

# CATEGORY RESPONSIBLE LABELLING



## CATEGORY CONTEXT

Nutrition labelling is an important tool that supports consumer nutrition awareness and informed product choices.<sup>1</sup> Evidence shows that back-of-pack (BOP) and front-of-pack (FOP) nutrition labelling can help guide consumers in understanding the nutritional content and quality of food products. Labelling schemes and standards can also contribute to healthier diets by incentivising F&B manufacturers to improve the overall quality—particularly nutritional—of their products.<sup>1-3</sup>

## FINDINGS

BOP labelling is already regulated in the Kenyan market, and is therefore not assessed in this chapter, which aims to evaluate companies' labelling commitments beyond compliance with regulation.

The Kenyan government has developed a FOP nutrition labelling scheme based on the KNPM nutrition criteria. No company was found to have published a position on or commitment to adopt the proposed Kenyan FOP nutrition label across its applicable portfolio, once formally enacted.

Only three companies—Coca-Cola, Flora FG, and Nestlé—were found to have a commitment to follow the 'Codex Alimentarius Guidelines for Use of Nutrition and Health Claims'. While Nestlé referenced the use of nutrition criteria in its commitment, it is unclear which criteria are being applied. No company was found to explicitly commit to only placing claims on products meeting the nutrition criteria of an NPM.

TABLE 1  
POLICY LANDSCAPE

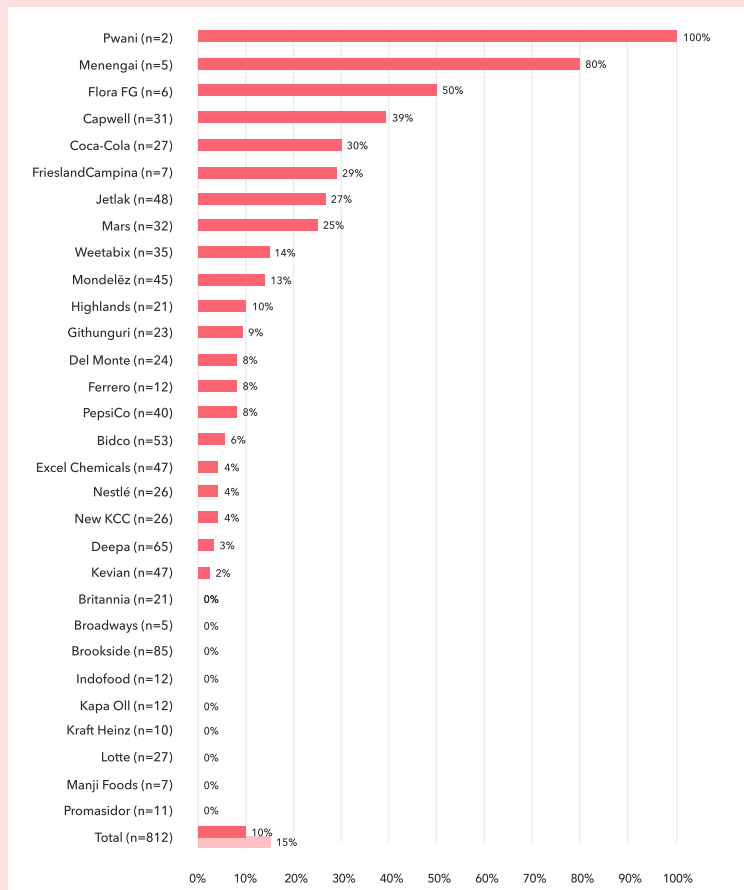
National Policy or Regulation	Summary
<b>Kenya Bureau of Standards Act (Cap 496)</b>	Outlines food labelling standards to ensure consumer protection and product quality. <sup>4</sup>
<b>Labelling of Prepackaged Foods - Specification [KS EAS 38:2014]</b>	Provides detailed specifications for how prepackaged foods should be labelled, including by food category. <sup>4,5</sup> Labels must include essential information such as the product name, list of ingredients, net weight or volume, and the manufacturer or distributor's contact details. Nutritional information—such as calorie content and levels of key nutrients—must also be included, along with expiration dates to inform consumers of shelf life. Labels are also required to state the country of origin and disclose allergens to safeguard individuals with specific sensitivities. Health and safety warnings, including storage instructions, must be clearly stated.
<b>Food, Drugs and Chemical Substances Act Cap 254 (Amendment) 2015</b>	Mandates the declaration of the level of trans-fatty acids in all food products containing edible fats and oils. <sup>6</sup> The labelling standards are aligned with international benchmarks, including those set by the Codex Alimentarius Commission, to facilitate global trade and ensure that Kenyan practices meet global standards.
<b>KNPM FOP Labelling Scheme</b>	The Kenyan government has developed the KNPM for FOP labelling and includes a proposed warning label. <sup>7</sup>



## BOX 1 PRODUCT PROFILE

ATNi's [Product Profile](#) assessment assessed companies' portfolios against the criteria of the KNPM and found that only 10% of products meet the criteria of the KNPM, and therefore would be exempt from carrying the proposed FO P warning labels (see Figure 1).

**FIGURE 1**  
**PROPORTION OF PRODUCTS PASSING THE CRITERIA OF THE KNPM**



## INDUSTRY RECOMMENDATIONS

To ensure that food & beverage companies accurately contribute to consumers' awareness on healthy food choices in Kenya, companies are encouraged to:

- Support and implement policy measures to improve consumers' awareness on healthy food choices, including the proposed government-endorsed FOP label.
- Commit to refrain from using nutrition or health claims on products that are not considered 'healthier' according to the formal nutrition criteria of an NPM, such as the KNPM.

## POLICY RECOMMENDATIONS

Government promotion and monitoring of the uptake of the forthcoming FOP nutrition labelling scheme among Kenyan F&B companies will be essential once it is enacted. Policymakers are encouraged to use the findings of this research to develop a roadmap for industry and policymakers, including policy measures that incorporate the KNPM nutrition criteria into requirements for nutrition and health claims.

## REFERENCES

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