

THE PRESIDENT  
OF THE REPUBLIC OF INDONESIA

GOVERNMENT REGULATION OF THE REPUBLIC OF INDONESIA  
NO. 69 YEAR OF 1999

ON  
FOOD LABELING AND ADVERTISEMENT

(Unofficial Translation )

DIRECTORATE GENERAL OF DRUG AND FOOD CONTROL

## THE PRESIDENT OF THE REPUBLIC OF INDONESIA

- Considering :
- a. that one of objectives of regulating guidance, and controlling of the food is to create a fair and accountable food trade;
  - b. that the Food Label and Advertisement constitute an important means in food trade, so it is necessary to be regulated and controlled to prevent incorrect and misleading information on food disseminated to the people;
  - c. that the people have a right to obtain correct and unmisleading information on the food they consume, mainly which be disseminated through Food Labeling and Advertisement;
  - d. that by virtue of the aforesaid matters as implementation of the Law No. 7 Year of 1996 concerning Food, it is deemed necessary to regulate Food Labeling and Advertisement by Government Regulation;

- In view of :
1. Article 5 paragraph (2) of the Constitution;
  2. Law No. 23 Year of 1992 regarding Health (State Gazette Year of 1992 No. 100, Supplement to State Gazette Number 3495);
  3. Law No. 7 Year of 1996 concerning Food (State Gazette Year of 1996 No. 99, Supplement to State Gazette No. 3565).

### Decides

To promulgate: The Government Regulation of The Republic of Indonesia On Food Labeling and Advertising.

## CHAPTER I GENERAL PROVISION

### Article 1

For the purpose of this Government Regulation:

1. Food means everything originating from biological source and water, whether processed or not, which is designated as a food or drink for human consumption, including food additive, food raw material and or the making of food and beverages.
2. Processed food means food or beverages, the result of process in a certain manner or method, without food additives.
3. Food label means any information concerning food in the form of a picture, writing a combination of both, or another form accompanying the food, which is put in, affixed to or constituting part of food packaging, hereinafter in this government regulation called as Label.

4. Food advertisement means any information or statement concerning food in the form of picture, a writing or another form carried out by various methods for the marketing and or the food trade, hereinafter this government Regulation called as Advertisement.
5. The “Halal” (lawful) food means the food which does not contain any unlawful element or material or prohibited to be consumed by Moslem, either with respect to food raw material, food additives, intermediary material, and any other supporting materials including any food material which is processed through genetic engineering process and food irradiation, and which its treatment is made in accordance with Islamic Law.
6. Food Nutrient means any substance or compound found in food consisting of carbohydrates, proteins, fats, vitamins, and minerals as well as their derivatives which is useful for the growth and health of human.
7. Food production means any activity or process of producing, preparing, processing, making, preserving, packaging, repackaging, and or changing the form of food.
8. Food packaging means any material used to contain and or to pack food, whether directly touching the food or not.
9. Food transportation means any activity or a series of activities in the framework of transferring food from one place to another by whether way or means of transportation in the framework of the production, circulation and or trade of food.
10. Food distribution means any activity or a series of activities in the framework for distributing food to the community whether to be traded or not.
11. Food trade means any activity or a series of activities in the framework of the sale and or purchase of food including the offer to sell food, and other activities in connection with the transfer of body by obtaining remuneration.
12. Any person means an individual or business entity, whether in the form a legal entity or not.
13. Indonesian National Standard means the standard determined by the National Standardization Agency ( BSN ).

## CHAPTER II FOOD LABEL

### First part

#### G e n e r a l Article 2

- (1) Any persons producing or importing any packaged food into Indonesian territory to be traded shall be obliged to stick up label on and or in the food packaging.
- (2) Labeling as mentioned in paragraph (1) shall be done in such way that it is not easy to stick off, not easy to lose its color or damaged, and shall lie on the part of the packaging which is easy to see and read.

### Article 3

- (1) The label as set forth in article 2 paragraph (1) shall contain any information on the food
- (2) The information as mentioned in paragraph (1) shall contain at least :
  - a. Name of product;
  - b. List of ingredients;
  - c. Net weight or net contents;
  - d. Name and address of any party who produces or imports the food into Indonesian territory;
  - e. Date, month, and year of minimum durability.

### Article 4

In addition to any information as mentioned in Article 3 paragraph (2), for certain processed food the Minister of Health may determine other information related to Human's health stated on the label in accordance with this Government Regulation.

### Article 5

- (1) Any information and or statements of food on the Label shall be correct and unmisleading, both written information, or any other forms whatsoever
- (2) It is prohibited for any person to give any information or statements on food traded through, in, and or with Label if the information or statements are incorrect and or misleading.

### Article 6

- (1) Claims on the Label that Food have health advantages may only be declared if it is supported by provable scientific fact.
- (2) Further information on procedure and requirements of claims relating to health advantages for health as mentioned in paragraph (1) shall be regulated by the Minister of Health.

