

C07 Compliance of commercial food products for infants (up to 12 months) and young children (12-36 months) (FIYC) available in Kuala Lumpur to the World Health Organisation's draft Nutrient and Promotion Profile Model (NPPM)

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Complementary foods are important to assist infants in achieving their optimal growth from around six months of age because an infant's need for nutrition and energy starts to exceed that provided by breast milk. Currently, commercial food products for infants and young children (FIYC) are popular as they have a variety of choices and are convenient and simple to prepare. However, most parents and caregivers lack knowledge and guidance in choosing nutritious snacks and beverages for infants since there is no standardised way to examine commercial FIYC available in Malaysia. The objectives of this study were (i) to evaluate the nutrient profiles and marketing strategies of commercial FIYC snacks and beverages available in Kuala Lumpur using the World Health Organisation's draft Nutrient and Promotion Profile Model (NPPM), and (ii) to evaluate the association between compliance to the nutrient threshold and promotion criteria. Overall, 135 samples were collected from stores available in Kuala Lumpur. Data were obtained from the product's packaging and recorded in a pre-designed Excel spreadsheet. Results were expressed as the number and percentage of samples meeting the proposed nutrition and marketing criteria using the NPPM baby food calculator website. Two food categories discouraged for use as FIYC were sold in Malaysia. These included: (i) Sweet confectionery, sweet spreads, and fruit chews, and (ii) Single or mixed fruit juices, vegetable juices or other non-formula drinks. No FIYC snack or beverage met all proposed NPPM nutrition thresholds, while 43% of these products met all marketing requirements of the NPPM. The high sugar and sodium contents in FIYC snacks and beverages are a concern. Inappropriate food claims can misguide consumers while choosing FIYC for their children. Hence, the government and health professionals should educate consumers on making healthier food product choices.