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GENERAL

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THE PRESIDENT OF THE REPUBLIC OF INDONESIA

GOVERNMENT REGULATION
NO. 69/1999; DATED : JULY 21, 1999

RE

FOOD LABELS AND ADVERTISEMENTS

THE PRESIDENT OF THE REPUBLIC OF INDONESIA

- Considering :**
- a. that one of the aims of regulation, fostering and control in food affairs is the creation of fair and responsible food trade;
 - b. that food labels and advertisements constitute a means in food trading activities with vital significance so that it is necessary to regulate and control them in order to provide society with true and illuminating food information;
 - c. that the public have the right to obtain true and illuminating information concerning food they consume, particularly that conveyed through foods labels and advertisements;
 - d. that based on the above matters and in order to implement Law No. 7/1996 on food affairs, it is deemed necessary to regulated food labels and advertisements in a government regulation.

- Bearing in mind :**
1. Article 5 paragraph (2) of the Constitution of 1945;
 2. Law No. 23/1992 on health affairs (State Gazette of 1992 No. 100, Supplement to State Gazette No. 3495);
 3. Law No. 7/1996 on food affairs (State Gazette of 1996 Number. 99, Supplement to State Gazette No. 3656);

HAS DECIDED :

To stipulate : THE GOVERNMENT REGULATION CONCERNING FOOD LABELS AND ADVERTISEMENTS

CHAPTER I
GENERAL PROVISIONS
Article 1

Hereinafter referred to as :

1. Food shall be everything originating in biological and water resources, whether or not processed, which is meant to be eaten or drunk by men, including food additives, food raw materials, and other materials used in preparing, processing and or producing food or beverage.
2. Processed food shall be food or beverage resulting from processing by certain means or methods with or without additives.

CAFI 66/AUGUST 18, 2000

3. Food labels shall be any information concerning food in the form of pictures, writing, combinations of both or other shapes which are put on, put into, stuck to, or constitute part of packages of food, hereinafter called labels.
4. Food advertisements shall be any information or statement concerning food in the form of pictures, writing, or other shapes which are conveyed by various means for food marketing and or trading, hereinafter called advertisements.
5. Permissible food shall be food containing no elements or materials which are not allowed by islamic law or banned from being consumed by Moslems, involving food raw materials, food additives, auxiliary materials and other complementary materials including food subjected to genetic engineering and irradiation, and food processed according to islamic law.
6. Nutrition shall be substances or compounds which are contained in food, comprising carbohydrate, protein, fat, vitamins and minerals as well as their derivatives beneficial to human growth and health.
7. Food production shall be the activities of producing, preparing, processing, manufacturing, preserving, packing, repacking, and or changing the form of food.
8. Food packages shall be the materials used for containing and or packing/wrapping food, whether or not directly touching the relebant food.
9. Food transportation shall be the activities or series of activities for moving food from one place tor another by whatever transportation means or facilities in the process of food production, distribution and or trading.
10. Food distribution shall be the activities or series of activities for distributing food to society, whether or not for trading.
11. Food trading shall be the activities or series of activities for selling and or buying food, including offers for selling food, and other activities connected with the transfer of food by receiving compensation.
12. Anybody shall include individuals and business units, whether or not in the form of statutory bodies.
13. Indonesian National Standards shall be standards which are determined by the National Standardisation Agency (BSN).

CHAPTER II
FOOD LABELS
Part One
G e n e r a l
Article 2

- (1) Anybody producing or importing packaged food into the territory of Indonesia for trading shall put labels on in and or as part of food packages.
- (2) The labelling as meant in paragraph (1) shall be done in such a way so as not to easily come off, fade or be damaged, and shall be placed in a visible and readable position of food packakes.

Article 3

- (1) The labels as meant in Article 2 paragraph (1) shall contain information on the relevant food.

- (2) The information as meant in paragraph (1) shall at least have the following details :
- a. name of product;
 - b. list of materials used;
 - c. net weight or net content;
 - d. name and address of party producing or importing food into Indonesia;
 - e. date of expiration.

Article 4

Apart from the information as meant in Article 3 paragraph (2), certain processed food can be required by the Minister of Health to include other particulars connected with human health in label information pursuant to this government regulation.

Article 5

- (1) The information and or statements on food in labels, with regard to writing, pictures or any other shapes, shall be true and shall not be misleading.
- (2) Anybody shall be prohibited from giving information or statements on food being traded through, in and or with labels if the information or statements are not true or misleading.

Article 6

- (1) Statements on the benefit of food to health in labels shall only be included if they are supported by scientific facts which can be accounted for.
- (2) Further provisions on the procedure and requirements for including statements on the benefit of food to health as meant in paragraph (1) shall be stipulated by the Minister of Health.

Article 7

Labels shall not bear statements or information in whatever forms claiming that the relevant food can function as a medicine.

Article 8

Anybody shall be prohibited from including names, logos or identities of institutes conducting analyses of relevant food products in labels.

Article 9

Anybody producing or importing packed food into the territory of Indonesia for trading shall be prohibited from using labels which fail to meet the provisions stipulated in this government regulation.