### Article 7

It is prohibited to state on the label any claims that foods have medicinal properties.

### Article 8

It is prohibited for any person to state on the label: names, logo or identity of Institution which conduct analyses of the food product.

### Article 9

It is prohibited for any person producing or importing packaged food to Indonesian territory for commercial purpose, stated on the label anything that is not comply with this Government Regulation.

#### Article 10

- (1) Any person producing and importing packaged food into Indonesian territory for commercial purpose and claims that the food is permitted for Moslem, shall be responsible for the correctness of the statements and shall be obliged to state lawful or word halal on the Label
- (2) The lawful statement as mentioned in paragraph (1) constitutes an integral part of the Label.

#### Article 11

- (1) To support the correctness of the lawful statement as mentioned in Article 10 paragraph (1), anyone who produces or brings packaged food into Indonesian territory for commercial purpose shall be obliged to put the food under examination by the accredited Institutions in comply with the existing regulations.
- (2) The examination as mentioned in paragraph (1) shall be performed by virtue of the directions and procedures determined by the Minister of Religion by taking into account considerations and advice of the Religion Institution having competence to such a field.

### Second Part

#### Main part of the label

#### Article 12

By taking into account the provision in Article 3 paragraph (2), main part of the Label shall at least contain:

- a. Name of product;
- b. Net weight or net contents;
- c. Name and address of party who produces Import food into Indonesian territory.

#### Article 13

- (1) The main part of the Label shall contain at least information as mentioned in Article 12 in orderly manner, not crowding one another, clear and can be read easily.
- (2) It is prohibited to use background, in the form of either picture, color or other decoration, which blurs the wording on the main part of the Label as specified in paragraph (1).

#### Article 14

The main part of the Label as set forth in Article 12 shall be placed on the part of packaging which is easiest to see, observed and or read by consumers in general.

### Third part

#### Wording on the Label

##### Article 15

Any statements on the Label shall be written or printed by using Indonesian language, Arabic numbers and Latin letters.

##### Article 16

- (1) The using of any language, number and letter other than Indonesian language, Arabic numbers and Latin letters is allowed as so far there are no their synonyms can not be created, or in the framework for food trade for purpose of foreign countries.
- (2) The letters and numbers stated on the Label shall be clear and easy to read.

### Fourth Part

#### Name of Food Product

##### Article 17

- (1) Name of food product shall indicate the real characteristic and or condition.
- (2) The using of any name of certain food product, which has been already registered in Indonesian National Standard, may be required by the decree of the Technical Minister.
- (3) The using names other than any names included in the Indonesian National Standard shall use common and general names, by taking into account the provisions specified in Article 5 paragraph (1) hereto.

##### Article 18

- (1) In the event that food product has met the provisions on food product name determined in the Indonesian National Standard, the food product may use name of type of the food product, which has been determined.
- (2) In the case that the name of type of food product as mentioned in paragraph (1) is not yet determined in the Indonesian National Standard, the food product may use the name of the food product determined by the Technical Minister as so far it meets the provisions on the using of the name of the food product.
- (3) Any food product, which does not meet the provision, determined the Indonesian National Standard or the Technical Minister as set forth in Article (1) and (2) shall be prohibited to use the names of the food product given to the food product, which have met the determined provision.

## Fifth Part

### Information on the Ingredient Used

#### Article 19

- (1) Information on ingredient used in activities or food production process shall be stated on the Label as a list of ingredient in orderly manner starts with a lot of quantity, except vitamin, mineral and other nutrition enriching substances.
- (2) Any name used for ingredient, which is used in activities of the food production process as set forth in paragraph (1) shall be common or general names.
- (3) In the event that the names of ingredient used in the activities of the food production process as mentioned in paragraph (1) have been determined in the Indonesian National Standard, the name may only be stated on the Label if the names of the ingredient have complied with the provisions determined in the Indonesian National standard.

#### Article 20

- (1) Added water shall be stated as composition of the food, except when the water forms part of an ingredient.
- (2) The water of material in the food which evaporates entirely during food processing, shall not necessary be stated.

#### Article 21

Any statement on the Label which claims that the food has been added, enriched or fortified with vitamins, minerals, or other nutrition-enriching substances is not prohibited as far as it is really done during the food processing, and unmisleading.

#### Article 22

- (1) For any food which contains Food Additives, the classes of Food Additives shall be stated on the Label.
- (2) In the case that Food Additives, which is used, has name of Food Additives and or international code, the names of the Food Additives and International code shall be stated on the Label, unless the Food Additives is classified as food color.
- (3) In the case that the Food Additives is classified as food color, beside of the class and names of Food Additives, color index shall be stated on the label.

## Sixth Part

## Information on Net Weight or Net Content of Food

### Article 23

Any net weight or net content shall be stated in metric unit:

- a. For liquid foods stated by volume;
- b. For solid foods stated by weight;
- c. For semisolid or viscous food stated either by volume or weight.

