STANDARD%20AS%20OF%20JUNE%202024.pdf>
- 3 Monster Energy. Monster Zero Sugar | Monster's Original Energy Drink [Internet]. [cited 2025 Jun 4]. Available from: <https://www.monsterenergy.com/en-us/energy-drinks/monster-energy/zero-sugar/>
- 4 satishverma.2020@gmail.com) I (Satish V. <https://asas.co.tz/> [Internet]. [cited 2025 Jun 4]. Available from: <https://asas.co.tz/>
- 5 Sayona Drinks Powerd By Motisun Group [Internet]. [cited 2025 Jun 4]. Available from: <https://sayona.co.tz/detail?b=18&c=&a=Pineapple%20Juice>