

Nutrition labelling for fortified foods in Kenya



Mandatory fortification of wheat flour and dry milled maize products with vitamins A, B1, B2, B3, B6, B12, folic acid, iron and zinc; salt with iodine; and edible fats and oils with vitamin A.

1. TAKEAWAYS

Labels on fortified foods in Kenya must include a nutrient declaration (3). Nutrition and health claims (e.g., “source of”) can be made where conditions are met (4). A fortification logo can be displayed where a fortified food meets regulatory requirements, and KEBS approve the application to use the logo, alongside other supplementary nutrition information (SNI) (5). On page 2, wheat flour is provided as a pictorial case study product (6) along with a summary of key regulations (7) and links to further information (8)

2. GENERAL

- It is an offence to label food in a false, misleading or deceptive manner or in a manner that is likely to create an erroneous impression of the food’s character (e.g., to include B12 in the food’s ingredients list when there is no B12 in the food).
- Labels must be clearly visible and prominently displayed.
- Labels must be in English in addition to any other language. The English language type size must be \geq the type size for any other language.
- Small units with a surface area $<10\text{cm}^2$ are exempt from some label requirements.
- The Standardization Mark is mandatory on all products manufactured in Kenya and certifies that a product meets minimum standards. A permit for use is issued by the Kenya Bureau of Standards (KEBS) on application.

3. NUTRIENT DECLARATION

Nutrient declarations are mandatory for all pre-packaged foods (aside from some exemptions, e.g., for foods of nutritional insignificance like spices and herbs or small packaging) and foods on which a health or nutrition claim is made.

- Where a nutrient declaration is included on a label, it must:
 - Be presented in a numerical, tabular (or table) format or linear format where there is insufficient space.
 - The font type, style font size, and contrast should allow the nutrition information to be legible.
- Specify nutrition information in columns per 100g (solids) / mL (liquids). Information can also be given per serving as quantified on the label, per package if the package is a single portion or per portion if the package states the number of portions per package.
- Include minimum mandatory nutrition information (or voluntary where specified):
 - Energy (kcal or kJ); protein (g); available carbohydrate (dietary carbohydrate excluding dietary fibre) (g); fat (g); saturated fat (g); sodium (mg); total sugars (g), written as “Carbohydrate ...g, of which sugar ...g”);
 - Amount of any nutrient for which a nutrition claim is made, using metric units (in g/100g or % for carbohydrate, sugar, or starch; kcal or kJ/100g for energy; mg/100g for sodium);
 - Amount of any other nutrient considered to be relevant for maintaining good nutritional status as required by legislation.
 - Only vitamins or minerals for which a Nutrient Reference Value (NRV) exists and/or that are of nutritional importance in Kenya

may be included. The vitamin or mineral content must be $\geq 5\%$ of the NRV per 100g/ml and be expressed in metric units and/or as a % of the NRV or per 100g/ml or per package if a single serve

– Protein can also be expressed as a % of an established NRV

- [where claims are made] List total sugars when a claim is made on the amount and/or type of carbohydrate; or List dietary fibre when a claim is made on the amount of dietary fibre content; or List amounts of saturated, monounsaturated and polyunsaturated fatty acids, and cholesterol when a claim related to fatty acids or cholesterol is made. The amount of trans fatty acid may also be required.

4. NUTRITION AND HEALTH CLAIMS

- You may include voluntary nutrition and health claims on the label of a fortified food product, provided it is fortified in line with regulations, and it meets conditions as outlined below.
- A product may be eligible to make health claims when based on current scientific substantiation, among other things.
- A product may be eligible to make voluntary nutrient content claims for energy, protein, carbohydrate, fat, dietary fibre, sodium, and vitamins or minerals that have an NRV. This includes claims that a food is a “source of”, “high in” or “very high in” a vitamin or mineral provided it contains a specific % of the NRV for that vitamin or mineral (e.g., a claim of “source” of a vitamin or mineral must be $\geq 15\%$ of NRV per 100g). Conditions are specified for other nutrients, such as for low sodium claims.
- Comparative claims (e.g., “increased iron”) must meet conditions (e.g., foods compared must be different versions of the similar food).
- Where a consumer-ready food product carries a comparative or descriptive nutrient content claim, it must be supported by a nutritional breakdown of the attribute described. E.g., meets the criteria for a “source” claim as above.
- Some claims are prohibited, e.g., that imply a food will prevent, treat, or cure disease and inaccurate claims that a product is an adequate source of all essential nutrients.

5. SUPPLEMENTARY NUTRITION INFORMATION

The Standardization Mark is mandatory on all products manufactured in Kenya and certifies that a product meets minimum standards. Imported products must carry the Import Mark of Quality. The Diamond Mark of Quality is awarded to manufacturers who demonstrate a high degree of excellence in manufacturing and quality.

