

# Nutrition Friendly Food Retail Strengthening Policy and Action



Indonesia by



## KEY MESSAGES



The **consumption of high-sugar, high-salt, and high-fat processed foods has increased exponentially**



SEAOFE study has generated new data, highlighting **the current food retail policies that incorporate nutrition objectives**

The complexity of food governance policies results in **fragmented coordination between government agencies**



The MOH (Environmental Health) and FDA (BPOM) have developed policies and guidelines for food retailers focusing on food safety and hygiene. However, **there should be a shift or extending the policy narrative to include the "nutrition aspect" to achieve a healthier food retail.**

## THE RISING NCD BURDEN IN INDONESIA



Retail food environments can contribute to obesogenic environments in communities.



Experts highlight the food retail revolution has made ultra-processed foods high in sugar, fat, and sodium widely available.



Over the last decade, overweight and obesity rates have risen across all age groups in Indonesia. In 2018:

- 1 in 5 children (5-12 years),
- 1 in 7 adolescents (13-18 years), and
- 1 in 3 adults in Indonesia were overweight or obese.



NCD prevalence also have risen significantly. For example, from 2013 to 2018 Riskesdas data:

- Stroke increased from 7% to 10.9%,
- Diabetes from 6.9% to 8.5%, and
- Hypertension from 25.8% to 34.1%.



The increasing NCDs prevalence poses a substantial financial burden on national healthcare insurance (JKN-KIS), with estimated costs reaching up to \$4.47 trillion from 2012 to 2030.

## FOOD RETAIL POLICY LANDSCAPE

Indonesia's food retail environment policies predominantly emphasize food safety, cleanliness, and sanitation rather than addressing nutrition-related objectives. As overweight and obesity prevalence, as well as health expenditure for NCDs, are both increasing, it is essential to look into dietary behaviour at a community level and the food retail environment. The SEAOFE study has generated new data that can guide policy action to improve the healthfulness of retail food environments.

The MOH and FDA have developed policies and guidelines for food retail to ensure quality control standards for food safety, hygiene, and sanitation. Key certifications include:

- Hygiene Sanitation Compliance Certificate (**Sertifikat Laik Higiene Sanitasi; SLHS**),
- Processed Food Safety Management System (**Sistem Manajemen Keamanan Pangan Olahan; SMKPO**),
- Household Processed Food Quality Certificate (**Sertifikat Produk Pangan Industri Rumah Tangga; SPP-IRT**).

**Food retail environment is supervised by multiple Ministries**, respective to its thematic area, which are not clear-cutting:

- Food retailers (both formal and informal) are **overseen by the Environmental Health Unit within the MoH and its subordinates** (provincial health office and district health office).
- Although the Environmental Health Unit is capable of monitoring food safety, hygiene, and sanitation, **it may need more capabilities and power to control food retailers regarding nutritional aspects.**
- This **presents an opportunity for other units related to obesity prevention** (such as the Nutrition-Maternal Child Health unit and Non-Communicable Disease unit) to collaborate to incorporate nutrition objectives into food retail policies.
- This collaboration between units related to obesity prevention and non-communicable diseases **can strengthen the capabilities of the Environmental Health Unit and result in better monitoring and control of nutritional aspects in food retail.**

**There are needs to be more focus on nutrition in quality control.** By incorporating nutrition objectives into the food retail policies, there is an opportunity to improve the healthiness of food retail and address the rising prevalence of obesity and non-communicable diseases.

- Retailers' perception of "unhealthy" is junk food, packaged-instant-processed meals.
- Urban slum residents are more likely to purchase sugar-sweetened beverages from small local shops (warungs) than from other retailers.

**Existing regulations on foods and beverages with high sugar, sodium, and fat marketing restrictions are not strictly enforced.** The "Healthier Choice" front-of-pack labeling (FOPL) logo has not adopted the more effective traffic light format, which is crucial for increasing consumer nutrition awareness. The "Healthier Choice" logo is not yet mandatory for all food producers or retailers. In practice, nutrition fact labels better regulate the safety and quality of food marketed in retail, but more stringent enforcement and mandatory labeling could significantly enhance public health outcomes.