Article 10

- (1) Anybody producing or importing packed food into the territory of Indonesia for trading and declaring that the said food is permissible for Moslems, shall be responsible for the truth of the statement and put the information or word "*halal*" on labels.
- (2) The statement of "*halal*" as meant in paragraph (1) shall constitute an inseparable part of labels.

Article 11

- (1) In order to support the truth of the "*halal*" statement as meant in Article 10 paragraph (1), anybody producing or importing packed food into the territory of Indonesia for trading shall have the said food first examined by accredited inspection agencies pursuant to the laws in force.

- (2) The examination as meant in paragraph (1) shall be conducted according to the guidelines and procedures laid down by the Minister of Religious Affairs by taking account of the consideration and suggestions given by competent religious institutions.

Part Two
Main Part of Labels
Article 12

By observing the provision in Article 3 paragraph (2), the main part of labels shall at least contain the following details :

- a. name of product;
- b. net weight or net content;
- c. name and address of party producing or importing food into the territory of Indonesia.

Article 13

- (1) The main part of labels shall at least contain writing about the information as meant in Article 12 which are arranged in a orderly, not crowded manners, clearly and placed in an easily readable position.
- (2) The use of backgrounds, in the form of both picture, colours and other decoration, which can obscure the writing in the main part of labels as meant in paragraph (1) shall be prohibited.

Article 14

The main part of labels as meant in Article 12 shall be placed in the side of packages of food which allow the public to easily see, observe and/or read.

Part Three
Writing in labels
Article 15

Details in labels shall be written or printed by using the Indonesian language, Arabic figures and Latin letters.

Article 16

- (1) The use of languages, figures and letters other than the Indonesian language, Arabic figures and Latin Letters shall be allowed as long as their equivalents are not available or can not be made, or in the framework of international trade in food.
- (2) Letters and figures contained in labels shall be clear and easy to read.

Part Four
Name of food products
Article 17

- (1) Names of food products shall reflect their true properties and/or conditions.
- (2) The use of names of certain food products already existing in the Indonesian National Standards can be enforced compulsorily by decrees of technical ministers.
- (3) In the case of the use of names other than those included in the Indonesian National Standards, the names shall be ordinary or common, by observing the provision in Article 5 paragraph (1).

Article 18

- (1) in the case of food products already fulfilling the requirements for names of food products stipulated in the Indonesian National Standards, the relevant products can use names of kinds of food products already stipulated.
- (2) In the case of the names of kinds of food products as meant in paragraph (1) not yet being set forth in the Indonesian National Standards, the relevant food products can use names of kinds of food products stipulated by technical ministers as long as the products fulfil the requirements for the use of names of kinds of the relevant food products.
- (3) Food products failing to fulfill the requirements stipulated in the Indonesian National Standards or by the technical ministers as meant in paragraph (1) shall be prohibited from using names of kinds of food products given to food products already fulfilling the requirements stipulated.

Part five Information on Ingredients Used Article 19

- (1) The information on ingredients used in the activities or processes of production of food shall be mentioned on labels as a list of ingredients in the order starting from the ingredient which has the largest proportion, except vitamins, minerals and other nutritional supplements.
- (2) Names used for ingredients which are used in the activities or processes of production of food products as meant in paragraph (1) shall be names which are normally used.
- (3) If the names of ingredients which are used in the activities or processes of production as meant in paragraph (1) have already been stipulated in the Indonesian National Standards, the names shall only be allowed to be mentioned on labels in the case of names of the relevant ingredients already fulfilling the requirements stipulated in the Indonesian National Standards.

Article 20

- (1) Water which is supplemented shall be contained as a food composition, unless the water is part of ingredients which are used.
- (2) Water or ingredients in food which wholly evaporate during the processing of food shall not be necessary mentioned.

Article 21

The attaching of statements to labels that food has already been supplemented, enriched or fortified by vitamins, minerals or other nutritional supplements shall not be prohibited as long as the statements are true and not misleading.

Article 22

- (1) Groups of food additives shall be mentioned on labels of food containing food additives.
- (2) If the food additives which are used have names and/or international codes, the names and international codes shall be mentioned on labels of food, except food additives in the form of coloring agents.
- (3) In the case of food additives being in the form of coloring agents, in addition to the groups and names of food additives, indexes of the relevant coloring agents shall be mentioned on labels.

Part Six
Statement On Net Weight And Net Content of Food
Article 23

Net weight and net content shall be referred to the following metric units :

- a. measurement of content for liquid food;
- b. measurement of weight for solid food;
- c. measurement of content or weight for semi-solid or thick food.

Article 24

Food using a liquid medium shall also be accompanied by information on net weight after being deducted by the liquid medium.

Article 25

Labels containing information on doses of use shall present information on the net content or net weight per dose.

Part Seven
Information on Names And Address
Article 26

- (1) The name and address of the party producing food shall be mentioned on labels.
- (2) With regard to food imported into the territory of Indonesia, in addition to the information as meant in paragraph (1), the name and address of the party importing food into the territory of Indonesia shall also be mentioned on labels.
- (3) If the party which imports food into the territory of Indonesia as meant in paragraph (2) is different from that distributing the food in the territory of Indonesia, in addition to the information as meant in paragraph (2), the name and address of the distributor shall also be contained in labels.