### Article 24

For solid food packed in a liquid medium shall be followed by the drained weight information.

### Article 25

Any Label, which contains information on serving size, shall contain information on net weight or net content for each serving size.

## Seventh Part

### Information on names and address

#### Article 26

- (1) Names and addresses of any party who produces food shall be obliged to be stated on the Label.
- (2) In the case relating to any foods which are imported into Indonesian territory, in addition to the information as set forth in paragraph (1), the names and address of the party who imports the food into Indonesian territory shall be stated on the Label.
- (3) In the case the party who imports the food into Indonesian territory as mentioned in paragraph (2) is different from party who distributes in Indonesian Territory, and then in addition to information as mentioned in paragraph (2), names and addresses of the distributor shall be stated on the Label.

## Eighth Part

### Date of Minimum Durability

#### Article 27

- (1) Date, month and year of minimum durability as mentioned in Article 3 paragraph (2) shall be obliged to be stated clearly on the Label.



- (2) Date, month and year of minimum durability as mentioned in paragraph (1) shall be placed after the “Used Before”, in accordance with type and stability of the food.
- (3) In the case the food product have a shelf-life more than 3 (three) month, it is allowed to only mention expire month and year.

#### Article 28

It is prohibited to trade any foods, which have elapsed the date, month and year of minimum durability as stated on the Label.

#### Article 29

Any person is prohibited to:

- a. Wipe out, pull out, cover, replace label, re-label the distributed food;
- b. Replace the date, month and year of minimum durability of the distributed food.

### Ninth Part

#### Food Registration Number

#### Article 30

In the framework for food distribution, for any processed food which shall be obliged to be registered in accordance with applicable rules and legislation, both for any domestic production or imported product, Food Registration Number shall be stated on the Label for the processed food.

### Tenth Part

#### Information on Food Production Code

#### Article 31

- (1) Food production code shall be stated on the Label, container or food packaging, and shall be placed on the part, which is easy to read and see.
- (2) The production code as set forth in paragraph (1), shall at least give information on product data sheet.

### Eleventh Part

#### Information on Nutrition Content

#### Article 32

- (1) Food Nutrition labeling shall be stated on the Label for any food which is:
  - a. With nutrient declaration for any food containing vitamins, minerals, and or other added nutrient; or

- b. Required by virtue of the provisions in applicable rules and regulation in the field of the food quality and food nutrition, shall be enriched with vitamin, mineral and or other nutrient.
- (2) Information on food nutrition content as specified in paragraph (1) shall be declared with the following order:
- a. Total energy value, in detail by virtue of energy value stemming from fat, protein and carbohydrate;
  - b. Total amount of fat, saturated fat, cholesterol, total carbohydrate, fiber, sugar, protein, vitamin and mineral.
- (3) Where nutrition labeling is applied, the declaration of the following is mandatory:
- a. Serving size;
  - b. Serving amount per package;
  - c. Energy value per serving;
  - d. Protein content per serving size (in grams);
  - e. Carbohydrate content per serving size (in grams);
  - f. Fat content per serving size (in grams)
  - g. Percentage of the reference RDA (Recommended Dietary Allowance of Nutrients).

#### Article 33

- (1) Claim for a food product that it is a source of nutrition, is permitted as far as total nutrient content at least 10% more than RDA per day portion/serving size.
- (2) Claim for a food product that it is contain superior nutrient than other food product, shall be prohibited.

### Twelfth Part

#### Information on Food Irradiation and Genetic Engineering

#### Article 34

- (1) On any Label for any irradiated food it shall be stated wording or specific statement: “IRRADIATED FOOD”, irradiation purpose, and shall be stated wording “NO RE-IRRADIATION”.
- (2) In the case that the irradiated food as specified in paragraph (1) constitutes ingredient used in food product, it is sufficient only stated information on irradiation treatment to the ingredient.
- (3) In addition to the wording as mentioned in paragraph (1), special logo for the irradiated food may be stated on the Label.
- (4) In addition to the information as mentioned in paragraph (1), the Label shall contain:
  - a. name and address of irradiation agency, in the case the irradiation is not performed by the food producer itself;
  - b. date of irradiation in month and year;
  - c. name of country where the irradiation takes place

#### Article 35

- (1) On Label for any food as the result of a genetic engineering, the wording “GENETIC ENGINEERING FOOD” shall be declared.
- (2) In the case the food of the result of genetic modification as specified in paragraph (1) constitutes the ingredient used in a food product, it is sufficient to be stated on the Label information on genetic engineering food on the ingredient.
- (3) In addition to wording as mentioned in paragraph (1), special logo for genetic engineering food may be stated on the Label.

### Thirteenth Part

#### Information on Natural Based Synthetic Food

##### Article 36

- (1) Any Natural Based Synthetic Food may be labeled with label containing statements that the food made of Natural Based Synthetic Food, when Natural Substance content in food not less than minimum content determined in the Indonesian National Standardization.
- (2) Any Natural Based Synthetic Food, which has undergone advanced process, the label shall mention information indicating that the natural material has undergone the advanced process.

