

## **Brazil – General Labeling Requirements**

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## **Brazil - Labeling Requirements:**

### **Introduction**

MAPA and ANVISA define labeling requirements for all food products that have their Product Identity and Quality (PIQ) standards defined. If the product is permitted but not under PIQ specifications, which is the case for few products, the importer still needs to follow the rules established by the Consumer Protection Agency.

### **General Requirements and legislation**

The Brazilian Consumer Protection Lei n° 8078 of September 11, 1990(See Brazilian std 16), requires that all domestic and imported foods and beverages must provide the consumer with correct, precise, clear and easily readable information about the product in Portuguese. According to the Consumer Protection Law, the Brazilian importer is held liable in case of health risk to the consumer of an imported product. The expiration date, validity, or shelf life date is very important for Brazilian consumers and should never be overlooked. ANVISA provides the general regulatory framework for labeling domestic and imported food products, comprising: **Resolucao RDC n° 259 of September 20, 2002; Lei n° 10674 of May 16, 2003**(See Braz std no.9); **Resolucao RDC n° 359 of December 23, 2003**(See Braz std no.11); and, **Resolucao RDC n° 360 of December 23, 2003** (See Braz std no.12). INMETRO also regulates labeling. Portaria INMETRO n° 157 of August 19, 2002 (not available) defines bar coding and other technical issues related to label format, layout and measurement.

Products with mandatory registration, depending on product nature, MAPA or ANVISA will require additional notes, such as plant number, product registration number, etc. MAPA requires that, in addition to the registration of the foreign processing plant, the Brazilian importer must also file a request for the pre-registration of the foreign labels of processed meat, dairy, and seafood products.

Only those products that have their labels pre-approved by DIPOA are allowed to enter Brazil. For additional information on plant registration exporters should contact the Office of Agricultural Affairs (OAA) in Brasilia.

### **Mandatory labeling requirements**

There are some items required to appear on product front or side labels:

#### **ITEMS GENERALLY REQUIRED ON FRONT PANEL**

- Technical name, according to MAPA or ANVISA classification
- Brand
- Quantity

#### **ITEMS GENERALLY REQUIRED ON SIDE PANEL**

- List of ingredients
- Country of origin
- Producer contact information (complete name and address)
- Importer Information (corporate name, address, corporate ID)

- Date of production
- Date of product expiration
- Lot number
- Storage instructions
- Instructions for use or preparation (if necessary)
- The expression “Contains Gluten” or Does Not Contain Gluten”, clearly visible
- Nutritional information

Nutritional labeling requirements are similar to those in force in the United States. The Nutritional Information must be set by portion of food, and the portion listing must be accompanied by its respective “household measurement”, for example, cup, tablespoon, and teaspoon. The label must include the following information

NUTRITIONAL INFORMATION		
Portion of ... grams (household measurement)		
Quantity per portion	% Daily Required (VD*)	
Energy Value	Kcal = kJ	%
Carbohydrates	g	%
Protein	g	%
Total Fat	g	%
Saturated Fat	g	%
Trans Fat	g	**
Dietary Fiber	g	%
Sodium	mg	%
Vitamins/Minerals (when applied)	mg or µg	%

\* % daily requirements with reference to the basis in a 2,000Kcal, or 8,400kJ diet.

\*\* Daily requirement not established

INMETRO set the requirements for the indication of quantity. Quantity indication should appear on the front panel as demonstrated below:

INMETRO set the requirements for the indication of quantity. Quantity indication should appear on the front panel as demonstrated below:

FOR ALL PRODUCTS NET CONTENT (grams or milliliters)	MINIMUM HEIGHT OF ALGORITHMS (mm)
Below or equal 50	20
Above 50 and below or equal 200	30
Above 200 and below or equal 1,000	40
Above 1,000	60

FOR ALCOHOL CONTENT LIQUID CONTENT (milliliters)	MINIMUM HEIGHT OF ALGORITHMS (mm)
up to 600	15
Above 600 and up to 1,000	20
Above 1,000 and up to 2,500	30
Above 2,500 and up to 4,000	40
Above 4,000	60

The letters used for writing unit-of measure symbols must have a minimum height of 2/3 of the height of the algorithms. For imported products, if the original packaging gives no indication of quantity on the main panel, or if such indication is in dimensions or units which do not agree with those established by INMETRO, a special authorization may be requested to allow the quantity statement elsewhere. However, in such cases, the size of the letters used must be, at a minimum, two times greater than those established on the above table.

For products whose label is not in the Portuguese language, an adhesive sticker can be used on the original label, containing all the required information

#### **Packaging and Container Regulations:**

The Brazilian Association of Technical Norms (ABNT) is the only agency in Brazil responsible for elaboration of technical rules (standards and specifications) for the packaging and container industries. ABNT is also a founding member of the International Organization for Standardization (ISO), the Mercosul Standardization Association (AMN), and the Pan American Commission for Technical Ruling (COPANT).

ABNT conducts the certification for consumer packaging (paper and carton boxes, plastic bags, steel sheet, aluminum cans, TetraPak, PET bottles, etc.). ABNT also regulates the recycling of packaging and containers for food products. All manufacturers or importers shall be responsible for the recycling, disposal and removal of packages or containers that are likely to cause serious pollution to the environment after consumption or use. ABNT follows the international Resin Identification Code (numbering from 1 to 7) of the Society of Plastics Industry and the Standard Recycling Symbol For detailed regulatory information about packaging and containers, as well as links to the main associations of packaging and containers, access the ABNT home page at: [www.abnt.org.br](http://www.abnt.org.br).

The government's regulatory agency involved with the quality and safety of packaging and containers for handling food is the National Institute of Metrology, Standardization, and Industrial Quality (INMETRO), linked to the Ministry of Development, Industry, and Foreign Trade (MDIC). For additional information, access INMETRO's home page at [www.inmetro.gov.br](http://www.inmetro.gov.br).

The government regulatory agency involved with the toxicological aspects of packaging and containers for handling food is the National Agency of Sanitary Surveillance (ANVISA), under the Ministry of Health (MS). For additional information access ANVISA's home page at [www.anvisa.gov.br](http://www.anvisa.gov.br) .

#### **Useful Links**

On MAPA "Sislegis" portal

<http://extranet.agricultura.gov.br/sislegis-consulta/consultarLegislacao.do>

ON ANVISA (Ministry of Health) HS

[http://portal2.saude.gov.br/saudelegis/leg\\_norma\\_pesq\\_consulta.cfm?limpar=pesquisa](http://portal2.saude.gov.br/saudelegis/leg_norma_pesq_consulta.cfm?limpar=pesquisa)

or

<http://www.anvisa.gov.br/legis/index.htm>

**Sysportal inmetro:**

<http://www.inmetro.gov.br/sysportal/cgi/sysportal.exe/index#2>