Part Eight
Date of Expiration
Article 27

- (1) The date, month and year of expiration as meant in Article 3 paragraph (2) shall be clearly mentioned on labels.
- (2) The date, month and year of expiration as meant in paragraph (1) shall be contained after the words "best used before", in accordance with kinds and shelf lives of the relevant food.
- (3) In the case of food products having the expiration period for more than 3 (three) months, the reference of only the month and year of expiration shall be allowed.

Article 28

Food trading involving food products which surpass the date, month and year of expiration as contained in labels shall be prohibited.

Article 29

Anybody shall be prohibited from :

- a. erasing, removing, covering, replacing labels of and re-labeling food being distributed;
- b. substituting the date, month and year of expiration of food being distributed.

Part Nine
Registry Number of Food
Article 30

In the framework of the distribution of food, processed food obliged to be registered in accordance with provisions of laws in force, which are produced in the country and imported into the territory of Indonesia, shall have the registry numbers mentioned on labels of the relevant food.

Part Ten
Information on Production Code of Food
Article 31

- (1) Production codes of processed food shall be contained in labels, containers or packages of foods and be placed in a position easy to see and read.
- (2) The production codes as meant in paragraph (1) can at least provide information on the production history of the relevant food.

Part Eleven
Information on Content of Nutrition
Article 32

- (1) Information on the content of nutrition of food shall be contained in labels of the food :
 - a. being accompanied by statements that the food contains vitamins, minerals and or other kinds of nutrition supplement; or
 - b. being required on the basis of provisions of laws in force in the fields of food quality and nutrition, to supplement vitamins, minerals and/or other kinds of food nutrition.
- (2) The information on the content of nutrition of food as meant in paragraph (1) shall be contained in the following order :
 - a. total volume of energy, with specification based on amounts of energy which are derived from fat, protein and carbohydrate.
 - b. total volumes of fat, saturated fat, cholesterol, carbohydrate, fiber, sugar, protein, vitamins and minerals.
- (3) If the labeling of content of nutrition is used for certain food products, labels of the food shall contain the following matters;
 - a. dose of use;
 - b. volume of doses per package;
 - c. content of energy per dose of user;
 - d. content of protein per dose (in gram);
 - e. content of carbohydrate per dose (in gram);
 - f. content of fat per dose (in gram);
 - g. percentage and figures of nutrition adequacy number recommended.

Article 33

- (1) The statements on labels that foods is a source of a nutrition substance shall not be prohibited

as long as the volume of nutrition in the relevant food is ~~at least~~ 10% higher than the recommended daily nutrition adequacy volume in a dose for the food.

- (2) The statements on labels that food contains a nutrition substance ~~more superior~~ than other food products, shall be prohibited.

Part Twelve
Information on Irradiation of Food and Genetic Engineering
Article 34

- (1) The words IRRADIATED FOOD, aim of irradiation shall be contained ~~at labels~~ of food subject to irradiation treatment, and in the case of the food being not allowed to be irradiated again, the words NOT TO BE RE-IRRADIATED must be contained.
- (2) In the case of food subject to the irradiation treatment as meant in paragraph (1) being ingredients used in certain food products, the information on the irradiation treatment of ingredients which are irradiated on labels shall be enough.
- (3) In addition to the writing as meant in paragraph (1), special logos of irradiated food can also be contained in labels.
- (4) Besides information as meant in paragraph (1), the following matters shall be contained in labels:
 - a. name and address of the irradiation service provider, in the case of irradiation not being done by the producer of food;
 - b. date of irradiation in month and year;
 - c. name of country where irradiation is done;

Article 35

- (1) The words GENETICALLY ENGINEERED FOOD shall be contained in labels of food resulting from genetic engineering.
- (2) In the case of food which results from genetic engineering as meant in paragraph (1) being ingredients used in certain food products, the information on genetically engineered ingredients of foods resulting from the genetic engineering on labels shall be enough.
- (3) In addition to the writing as meant in paragraph (1), special logos of food resulting from genetic engineering can be contained in labels.

Part Thirteen
Information on Food Made of Natural Raw Materials
Article 36

- (1) Food made of natural raw materials can be given labels containing information that the food is derived from the natural ingredients in the case of the food containing the relevant natural raw materials not less than the minimum content set forth in the Indonesian National Standards.
- (2) Labels of food made of natural raw materials subject to a follows up process, shall give information showing that the relevant raw materials have already been subject to the follow up proses.

Article 37

In the case of food being made without using or partially made of natural raw materials, the inclusion of statements or information that the relevant food is wholly made of natural raw materials in labels of the food shall be prohibited.

Part Fourteen
Other Information On Certain Processed Food on Labels
Article 38

Information on labels on processed food for infants, children below five, pregnant or breast feeding mothers, people on special diets, elders and sufferers of certain diseases, shall contain information on the allocation, method of use and/or other necessary instructions, including impacts of the food on human health.