You may include the voluntary Fortification Mark of Quality if a food is fortified and labelled per regulations (e.g., an applicant must have a valid Standardization Mark or Diamond Mark of Quality (indicating excellence in product manufacturing and quality) for the food vehicle.

To use the Standardization Marks including the Fortification Mark of Quality, an application must be made to KEBS. Product compliance with relevant minimum standards is assessed that is renewable.

Voluntary SNI are allowed if they meet conditions and can only be used in addition to, not in place of, the nutrient declaration.



Fortification Mark of Quality



KEBS Standardization Mark



Import Mark of Quality



Diamond Mark of Quality

6. PICTORIAL CASE STUDY PRODUCT – WHEAT FLOUR

This case study product only details the three nutrition label types outlined in this fact sheet – nutrient declaration, nutrient content claim, KEBS Standardization Mark, and the fortification logo – along with a product name. Figures used are provided as an example only and may not be accurate. Other details are also required on food labels (e.g., ingredient list and weight) but not shown here.

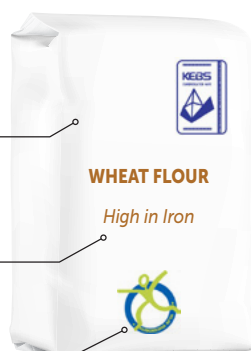


Front of pack

Standardization Mark

Nutrient content claim

Fortification logo



Back of pack



Nutrient declaration

7. MORE DETAIL ON THE LABELLING REGULATIONS



Food, Drugs and Chemical Substances Act (FDCA Act)

1965 set out offences for false and misleading labelling, as well as establishing the Minister for Health's powers to make regulations relating to food regulations and other related powers and functions, e.g., to enforce labelling.

- **FDCA (General) Regulations 1978** set out general labelling requirements (e.g., in English in addition to any other language), alongside other requirements for foods to be exported out of Kenya.
- **FDCA (Food Labelling, Additives and Standards) Regulations and subsequent amendments** set out requirements for general food labelling (e.g., brand/trade name, expiry date) and mandatory food fortification, along with standards for various foods (e.g., cheese, milk).
- **FDCA (Food Hygiene) Regulations 1978** set out requirements to obtain a licence to sell, prepare, package, store or display for sale food.

Standards Act, 1973 establishes power, duties, and functions of KEBS and the National Standards Council, and mandates KEBS' standardisation marks. The Act also sets out the requirement to apply to KEBS to use standardization marks, KEBS powers if a manufacturer fails to comply with conditions, and related manufacturer requirements (e.g., they must provide samples or information to the Council when requested in writing to demonstrate compliance).

- **KS EAS 38: 2014 Labelling of pre-packaged foods – General requirements** sets out general labelling requirements, including mandatory labelling such as ingredients list, date marking, weight, etc., and establishes KEBS' certification marks (e.g., Standardization Mark, Diamond Mark of Quality and Import Standardization Mark) that indicate products comply with requirements in Kenyan standards.
- **KS EAS 803: 2014 Nutrition labelling – Requirements** sets out requirements for nutrition labelling, including the format of nutrient declarations, use of other SNI, and legibility and presentation of nutrition labelling. Also includes procedures to calculate nutrient quantities in foods, NRVs for the general population, and tolerance limits for analysis of nutrient content.

- **KS EAS 804: 2014 Claims – General requirements** sets out general requirements including that claims cannot be false and misleading, for nutrition and health claims, comparative claims, prohibited and conditional claims and misleading terminology (e.g., "wholesome" and "healthful").
- **KS EAS 805: 2014 Use of nutrition and health claims – Requirements** sets out additional requirements and conditions for nutrition and health claims, as well as comparative claims, non-addition claims and claims re dietary guidelines or healthy diets. Includes pre-approved nutrient content claims.
- **Draft Kenya Standard 2955:2022 Front of pack nutrition labelling-Requirements** sets out voluntary FOPNL for sugar, fat, saturated fat, and sodium for use on most pre-packaged foods with some exceptions (e.g., foods for infants). An example logo (if all four nutrients are present in a food) is below.
- **Draft (for public review) East African Standard 803: 2022 Nutrition labelling-Requirements** is a proposed update to the current standard and is based on Codex Guidelines on Nutrition labelling (CAC/GL 2-1985 as amended in 2013). It includes more detail on SNI, including that SNI on labels may include front-of-pack warning labelling information represented by colour codes.



8. REGULATORS, USEFUL CONTACTS AND WHERE TO GET MORE INFORMATION



The [Kenya Bureau of Standards](#) implements the above Standards. Full Kenyan Standards can be purchased from the [KEBS store](#).

Kenya regulations can be searched at: <http://kenyalaw.org/kl/>

The US Department of Agriculture's (USDA) Foreign Agricultural Service issues a Food and Agricultural Import Regulations and Standards Country Report for Kenya on a regular basis. See their [Kenya page](#) to access the latest report.

The Global Fortification Data Exchange's [Kenya Fortification dashboard](#) provides more detail about food fortification in the country.