##### Article 37

On the label for any food made without using natural substance partly is prohibited to declare or state information that entire food is Natural Based Food.

### Fourteenth Part

#### Other Information on the Label concerning Certain Processed Food

##### Article 38

Any statement in the Label for the processed food destined specially for infant, children under five years old, pregnant mother or breast feeding mother, one who is under special diet, the elderly and one who suffers from certain disease, shall state information on advantage, procedure for using, and or any information which is need to be understood, including the impact of the food on Human’s health.

##### Article 39

- (1) On any label of any processed food, which requires preparation and or using with certain procedure, shall be stated on the Label procedure for preparation and or usage.

- (2) In the case the information as specified in paragraph (1) is unlikely to be stated on the Label, then the said statement shall be stated at least on food container or food packaging.

#### Article 40

In the case that the quality of a food depends on the procedure of storage or needs special storage, then direction for storage procedure shall be stated on the Label

#### Article 41

It is prohibited to declare information or statement that the food is made of fresh material on the Label for any food made of semi-finished or finished materials.

#### Article 42

Further information needed for implementation of the provisions mentioned in article 39, 40 and 41 hereto shall be determined by the Minister of Health.

### Fifteenth Part

#### Information on Food Additives

#### Article 43

- (1) Besides the information as Mentioned in Article 3 paragraph (2) hereto, the Label on the Food Additives shall be stated:
- a. Wording of Food Additives;
  - b. Name of classes of Food Additives;
  - c. Name of Food Additives and or its International Code Number.
- (2) Further information on procedure and provisions on the Food Additives shall be regulated by the Minister of Health.

### CHAPTER III

#### FOOD ADVERTISEMENT

#### First Part

#### General

#### Article 44

- (1) Any advertisement on commercial food shall contain information on the food correctly and unmisleading, both in the form of pictures and or statement, and or any other form whatsoever.

- (2) Any food advertisement shall not be contrary with morality norms and public order.

#### Article 45

- (1) Any person producing or importing food into Indonesian territory for commercial purpose is forbidden to contain incorrect and misleading information in its advertisement.
- (2) Publisher, printing house, radio or television broadcasting license holder, agent and or any medium used to broadcast advertisement, shall be responsible for any incorrect advertisement, except the concerned party has taken necessary steps to examine correctness of the advertisement.
- (3) For the purpose of supervision, the publisher, radio or television broadcasting permit holder, agent and or any medium used to broadcast the advertisement is prohibited to keep identity, name and address of advertiser confidential.

#### Article 46

Any person who claims in an advertisement that the food he/she trades is in accordance with religious requirement or certain faith, shall be responsible for the statement.

#### Article 47

- (1) Advertisement in any form whatsoever, which is disseminated and or broadcasted to people by discrediting any other food products, shall be prohibited to be made.
- (2) Advertisement which merely presents children under five years old in any form whatsoever shall be prohibited except in the case the food is destined to them.
- (3) Advertisement on certain processed food which have high level content of substance which may hazard and or impact on children's growth and or development shall be prohibited to be advertised in any media whatsoever specially destined for children.
- (4) Advertisement on food destined for infant through one year old, shall be prohibited to be advertised in mass media, except in printed media special for health, after obtaining permit from the Minister of Health, and the advertisement shall mention information that the food is not substitute or breast milk.

### Second Part

#### Food Advertisement Related to Nutrition and Health

#### Article 48

Any statement in any form whatsoever on advantage of the food for health mentioned in the advertisement in mass media, shall be accompanied with any information supporting the statements clearly so that it can be easily understood by the people.

#### Article 49

- (1). Any advertisement in mass media stating that food destined for anyone who is under special diet, shall mention elements of the food which supports the statement.
- (2). In addition to the statement as mentioned in paragraph (1) the advertisement shall mention nutrition content of the food and possible impact in the food is consumed by any other person who is not under special diet.

#### Article 50

Advertisement which mentions information or statement that the food is superior energy source and can give strength immediately shall be prohibited.

### Third Part

#### Advertisement on Food for Group of Certain Person

#### Article 51

- (1). Any advertisement on food stating it is special for infant and or children under five years old shall mention statement on its designation.
- (2). In addition to the information as mentioned in paragraph (1), the Advertisement shall mention warning on negative impact of the food for health.

#### Article 52

Any advertisement on the processed food containing any material which can effect children's growth and or health shall mention warning on negative impact on the food for children's growth and health.

#### Article 53

Any advertisement which mentions any statement or information that the food have medicinal properties shall be prohibited.

### Fourth Part

#### Advertisement related to Origin and Characteristic of Food Raw Material

#### Article 54

Any advertisement on food made without using or just partly using natural raw material shall be prohibited to claim that the entire food is made of natural raw material.

#### Article 55

Any advertisement on food made of semi finished material or finished material, shall be prohibited to mention statement or information that the food is made of fresh raw material.

