

# 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



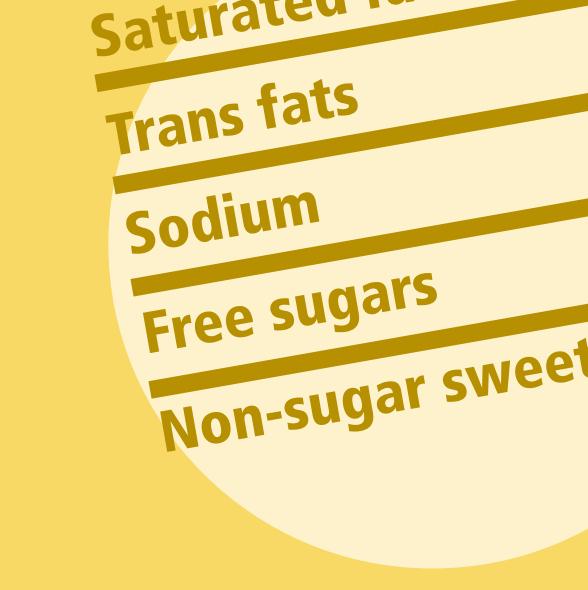
Establish a **transparent process** without industry interference

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3

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](#) 



Keep monitoring emerging evidence and lessons learned to **continuously improve standards**

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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



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

11

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



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

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For More Information:

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











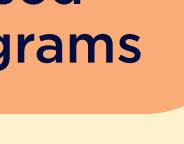






























































































































































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