Article 39

- (1) Information on the method of preparation and/or use shall be contained in labels of processed food which needs a special method of preparation and/or use.
- (2) In the case of information as meant in paragraph (1) being impossible to contain in labels, the information shall at least be put on containers or packages of food.

Article 40

If the quality of certain food is dependent on a method of preparation or needs a special method of storage, directives, on the method of storage shall be contained in labels.

Article 41

Labels of food made of semi-finished or finished ingredients shall be prohibited from containing information or statements that the food is made of fresh materials.

Article 42

Further provisions required for the implementation of the provisions as meant in Articles 39, 40 and 41 shall be stipulated by the Minister of Health.

Part Fifteen
Information on Food Additives
Article 43

- (1) In addition to information as meant in Article 3 paragraph (1), labels of food additives shall contain the following matters :
 - a. writing of food additives;
 - b. names of groups of food additives;
 - c. names of food additives and/or international code numbers owned.
- (2) The Minister of Health shall further stipulate the procedures and requirements for labels of food additives.

CHAPTER III

To be continue

 GENERAL

THE PRESIDENT OF THE REPUBLIC OF INDONESIA

***** OFFICIAL ANNOUNCEMENT *****

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GENERAL

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THE PRESIDENT OF THE REPUBLIC OF INDONESIA

**GOVERNMENT REGULATION
NO: 69/1999; DATED : JULY 21, 1999**

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FOOD LABELS AND ADVERTISEMENTS

(Continuation From Warta CAFI No. 66)

**CHAPTER III
FOOD ADVERTISEMENTS
Part One
General
Article 44**

- (1) Every advertisement of food which is traded shall contain true and illuminating information on food, both in the form of pictures and/or voice, statements and/or any other forms.
- (2) Every advertisement of food shall not contravene norms of decency and public order.

Article 45

- (1) Anybody producing and/or importing food into the territory of Indonesia for trading shall be prohibited from including untrue and/or misleading statements and/or information in advertisements.
- (2) Publishers, printers, licencees of radio or television broadcasting, agents and/or any medium used for disseminating advertisements shall share responsibility for the contents of untrue advertisements, unless the relevant parties have already taken actions needed to examine the truth of contents of the relevant advertisements.
- (3) For the interest of supervision, publishers, printers, licencees of radio or television broadcasting, agents, and/or any medium used for disseminating advertisements shall be prohibited from keeping in secrecy the identities, names and addresses of advertisers.

Article 46

Anybody stating in advertisements that food traded is in accordance with requirements of certain religions and beliefs shall be responsible for the truth of the statement.

Article 47

- (1) Advertisements shall be prohibited from being made in whatever forms for broadcasting

and/or dissemination to society by means of discrediting other food products.

- (2) Advertisements shall be prohibited from merely displaying children below 5 (five) in whatever forms, unless the food is designed for children below 5 (five).
- (3) Advertisements of certain food containing high-grade ingredients which can endanger and/or disturb the growth and/or development of children shall be prohibited from being published through whatever media specially intended for children.
- (4) Advertisements of food for infants up to 1 (one) year old shall be prohibited from being published in mass media, except in special printed media for health, after securing approval from the Minister of Health, and information that the relevant food is not a substitute for mothers' milk must be contained in the relevant advertisements.

Part Two
Advertisements of Food Connected with Nutrition and Health
Article 48

Statements in whatever forms on benefits of food to health which are contained in advertisements in mass media shall be accompanied by information supporting the statements on the relevant advertisements clearly so as to be easily understood by society.

Article 49

- (1) Advertisements in mass media stating that the food is food designed for people on a special diet shall contain elements of food supporting the statement.
- (2) In addition to information as meant in Sub-section (1) advertisements shall also contain information on contents of food nutrition as well as impacts which may arise if the food is consumed by other people who are not on a special diet.

Article 50

Advertisements shall be prohibited from containing information or statements that the food is a source of superior energy and promptly produces strength.

Part Three
Advertisements of Food for Certain Groups of People
Article 51

- (1) Advertisements of food for infants and/or children below five shall contain information on its indication.
- (2) In addition to information as meant in Sub-section (1), the advertisements shall also contain warnings about the negative impacts of the relevant food on health.

Article 52

Advertisements of processed food containing materials which can disturb the growth and/or health of children shall contain warnings about the negative impacts of the food on the growth and health of children.

Article 53

Advertisements shall be prohibited from containing statements of information that the relevant food can function as a medicine.

Part Four Advertisements Connected With Origin and Nature of Food Materials Article 54

Advertisements of food which is made without or partially uses natural raw materials shall be prohibited from containing statements or information that the relevant food is wholly made of natural raw materials.

Article 55

Advertisements of food which is made of semi-finished ingredients or finished ingredients shall be prohibited from containing statements or information that the relevant food is made of fresh materials.

Article 56

Advertisements containing statements or information that the food has already been enriched by vitamins and other nutrition supplements shall not be prohibited, as long as the enrichment is done correctly upon the processing of the food.