#### Article 56

Any advertisement claiming that the food has been enriched with vitamin, mineral, or any other nutrition enriching substances shall be not prohibited, as far as such enriching have been really performed at the moment of food processing.

#### Article 57

Any food made of or stems from certain natural raw material may be only advertised as a food containing the said natural raw material, in the case the food contains the said natural raw material not less than minimum requirements determined in the Indonesia National Standard.

### Fifth Part

#### Advertisement on Alcoholic Drink

#### Article 58

- (1) Any person shall be prohibited to advertise alcoholic drink in any mass media whatsoever.
- (2) The alcoholic drink as mentioned in paragraph (1) is a drink, which have ethanol content (C<sub>2</sub>H<sub>5</sub>OH) more than or equal to 1% (one percent)

### CHAPTER IV

#### CONTROL

##### First Part

##### Institution

#### Article 59

Control the implementation of the provision on the Label and Advertisement shall be performed by the Minister of Health.

## Second Part

### Inspection Officer

#### Article 60

- (1) In implementing the provisions as mentioned in Article 59, the Minister of Health shall appoint officers to be in charge of inspection tasks.
- (2) The Inspection Officers as mentioned in paragraph (1) shall be selected and appointed by the Minister of Health based on the capability they have.
- (3) The Inspection Officers as mentioned in paragraph (1) shall be appointed and dismissed by the Minister of Health.

## CHAPTER V

### ADMINISTRATIVE SANCTION

#### Article 61

- (1) Any person who violates the provision as mentioned in the Government Regulation shall be liable for administrative sanction.
- (2) The administrative sanction as mentioned in paragraph (1) shall include :
  - a. Written warning
  - b. Prohibition to distribute for temporary and or product recall instruction.
  - c. Food destruction if it is proved to endanger Human's health and life;
  - d. Stopping of production for temporary;
  - e. Imposition of penalty maximum of Rp. 50.000.000,00 (fifty million rupiah) and or;
  - f. Revocation of production license or business license.
- (3) The imposition of administrative sanction as mentioned in paragraph (2) letters b, c, d, e and f may be only applied after written warning as specified in paragraph (2) letter a has been given maximum three times.
- (4) The imposition of administrative sanction as mentioned in paragraph (2) and (3) may be done by the Technical Minister in accordance with his/her authorities based on inputs from Minister of Health.

## CHAPTER VI

### TRANSITIONAL PROVISIONS

#### Article 62

Effective as of date of promulgation of this Government Regulation, all rules and regulations on Labeling and Advertisement which are existing and contradictory with this Government Regulation, is declared to be no longer valid.



## CHAPTER VII

### SPECIAL PROVISIONS

#### Article 63

The provisions on labeling as mentioned in this Government Regulation shall not be valid for:

- a. Any food with very small packaging so that it is impossible to mention all information in the Government Regulation.
- b. Any food sold and packaged directly in front of purchasers in small quantity;
- c. Any food which is sold in great quantity (poured)

## CHAPTER VIII

### CONCLUDING PROVISION

#### Article 64

This Government Regulation shall come into forces for 1(one) year since the date of promulgation.

For the public knowledge, this Government Regulation shall be promulgated in the State Gazette of the Republic of Indonesia

Enacted in Jakarta

On: July 21,1999

PRESIDENT OF THE REPUBLIC OF INDONESIA,

Signed

BACHARUDDIN JUSUF HABIBIE

Promulgated in Jakarta

On: July 21,1999

THE STATE MINISTER/ STATE SECRETARY  
OF THE REPUBLIC OF INDONESIA

Signed

MULADI

STATE GAZETTE OF THE REPUBLIC OF INDONESIA  
YEAR OF 1999 NUMBER 131

This copy is according to the original  
CABINET SECRETARY OF THE REPUBLIC OF INDONESIA  
Head of Bureau Head of Rules and Legislation

Coat of Arms, signed

Lambock V. Nahattands

ELUCIDATION  
REGARDING  
GOVERNMENT REGULATION OF THE REPUBLIC OF INDONESIA  
No. 69 YEAR OF 1999  
REGARDING  
FOOD LABELING AND ADVERTISEMENT

GENERAL

The creation of a fair and accountable trade constitutes one of important purposes of regulating, guidance and controlling in the field of food as intended by Law Number 7 Year 1999 regarding Food. One of efforts to achieve an order regulating in the field of food is through regulation in food labeling and advertisement, in which in practice it can not yet be achieved.

Great number of food distributing amid people without considering the provisions on labeling has been worrying. Trade of expired food, the use of non food coloring agent or other purposes resulting in people loss, even can threat human's health and life, especially for children generally are done through deceit on, the food labeling or in advertisement. Unfair and or misleading food labeling and Advertisement can cause a bad consequence to human's health development.

With respect to issue of food labeling and advertisement it is necessary for the people to obtain correct, clear and complete information either on quantity, content, quality or other necessary matters on food distribution in the markets. Information on food label or through advertisement is needed to help people determine their choices properly before buying and or consuming food. Without clear information the deceits can take place.

