

## **C04 Compliance of commercial complementary infant and toddler foods available in Kuala Lumpur to the WHO's draft Nutrient and Promotion Profile Model**

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The first 1000 days of life are critical since the foundation of a child's health, growth, and development are laid during this time. Unsuitable commercial foods introduced as foods for infants and young children (FIYC) made during this period could be detrimental to a child's growth and future health status. Presently, commercially available foods FIYC are extensively available in the Malaysian market and widely used for convenience. However, FIYC in several countries have raised concern owing to their high sugar and sodium content and problematic promotional strategies. Thus, the World Health Organization (WHO) proposed a Nutrition and Promotion Profile Model (NPPM) to evaluate FIYC. We aimed to evaluate the nutrient profiles and marketing strategies of products for infants and toddlers like cereals, soft wet-spoonable foods, and meals with chunky pieces as per the WHO's draft NPPM. The food samples were obtained from several stores in Kuala Lumpur. Food label data on nutrient content and promotional information were extracted from the food packaging, as per the NPPM criteria. Data were then evaluated using the NPPM calculator website and recorded in a pre-designed Excel sheet. The number (*n*) and percentage (%) of products passing the NPPM nutrient profiles and marketing strategies were automatically generated. Out of the 150 products evaluated, only 78 (52%) passed all the nutrient requirements, while a humbling 23% passed all the marketing requirements. Products contained high sugar (23%) and sodium (24%) and were low in energy (28%) and protein (36%). Some FIYCs were promoted for infants and young children below six months, which is not permitted by WHO's NPPM. Marketing claims were extensive, while front-of-pack names were misleading. The present study findings revealed that several products had poor nutrient quality and inappropriate labels, eventually misleading parents and caregivers. Therefore, baby food reformulation and parental education on reading food labels are critical components in guiding them to make wise choices.