Article 57

Food made of or derived from certain natural materials can only be advertised as the food derived from the natural raw materials, in the case of the food containing the relevant natural minerals not less than the minimum requirements set forth in the Indonesian National Standards.

Part Five Advertisements of Alcoholic Drinks Article 58

- (1) Anybody shall be prohibited from advertising alcoholic drinks in whatever mass media.
- (2) The alcoholic drinks as meant in Sub-section (1) shall be drinks containing ethanol (C_2H_5OH) which is more than or equal to 1% (one percent).

CHAPTER IV SUPERVISION

Part Five Institution Article 59

Supervision over the implementation of provisions on labels and advertisements shall be done by the Minister of Health.

Part Two Inspectors Article 60

- (1) In implementing the provision as meant in Article 59, the Minister of Health shall appoint officials for executing tasks of inspection.
- (2) The inspectors as meant in Sub-section (1) shall be selected and appointed by the Minister of Health on the basis of certain expertise mastered.
- (3) The inspectors as meant in Sub-section (1) shall be appointed and relieved by the Minister of Health.

CHAPTER V

ADMINISTRATIVE SANCTIONS

Article 61

- (1) Anybody violating the provisions as meant in this government regulation shall be subjected to administrative sanctions.
- (2) The administrative sanctions as meant in Sub-section (1) shall include :
 - a. written warnings;
 - b. prohibition from distributing food products for a certain period and/or order to withdraw food products from distribution;
 - c. destroying food if the food is proven to endanger health and human life;
 - d. discontinuation of production for a certain period;
 - e. imposition of a fine totalling Rp. 50,000,000,00 (fifty million rupiahs) at the maximum, and/or.
 - f. revocation of production or business licences.
- (3) The administrative sanctions as meant in Sub-section (2) letters, b, c, d, e and f can only be imposed after the written warnings as meant in Sub-section (2) letter a is issued three times.
- (4) The administrative sanctions as meant in Sub-sections (2) and (3) can be imposed by technical ministers in accordance with their areas of authority on the basis of input from the Minister of Health.

CHAPTER VI

TRANSITIONAL PROVISION

Article 62

Upon the enforcement of this Government Regulation, all Acts on labels and advertisements already existing and contravening this Government Regulation shall be declared null and void.

CHAPTER VII

SPECIAL PROVISION

Article 63

The provisions on labels and advertisements as meant in this government regulation shall not be effective for :

- a. food whose package is too small, so that it is impossible to contain all kinds of information as meant in this government regulation;
- b. food directly sold and packed before buyers in a small number;
- c. food sold in a large amounts (bulk);

**CHAPTER VIII
CLOSING PROVISION
Article 64**

This government regulation shall come into force 1 (one) year as from the date of promulgation.

For public cognizance, this government regulation shall be promulgated by placing it in State Gazette of the Republic of Indonesia.

Promulgated in Jakarta
On July 21, 1999
THE MINISTER OF STATE/SECRETARY
sgd

Stipulated in Jakarta
On July 21, 1999
THE PRESIDENT OF THE REPUBLIC
OF INDONESIA
sgd

M U L A D I

BACHARUDDIN JUSUF HABIBIE

STATE GAZETTE OF THE REPUBLIC OF INDONESIA OF 1999 NO. 131

E L U C I D A T I O N

**ON
GOVERNMENT REGULATION NO. 69/1999
CONCERNING
FOOD LABELS AND ADVERTISEMENTS**

G E N E R A L

The creation of fair and responsible trade in food is one of the important aims of regulation, fostering and control in food affairs as expected by Act No. 7/1996. One of the efforts to achieve orderly regulation in food affairs is the regulation in food labels and advertisements, which in practice have not yet secured proper stipulation so far.

Many kinds of food circulating in society without observing the provisions on the containing of labels have caused anxiety. Trade in expiring food, the use of coloring agents not allocated to food or other actions which inflict losses on communities, and even can threaten the health and safety of human life, mainly children are generally done through deception on labels or through advertisements. Food labels and advertisements which are dishonest and misleading cause adverse effects to the development of human health.

With regard to food labels and advertisements, the public need to obtain true, clear and complete information on the quantity, content, quality and other necessary matters of food circulating on the market. Information on food labels or advertisements is badly needed by society so that every individual can accurately determine preference before purchasing and/or consuming food. Without clear information, deceits can happen.

Fair and responsible food trade is not solely to protect the interests of society consuming food. Through appropriate regulation along with harsh sanctions, anybody producing food or importing food into the territory of Indonesia for trading is expected to obtain protection guarantees for legal certainty. Competition in food trade is regulated so that parties producing food and advertising agencies are obliged to make advertisements in a true manner and avoid misleading society by putting food labels and advertisements which must contain honest information on food.

The government is aware that the development of food technology really affects the labeling of food. The development is impossible to totally covered through this government regulation. Nonetheless, the matter is also impossible to ignore without opening opportunity for further regulation. Under such circumstances, the government regulation at the same time instructs the institutions concerned to regulate the matter if necessary. Regulation of the matter is adjusted to the scope of tasks and authority of the relevant institutions.