Fair and responsible food trade is not merely to protect the people's interest who consumes the food. Through proper regulating accompanied by strict legal sanction, it is expected that any person producing or importing food into Indonesian territory for the commercial purpose can be conferred protection and security of legal certainty. Competition in the food trade shall be regulated in order that food producers and advertising agency obliged to make correct and unmisleading advertisement through food labeling and advertisement which have to contain information on food fairly.

The Government realized that development in food technology highly influences to food labeling. The development can not be covered totally through this Government Regulation without opening chance for further regulation. In such a condition, this Government Regulation at the same time instructs the relevant authorities to regulate it whenever it is necessary. The regulation certainly shall be conformed to scope of tasks and authority of the institutions.

Not only issues related to health which is necessary to be informed correctly and unmisleadingly through food label and advertisement, but protection morally shall be granted to the people. Moslem constitutes majority number of Indonesian population who need to be protected specially and non-discriminatively through regulating labeling lawful. Nevertheless, religion interest or any other faith shall be protected through request of responsibility of any party producing the food or importing the food into Indonesian territory for commercial purpose.

In addition to the information which shall be mentioned in the Label as specified in Article 30 paragraph (2) Law Number 7 Year 1996 regarding Food, it is necessary to regulate any other matters that can be informed to the people. To adopt such regulation then basis for the regulation relating to the nutrition labeling for the interest of the certain group of people shall be regulated in this Government Regulation. Further regulation shall be assigned to the Minister of Health who more understands aspects of the people's health, including side effect of certain food to the health of the certain group of the people.

As described above, the influence of consumed food to human's health shall be taken into account. Therefore, advertisement on food needs to be regulated specially and controlled through this Government Regulation. Using of children under five years old to advertise food which is not destined for them shall be prohibited strictly. This prohibition is necessary to avoid children from any negative impact or misleading advertisement which is accepted by them easily in which naturally they are not yet able to distinguish any good or bad matters.

This Government Regulation obliges that label must be written in Indonesian language, Arabic numbers and or Latin letters. This provision shall bind not only to the domestic products, but also bind those imported products into Indonesian territory for commercial purpose. The aim of this regulating is to make all the people know the information on food, both in urban and rural areas.

Without laying aside to the existing regulations in the environment of Law on Health, then the Government Regulation on Food Labeling and Advertisement as Implementation of Law Number 7 Year of 1996 regarding Food constitute supplement to the existing regulations. The regulation is aimed for more strengthening of legal certainty for the food consumers.

Finally, tasks integration in the field of controlling in the implementation of this Government Regulation highly depends on Government officers' capability to avoid unexpected excess.

## ARTICLE BY ARTICLE

### Article 1

Sufficiently clear

### Article 2

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

### Article 3

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

### Article 4

Which is meant by certain processed food in this provision is any processed food to be consumed by certain group, such as formula milk for infant, food for pregnant mother or breast feeding mother, special food for certain disease sufferer, or any other similar food which highly influences development of human's quality of health.

### Article 5

Paragraph (1)

Incorrect information is an information which its content contrary with the real fact or does not mention any information needed to give the real description or image on the food.

Misleading information is any information relating to matters such as characteristic, price, material, quality, composition, advantage or food safety although they are right but they can cause misleading on understanding of the food.

Paragraph (2)

Sufficiently clear

### Article 6

Paragraph (1)

Which is meant by statement (claim) on health advantage in this Government Regulation is claim that certain food product contains certain useful nutrient and or non-nutrient if consumed or may not be consumed by certain group, such as for children under five years old, the elderly, pregnant mother, breast feeding mother, etc.

Which is meant that the claim may only be mentioned in the label or advertisement if can be accountable scientifically, is among others through laboratory test or clinical test.

Paragraph (2)  
Sufficiently clear

Article 7

This provision is also applied to any food which based on scientific fact can be useful for health, may not be advertised as medicine.

Article 8

Sufficiently clear

Article 9

Sufficiently clear

Article 10

Paragraph (1)

Statement “legally permitted” or wording “legally permitted” on food label constitutes the obligation if parties producing and or importing food into Indonesian territory claim that the product is legally for Moslem.

Using any languages or letters other than Indonesian languages and Latin letters, shall be used together with their synonyms in Indonesian language and Latin letters.

Any statement on legally permitted for the food has an important meaning and aimed at protecting Moslem from consuming any unlawful (prohibited) foods.

The correctness of statement legally permitted in food label is not only proved from food raw materials, food additives, supporting materials used in producing the food, but it must also be proved in their production process.

Paragraph (2)  
Sufficiently clear

Article 11

Paragraph (1)

Writing legally permitted virtually is voluntary. But any person producing and or importing any food into Indonesian territory for commercial purpose claiming as legally permitted product, in accordance with the provision he or she shall be obliged to write down word legally permitted (halal) on the label of the products.

