

Best Practices for Adopting and Implementing a Nutrient Profile Model



What is a Nutrient Profile Model (NPM)?

A **policy tool** that helps governments identify packaged products that are less healthy so they can use public policies to discourage their consumption.

Establishes **thresholds** to determine whether food and drink products are **excessive in nutrients of concern** and classify them accordingly.



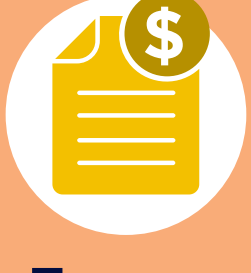
A NPM informs multiple healthy food policies



Front-of-package warning labels



Marketing restrictions



Taxes on unhealthy foods and beverages



Regulations on school-based feeding programs

Worldwide, authoritative bodies recognize that robust and evidence based NPMs are necessary for **public health and to protect the right to adequate food**.



When developing an NPM, government should:

- 1** Use strong scientific **evidence that's free of conflict of interest**

Establish a **transparent process** without industry interference
- 2** Adopt existing NPMs from World Health Organization (WHO) regions that have been **developed with rigorous standards** (e.g., Pan American Health Organization, South-East Asia Region Organization and African Region Organization)
[WHO Population Nutrient Intake Goals](#) CLICK HERE
- 3** Keep monitoring emerging evidence and lessons learned to **continuously improve standards**

- 4** **NPMs should:**
 - 5** Limit nutrients of concern consistent with **WHO Population Nutrient Intake Goals** (e.g., sodium, free sugars, saturated fats and trans fats)



 - 6** Limit ingredients of concern, **such as non-sugar sweeteners**, consistent with WHO guidelines

 - 7** Apply to the **general population**, not just to specific subgroups, such as children

 - 8** Include **thresholds for all nutrients and ingredients of concern*** that are associated with non-communicable diseases and are markers of ultra-processed products

 - 9** Apply to only two categories—**solids and liquids**—and not to multiple product-specific categories

 - 10** Establish **one threshold for each nutrient** of concern

 - 11** Apply to only **processed and ultra-processed products**

 - 12** **NOT include nutrients to encourage** (e.g., vitamins, minerals, fiber and protein)


For More Information:

Check out our [Nutrient Profile Models Position Paper](#)



* Sodium, sugar, saturated fat, trans fat and non-sugar sweeteners