Not only matters connected with health need to be informed in a true and illuminating manner through food labels or advertisements, but also spiritual protection need to be given to society. Moslem society is the majority of Indonesia's total population who need to be protected specially and non-discriminatorily by regulation on *halal* (permissible food). Nonetheless, interests of followers of other religions and beliefs continue to be protected through responsibility of the party producing food or importing food into the territory of Indonesia for trading for the said purpose.

In addition to information obliged to be mentioned on labels as intended by Article 30 Sub-section (2) of Act No. 7/1996 on food, other matters which are possible to inform to society are also regulated. To accomodate the regulation, rudiments of regulation connected with labels of nutrition for the interests of certain groups of society are stipulated by this government regulation. Further regulation is entrusted to the Minister of Health who is more knowledgeable about aspects of public health, including side effects of certain food on health of certain groups of society.

It has already been described previously, impacts of food consumed on human health need to be cautioned. Therefore food advertisements need to be regulated specially and controlled properly through this government regulation. The exploitation of children below five are firmly prohibited in advertising food which is not specially designed for consumption by them. The prohibition is badly needed to avoid children from the impacts of negative or misleading advertisements easily accepted by children who are naturally not yet able to distinguish between good and bad things.

This government regulation requires labels to be written by in the Indonesian language. Arabic figures and Latin letters. The provision is effective for not only food produced in the country but also food imported into the territory of Indonesia for trading. This regulation is aimed at ensuring that information on food can be understood by all groups of society, in both urban and rural areas.

Without ignoring regulation which has already been contained in laws on health, the government regulation on food labels and advertisements as the implementation of Act No. 7/1996 concerning food constitutes a complement to the regulation already existing. The aim of regulation is to further guarantee legal certainty for society consuming food.

Finally, the integration of tasks in the field of supervision over the implementation of this government regulation is heavily dependent on the capacity of state apparatus to avoid the occurrence of excesses which are not expected.

ARTICLE BY ARTICLE

Article 1

Self-explanatory.

Article 2

Sub-section (1)

Self-explanatory.

Sub-section (2)

Self-explanatory.

Article 3

Sub-section (1)

Self-explanatory.

Sub-section (2)

Self-explanatory.

Article 4

"Certain processed food" as meant in this provision is processed food designed for consumption by certain groups, formula milk for babies, food for pregnant and breast feeding mothers, special food for sufferers from certain diseases, or other food of the kind which considerably affects the quality of growth of human health.

Article 5

Sub-section (1)

Incorrect/false information is information whose contents contravene the actual fact or which contains no information needed in order to give a true description of impression of food.

Misleading information is statement connected with matters, like the nature, price, ingredient, quality, composition, benefit or security of food which is true in fact but can cause a deception misleading the understanding about the relevant food.

Sub-section (2)

Self-explanatory.

Article 6

Sub-section (1)

Referred to in this government regulation as a statement (claim) on health benefit is a statement that a certain food product contain certain nutrient and/or non-nutrient substances which are beneficial if the food is consumed or not consumed by certain groups, e.g. for children below five, elderly people, pregnant and breast feeding mothers etc.

The definition of the statements can only be contained in labels or advertisements if the matters can scientifically be accounted for among others, through a laboratory or clinical tests.

Sub-section (2)

Self-explanatory.

Article 7

This provision is also effective for food which on the basis of scientific facts benefits health and may not be advertised as a medicine.

Article 8

Self-explanatory.

Article 9

Self-explanatory.

Article 10**Sub-section (1)**

The inclusion of the information or word "halal" in food labels is an obligation in the case of the party which produces and/or imports food into the territory of Indonesia stating (claiming) that the product is halal for muslim people.

The use of languages or letters other than the Indonesian language and latin letters must be accompanied by their equivalents in the Indonesian language and latin letters.

Information on halal food has a very important meaning and is intended to protect society embracing the islamic religion so as to prevent food consumption prohibited by the Islamic law (haram).

The truth of a statement of halal on food labels is not only proven on the basis of raw materials, food additives or auxiliary materials used for producing food, but also can be proved in the production process.

Sub-section (2)

Self-explanatory.

Article (11)**Sub-section (1)**

The inclusion of the word halal is basically voluntary in nature. However, anybody, producing and/or importing food into the territory of Indonesia for trading stating that the food halal, in accordance with the provision the producer and/or importer are obliged to put the word halal on labels of the products. In order to avoid any doubt among Muslim people about the truth of the statement of halal as well as to ensure the continuity or progress of their business, it is appropriate if the food stated halal is first examined by institutions already accredited by the National Accreditation Committee (KAN). The examination is intended to calm and convince of Muslim people that food to be consumed is safe from the religious perspective.

Sub-section (2)

The religious institution is the Indonesian Ulama Council. This guidance is general in nature and among others include the requirements for ingredients, processes and products.

Article 12

Main part of labels means the part of labels containing important information to be conveyed to consumers.

Article 13**Sub-section (1)**

In addition to the three kinds of information as meant in this provision, information on halal can be mentioned in the main part of food labels so as to be easily seen and known by society wishing to buy the food.