To prevent any doubt among Moslem to the correctness of the word legally permitted, and for the survival or progress of his business, it is normal if any food which be declared as legally permitted is prior to be examine of the institution accredited by National Accreditation Committee (KAN). The examination is

aimed at conferring order and certainty to Moslem that the food they consume is safe according to their religion.

Paragraph (2)

Which is meant by religion institution is Indonesian Moslem Theologian Council. This guidance is general, and among others including any ingredient requirement, process or product.

Article 12

Which is meant by main part of food label is the part of label mentioning the most important information to be known by any consumer.

Article 13

Paragraph (1)

In addition to the information as mentioned in this provision, any word legally permitted may be mentioned in the main part of the food label, so that it can be seen easily by buyers.

Paragraph (2)

Sufficiently clear

Article 14

Sufficiently clear

Article 15

The aim of this provision is to assure that any processed food traded in Indonesia must use label in Indonesian language. Especially for exported processed food, is excluded from this regulation.

Article 16

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

Article 17

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

Paragraph (3)

In line the with technological development in the field of food then there is certain food product which does not or not yet have product name such as snack child,

tazzos and etc, therefore it is enough that the name of kind of food product such as snack is mentioned.

This provision only allows using of foreign language in limited manner, namely in the case there is no synonyms of the word in Indonesian language.

#### Article 18

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Sufficiently clear

Paragraph (3)  
Sufficiently clear

#### Article 19

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Sufficiently clear

Paragraph (3)  
Sufficiently clear

#### Article 20

Paragraph (1)  
By mentioning water content used as mixture of a food product then any person who will consume the food can know net weight of the food.

Paragraph (2)  
Sufficiently clear

#### Article 21

Using of word unmisleading is aimed at protecting consumers since even though the enriching or adding of vitamin, mineral or nutrition are really performed during processing, but the statement of the enriching can be still misleading such as for certain food because of its consuming pattern, the enriching brings no advantage for any consumer except commercial benefit for producers.

#### Article 22

Paragraph (1)  
Information of name classes of Food Additives is needed for any person who consumes the food clearly in order that they know the type of the Food Additives used.

Paragraph (2)

Obligation to mention international code number is intended to enable any person to produce or to consume certain food and at the same time also to enable their control.

Paragraph (3)

Sufficiently clear

Article 23

Sufficiently clear

Article 24

Which is meant by net weight after being deducted from liquid medium is the net weight of the food free from water (weight after drying up).

Article 25

Sufficiently clear

Article 26

Paragraph (1)

Sufficiently clear

Paragraph (2)

This provision is aimed at making consumer obtain information on producers origin and food importers in Indonesia.

Paragraph (3)

This provision is aimed at making consumer obtain complete information, on both importers and food distributors.

Article 27

Paragraph (1)

Sufficiently clear

Paragraph (2)

Even though statement best before is mentioned, but it does not limit the meaning of provision on prohibition of food trade which elapses the date of minimum durability.

Paragraph (3)

Sufficiently clear

Article 28

Sufficiently clear



Article 29

Sufficiently clear

Article 30

Food Registration Number is the number which is given to any processed food specified in this provision in the framework for food distribution.

Article 31

Paragraph (1)

Sufficiently clear

Paragraph (2)

Which is meant by product data sheet is any description on time of production or sequence of production chain.

Article 32

Paragraph (1)

Sufficiently clear

Paragraph (2)

Letter a

Sufficiently clear

Letter b

Which is meant by total amount is only applied to any calorie, fat and carbohydrate. The calorie means total calorie stemming from fat, protein and carbohydrate. The fat means total fat, whereas the carbohydrate means total carbohydrate.

Paragraph (3)

Recommended Dietary Allowance of Nutrients is a terminology in the field of nutrition followed in Indonesia, basing the calculation according to food consumption pattern and nutrition need of Indonesian people themselves, in this matter it is not the same as those applied in other countries due to the differences of geography, meal pattern, etc.

Article 33

Paragraph (1)

This paragraph prohibits statement in the food label that the food constitutes source of certain nutrition, unless the nutrient content in the food is at least 10% of total daily nutrition suggested in the serving size. The provision on minimal permitted nutrient amount in Indonesian National Standard (SNI). In the case there is no regulation then the Minister of Health shall be entitled to decide minimum content that shall be complied with in certain food production.

Paragraph (2)  
Sufficiently clear

#### Article 34

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Based on this provision it is unnecessary to mention words IRRADIATED FOOD on the product, but it is appropriate to stated on the label those words on the ingredient used that the ingredient have been irradiated.

Paragraph (3)  
Sufficiently clear

Paragraph (4)  
Sufficiently clear

#### Article 35

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Based on this provision it is unnecessary to mention words ENGINEERING FOOD on the product, but it is appropriate to stated on the label those words on the ingredient that the used ingredient constitutes the result of genetic engineering.

