The Hungarian policies to reduce population sugar intake

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Presentation outline

• Obesity prevalence in the Hungarian population
• Sugar intake data
• Legislative measures in the field of nutrition
  - Public Health Product Tax CIII Act/2011 (PHPT)
  - Decree on the nutritional standards of public catering 37/2014 Ministry of Human Resources
• Conclusions
Prevalence of obesity among adults, 2010
(or nearest year)

Source: OECD Health Data 2012; Eurostat Statistics Database; WHO Global Infobase.
Prevalence of daily soft drink consumption among Hungarian adults, OTÁP2009

Mean: 3.7 dl/day

Mean: 2.3 dl/day

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years</td>
<td>47%</td>
<td>32%</td>
</tr>
<tr>
<td>35-64 years</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>65+ years</td>
<td>7%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Distribution of Hungarian 7 year old children by nutritional status
WHO/COSI, 2010

Every 5th boy and every 4th girl are overweight or obese!
The proportion of soft drink consumers by nutritional status
(7 year old children - WHO/COSI 2010)

Mean consumption: 3.7 dl/day

- Underweight: 42%
- Normal: 43%
- Overweight: 51%
- Obese: 56%
Public Health Product Tax  
(Act CIII of 2011)

The objectives: promote healthier nutrition, encourage reformulation and generate revenue

Came into force from 1 September 2011 (since then 5 times amendments)

• Specific excise tax on a per unit measure (kg, liter)
• Based on sugar, salt and methylxantine content of products-in case of exceeding a certain level
• Pre-packaged, non-core foods
• Only products that have healthier alternatives
<table>
<thead>
<tr>
<th>Category</th>
<th>Products, Threshold levels, Tax amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sugar-sweetened beverages</strong></td>
<td>Sugar &gt; 8g/100 ml - 7 HUF/litre; Syrups or concentrates for soft drinks - 200 HUF/litre</td>
</tr>
</tbody>
</table>
| **Energy drinks**                             | 1. Metil-xantin content > 1mg/100 ml and taurin > 100 mg/100 ml - 250 HUF/litre  
2. Metil-xantin content > 15 mg/100 ml - 40 HUF/litre                                                                 |
| **Pre-packed sweetened products**             | If contains added sugar, and total sugar content > 25 g/100 g  
in case of chocolates: > 40 g sugar /100 g and less 40 g/100 g cocoa content - 130 HUF/kg;  
For sweetened cocoa powder - 70 HUF/kg                                                                                     |
| **Salted snacks**                             | Salt content > 1g/100 g - 250 HUF/kg                                                                                                                                 |
| **Condiments**                                | Salt content > 5 g/100 g, mustard, ketchup and those non-dehydrated, chopped or mashed salty vegetable flavourings - salt content > 15 g /100 g - 250 HUF/kg                                      |
| **Flavoured beer, alcopops**                  | Contains beer or any other alcohol and added sugar and its total sugar content > 5 g/100 ml - 20 HUF/litre                                                                     |
| **Fruit preserves**                           | Fruit preserves, with the exemption of extra jam, extra jelly, marmalade and special quality jams - 500 HUF/kg                                                              |
Added sugar from taxable products as a ratio of total added sugar intake, OTÁP2009

<table>
<thead>
<tr>
<th>Proportion</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar sweetened drinks</td>
<td>32%</td>
<td>26%</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Pre-packaged sweets</td>
<td>65 g/day (male)</td>
<td>59 g/day (female)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Public health product tax impact assessment 2012

Changes in consumer behaviour

*Source: Impact Assessment of the PHPT, National Institute for Health Development, 2013
Public health product tax impact assessment 2014

Present consumption of those who lowered their consumption

Preliminary data from the interim report on Impact Assessment of PHPT, 2015 supported by WHO Europe.
Percentage of people who reduced their consumption of PHPT products by nutritional status, 2014

- Energy drinks:
  - Underw./normal w.: 18%
  - Overweight: 6%
  - Obese: 21%

- Sugar-sweetened soft drinks:
  - Underw./normal w.: 8%
  - Overweight: 11%
  - Obese: 11%

- Pre-packaged sweets*:
  - Underw./normal w.: 4%
  - Overweight: 10%
  - Obese: 9%

- Salty snacks:
  - Underw./normal w.: 6%
  - Overweight: 13%
  - Obese: 10%

- Powder soup, salty condiments:
  - Underw./normal w.: 3%
  - Overweight: 5%
  - Obese: 6%
The evidence base for the introduction of nutritional standards in public catering

National Nutritional Environment Surveys in Schools and in Pre-Schools (2008, 2009 and 2013)

Key results: Public catering does not meet healthy nutritional requirements. Legislative measures with nutritional standards are needed to reduce the significant nutritional risk posed by the present practice.
Decree on the nutritional standards of public catering
37/2014.(IV. 30.) Minister of Human Resources

1. Salt ↑
2. SFA ↑
3. TFA ↑
4. Sugar ↑
5. Fruits and vegetables ↓
Measures aiming to reduce sugar intake

- The milk offered as a drink may not contain any added sugar
- No sugar should be added to flavoured ready to eat dairy products
- Sugar concentration of tea is limited (max. 0-10g/portion)
- Added sugar intake is limited to an average 8 E% during the ten day menu cycles
- Sugarshakers are not allowed (to put-deleted) on the tables, otherwise it is mandatory to indicate: “The excessive( salt )and sugar consumption may lead to CVD, obesity and diabetes.”
- Carbonated or sugar-sweetened soft drinks or syrups shall not be used
- Fruit and vegetable drink can be offered maximum 2-4 times/10 catering days
- Fresh drinking water or mineral water should be offered between meals
- Sweets may not be offered as main course for lunch.
Conclusions

• Diverse policy measures are needed in order to have overall population impact
• Respecting the needs of vulnerable population is essential
• To assess the scale of the problems surveys with high quality data are important for convincing decision makers
• Monitoring of impact of legislative measures is also necessary
Thank you for your attention!

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