Sub-section (2)

Self-explanatory.

Article 14

Self-explanatory.

Article 15

The provision is intended to require processed food traded in Indonesia to use labels in the Indonesian language. Food destined for export can be excepted from this provision.

Article 16**Sub-section (1)**

Self-explanatory.

Sub-section (2)

Self-explanatory.

Article 17**Sub-section (1)**

Self-explanatory.

Sub-section (2)

Self-explanatory.

Sub-section (3)

With the development of food technology, there are certain food products which have no or do not yet have names of products, e.g. snacks like chiki, tazzos etc. Therefore the kinds of food products, like snack, are sufficient to mention.

The provision only allows the use of foreign languages in a limited manner, namely in the case of their equivalents being not found in the Indonesian language.

Article 18**Sub-section (1)**

Self-explanatory.

Sub-section (2)

Self-explanatory.

Sub-section (3)

Self-explanatory.

Article 19**Sub-section (1)**

Self-explanatory.

Sub-section (2)

Self-explanatory.

Sub-section (3)

Self-explanatory.

Article 20**Sub-section (1)**

By mentioning the volume of water used as a mixture a certain food product, anybody to

consume the food can be informed of net weight of the relevant food.

Sub-section (2)

Self-explanatory.

Article 21

The use of the words "not misleading" implies that even though the enrichment or fortification of vitamins, minerals or nutrition is done truthfully upon processing, but the inclusion of statement of the enrichment remains possible to mislead, e.g. due to the relevant food, the consumption pattern, the enrichment brings no benefits to consumers, except commercial benefits obtained by producers.

Article 22

Sub-section (1)

The inclusion of names of groups of food additives is needed to ensure that anybody consuming the food can clearly be informed of the kinds of food additives which are used.

Sub-section (2)

The obligation to mention international code numbers facilitates anybody producing or consuming certain food and at the same time eases the supervision.

Sub-section (3)

Self-explanatory.

Article 23

Self-explanatory.

Article 24

Referred to as net weight after being deducted by a liquid medium is the net weight of food in a condition not mixed with water (weight after being drained).

Article 25

Self-explanatory.

Article 26

Sub-section (1)

Self-explanatory.

Sub-section (2)

The provision is intended to ensure that consumers can obtain information on the origin or importers of the relevant food in Indonesia.

Sub-section (3)

The provision is intended to ensure that consumers can obtain correct information on both importers and distributors of the relevant food.

Article 27

To be continue

***** OFFICIAL ANNOUNCEMENT *****

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GENERAL
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THE PRESIDENT OF THE REPUBLIC OF INDONESIA

GOVERNMENT REGULATION
NO: 69/1999 : DATED : JULY 21, 1999

RE

FOOD LABELS AND ADVERTISEMENTS

(Continuation From Warta Cafi No. 67)

Article 27

Sub-section (1)
Self-explanatory

Sub-section (2)

Eventhough the word used is "best used before" it does not reduce the meaning of the provision on the prohibition from trading food surpassing the expiration period.

Sub-section (3)
Self-explanatory.

Article 28

Self-explanatory.

Article 29

Self-explanatory.

Article 30

Food Registry Numbers are numbers granted to processed food as meant in this provision in the framework of the distribution of food.

Article 31

Sub-section (1)
Self-explanatory.

Sub-section (2)

" History of production" means the explanation on the production period or series of links in production chains.

Article 32

Sub-section (1)
Self-explanatory.

Sub-section (2)**Letter a**

Self-explanatory.

Letter b

The definition of total volume is only effective for calorie, fat and carbohydrate. For calorie, the total volume means the total calories derived from fat, protein and carbohydrate. For fat, it means the total fat, while for carbohydrate it means the total carbohydrate.

Sub-section (3)

The figure of nutrition adequacy recommended which is widely known as Dietary Allowance Nutrients is a definition in the food affairs adopted by Indonesia, whose calculation is based on the consumption pattern of food and the need of Indonesian people for nutrition, which in this case is different from that prevailing in other countries because of differences in geographical condition, consumption patterns etc.

Article 33**Sub-section (1)**

This article prohibits the inclusion of statements on food labels that certain food is source of a certain kind of nutrition, except the volume of nutrition in the said food at least accounts for 10% of the total volume of the daily nutrition recommended in a dose. The provision on the minimum volume of certain kinds of nutrition allowed is stipulated in the Indonesian National Standards. In the case of the stipulation being not yet available, the Minister of Health is authorized to stipulate the minimum volume which must be fulfilled in certain food products.

Sub-section (2)

Self-explanatory.

Article 34**Sub-section (1)**

Self-explanatory.

Sub-section (2)

With this provision, the word IRRADIATED FOOD needs not be contained in the food, but it is sufficient to mention information that ingredients used in the food have already been treated by irradiation.

Sub-section (3)

Self-explanatory.

Sub-section (4)

Self-explanatory.

Article 35**Sub-section (1)**

Self-explanatory.

Sub-section (2)

With this provision, the word GENETICALLY ENGINEERED FOOD needs not be contained, but it is sufficient to mention information that ingredients used in the food results from

irradiation.