Paragraph (3)  
Sufficiently clear

#### Article 36

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Sufficiently clear

Article 37  
Sufficiently clear

Article 38  
Sufficiently clear

#### Article 39

##### Paragraph (1)

Information on procedure for preparing and using of the processed foods shall be mentioned clearly and understandable, especially on ordering system, so that food can be consumed according to their purpose, and can prevent any mistake in preparing them.

##### Paragraph (2)

Sufficiently clear

#### Article 40

Information on the procedure for storing is very necessary for consumers, since any failure in storing the products can make their quality decrease or easy to damage, for example for foods which have to be stored in the cool place will experience quality decrease if they are not kept in refrigerator, or cold place.

#### Article 41

Sufficiently clear

#### Article 42

Sufficiently clear

#### Article 43

##### Paragraph (1)

Sufficiently clear

##### Paragraph (2)

The provision on the implementation, regulates the following matters:

1. Any food containing food additives of anti oxidant class, artificial sweeteners, preservative, colorant and flavor shall be accompanied with name of the food additives, and special index number for any colorant.
2. Warning such as excessive consumption causes laxative effect: for artificial sweeteners aspartam shall mention that *Phenylcetonuric* contains *Phenylalanin*; any label for artificial sweeteners and any food which contains artificial sweeteners shall mention that the products are for diabetes sufferer and or any person who needs low calorie food;
3. For any artificial sweeteners it shall be accompanied with sweetness degree compared to sugar;
4. It shall mention that a product contains sugar and artificial sweeteners, if the product also contains sugar besides artificial sweeteners.

#### Article 44

##### Paragraph (1)

Sufficiently clear

Paragraph (2)  
Sufficiently clear

Article 45

Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Sufficiently clear

Paragraph (3)  
Sufficiently clear

Article 46

Sufficiently clear

Article 47

Paragraph (1)  
Meant by other food product is any food product traded under brand name. Prohibition on discredit of any other product is intended to give consumers opportunity to choose products based on their own knowledge without being influenced by advertisements which discredit other similar products.

Paragraph (2)  
This provision is aimed at avoiding children's exploitation in food advertisement, especially which merely show children under five years old for product not intended for the group of age.  
In a food advertisement, children under five years old may be shown, but they shall be shown in a broader context, such together with their family.

Paragraph (3)  
This provision is aimed at preventing the widespread of consumption of certain processed food containing high level concentration materials, such as monosodium glutamate (MSG), sugar, fat or carbohydrate which endanger or bother children growth and or development.

Paragraph (4)  
Meant by the approval of the Minister of Health in this paragraph is an approval for advertisement material, so that dissemination of information on food intended for infant can be more selected, and the advertisement is merely to increase feeding of breast milk.  
Meant by food intended for infant is infant milk, excluding any supplement food of breast milk such as infant porridge.

Article 48  
Sufficiently clear

Article 49  
Paragraph (1)  
Sufficiently clear

Paragraph (2)  
Sufficiently clear

Article 50  
Sufficiently clear

Article 51  
Paragraph (1)  
Meant by food destined for infant in this provision is any supplement food of breast milk such as infant porridge, but excluding substitute of breast milk usually called as infant formula milk.

Paragraph (2)  
Sufficiently clear

Article 52  
Sufficiently clear

Article 53  
Food is different from medicine and each of them has specific character, namely food can not cure disease while medicine can. Food can not have function as medicine, so that advertising of food as a medicine constitutes an act of consumers deceiving.

Article 54  
Sufficiently clear

Article 55  
Sufficiently clear

Article 56  
Sufficiently clear

Article 57  
Sufficiently clear

Article 58

Paragraph (1)

Meant by alcoholic drink is any drink containing *ethanol* (C<sub>2</sub>H<sub>5</sub>OH) which can be traded, in accordance with the existing Regulations.

Paragraph (2)

Sufficiently clear

Article 59

Control authority performed by the Minister of Health as regulated in this provision is in the case of controlling conformity or compliance any provisions in the Government Regulation with any information or statements on the Label and advertisement, which distributed to the people.

Article 60

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

Paragraph (3)

Sufficiently clear

Article 61

Paragraph (1)

Sufficiently clear

Paragraph (2)

Sufficiently clear

Paragraph (3)

Sufficiently clear

Paragraph (4)

Sufficiently clear

Article 62

Sufficiently clear

Article 63

Letter a

This exception is only intended for any product with very small packaging, so that it is impossible to mention all information required as applicable to any other food product, generally by food producers, the foods are entered into bigger packaging which enables to contain all information as specified in this Government

Regulation. In addition to, for any food product packaged in very small packaging it shall remain to mention name and address of producers/manufacturers.

Letter b  
Sufficiently clear

Letter c  
Meant by food in the great quantity (poured) is any food packaged in a container, so that net volume of the food more than 500 liters or net weight of the food more than 500 kilograms.

Article 64  
Sufficiently clear

SUPPLEMENT TO THE STATE GAZETTE OF THE REPUBLIC OF INDONESIA  
NUMBER 3867