Sub-section (3)
Self-explanatory.

Article 36
Sub-section (1)
Self-explanatory.

Sub-section (2)
Self-explanatory.

Article 37
Self-explanatory.

Article 38
Self-explanatory.

Article 39
Sub-section (1)
The inclusion of information on procedures for the preparation and/or use of processed food needs to be made clear and easy to understand, especially for order steps to ensure that the relevant food can be consumed in accordance with its purpose, as well as to avoid mistakes in the preparation.

Sub-section (2)
Self-explanatory.

Article 40
Information on procedures for storage is very crucial for consumers, because any mistake in procedures for the storage can accelerate degradation in the quality of food or make the food easy to decay, for example the quality of food which must be stored in a cool place will decline in the quality if the food is not stored in a refrigerator or a cool place.

Article 41
Self-explanatory.

Article 42
Self-explanatory.

Article 43
Sub-section (1)
Self-explanatory.

Sub-section (2)
The technical directives, among others, regulate the following matters :

1. Food containing food additives of the anti-oxidant group, artificial sweeteners, preservatives and seasonings must also mention names of food additives and special index numbers of coloring agents.

2. Warnings, e.g. excessive consumption has a laxative effect, artificial sweeteners of the aspartame group carry phenylketonuric warning : contain phenylalanin; labels of artificial sweeteners and food containing artificial sweeteners, the writing that the food is designed for diabetics and/or people who need low calorie food.
3. For artificial sweeteners, the equivalent of sweetness is compared to sugar;
4. The writing that sugar and artificial sweeteners are contained, if the food also contains sugar, besides artificial sweeteners.

Article 44

Sub-section (1)

Self-explanatory.

Sub-section (2)

Self-explanatory.

Article 45

Sub-section (1)

Self-explanatory.

Sub-section (2)

Self-explanatory.

Sub-section (3)

Self-explanatory.

Article 46

Self-explanatory.

Article 47

Sub-section (1)

"Other food products" mean food products traded by trade marks. The prohibition from discrediting other products is intended to allow consumers freedom to choose on the basis of their knowledge about a certain food product without being influenced by advertisements which discredit other products of the similar kind.

Sub-section (2)

This provision is intended to avoid the exploitation of children in food advertisements, especially advertisements which solely feature children below five not for food specially designed for children of the age group.

In the context of food advertisements, children below five can be featured but they are featured in a wider context, e.g. along with the family.

Sub-section (3)

This provision is intended to prevent the increase in consumption of certain processed food containing high-grade ingredients, like monosodium glutamate (MSG), sugar, fat or carbohydrate, which can endanger or disturb the growth and/or development of children.

Sub-section (4)

The approval of the Minister of Health as meant in this paragraph constitutes the approval of material of advertisements, so that the dissemination of information on food designed

for infants can be better selected and solely done to further increase the use of mothers' milk.

Food designed for infants means infant milk, excluding complementary food of mothers's milk, like infant porridge.

Article 48

Self-explanatory.

Article 49

Sub-section (1)

Self-explanatory.

Sub-section (2)

Self-explanatory.

Article 50

Self-explanatory.

Article 51

Sub-section (1)

Referred to as food needed by infants in this provision is complementary food of mothers's milk, like infant porridge, excluding food substituting mothers's milk which is commonly known formula milk for infants.

Sub-section (2)

Self-explanatory.

Article 52

Self-explanatory.

Article 53

Food is different from a medicine and each has specific characteristics, namely food is not curative, while a medicine is curative. Food can not function as a medicine so that to advertise food as a medicine is an action to cheat consumers.

Article 54

Self-explanatory.

Article 55

Self-explanatory.

Article 56

Self-explanatory.

Article 57

Self-explanatory.

Article 58

Sub-section (1)

Alcoholic drinks mean drinks containing ethanol (C_2H_5OH) which can be traded, in accordance with the provisions of laws in force.

Sub-section (2)
Self-explanatory.

Article 59

The supervisory authority of the Minister of Health as stipulated in this provision is in the case of supervision over the compliance with or fulfilment to the provisions in this government regulation by information or statements on labels and advertisements circulating in society.

Article 60

Sub-section (1)
Self-explanatory.

Sub-section (2)
Self-explanatory.

Sub-section (3)
Self-explanatory.

Article 61

Sub-section (1)
Self-explanatory.

Sub-section (2)
Self-explanatory.

Sub-section (3)
Self-explanatory.

Sub-section (4)
Self-explanatory.

Article 62

Self-explanatory.

Article 63

Letter a

The exception is only meant for food products whose packages are too small, so that they are difficult technically to contain all information required as effective for other products which are commonly put into bigger packages by the party producing the relevant food so as to be capable of containing information as meant in this government regulation.

Apart from that, the name and address of the producer need to be contained in food products packed in very small containers.

Letter b

Self-explanatory.

Letter c

Food in a large amount (bulk) means food packed in a container so that the net volume of the relevant food is more than 500 liters or the net weight of the relevant food is more than 500 kilograms.