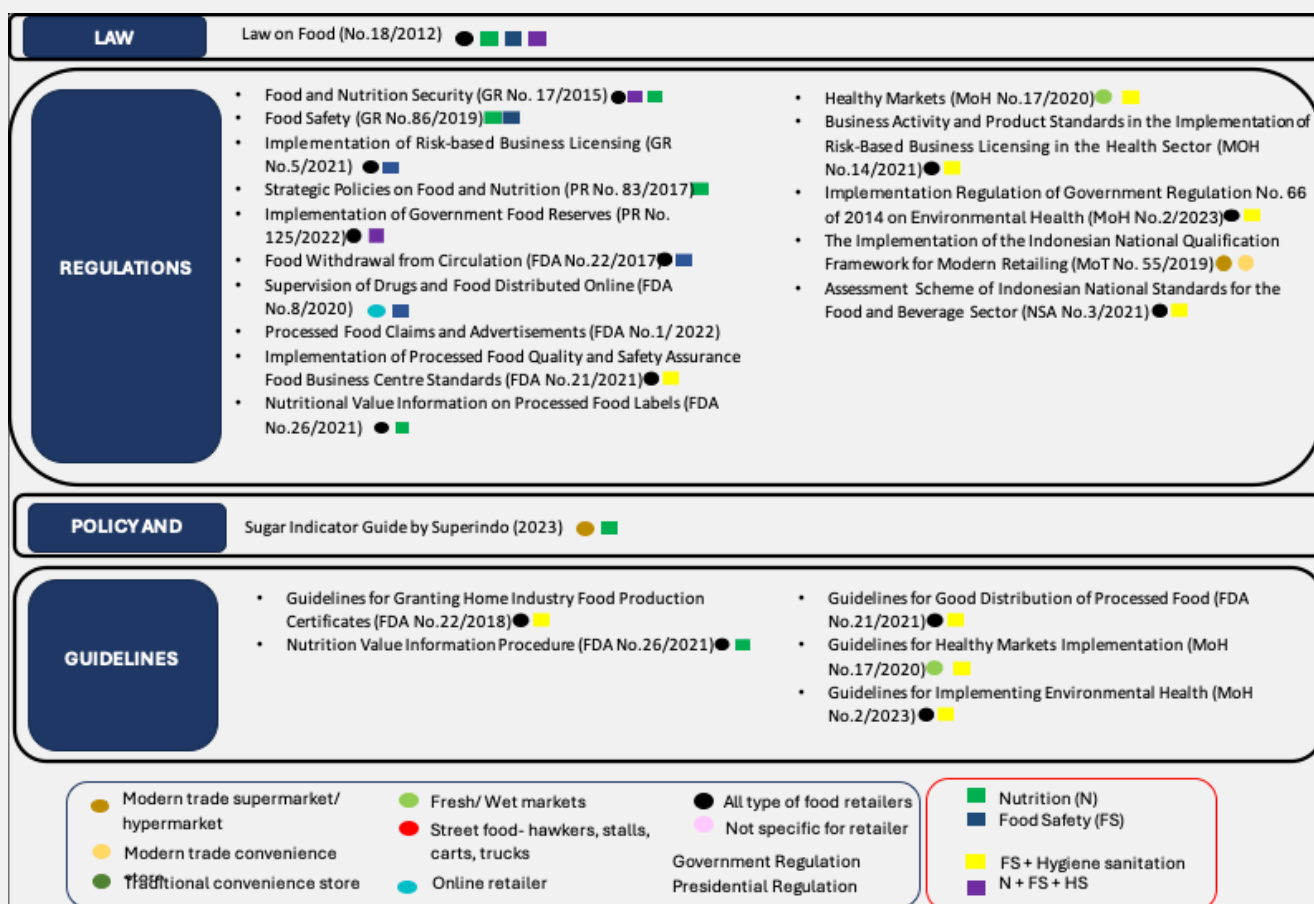


Figure 1. List of Policies and Guidelines on Food Governance in Food Retail

# TOWARDS HEALTHIER FOOD RETAIL ENVIRONMENT

There are interconnected demand, supply, and regulatory barriers that hinder the creation of a healthier food retail environment.

Sector	Key Issues
<b>Government</b>	
Silos-governance	Numerous stakeholders from various sectors are involved in governing food and retail; however, there is a general lack of coordination and policy integration. This results in overlapping roles and confusing permits from the perspectives of both retailers and local governments.
Priorities	Due to the numerous parties involved in the "food-retail-nutrition" sector, the responsibility for addressing healthy food retail issues is often passed back and forth between stakeholders.  There is insufficient awareness and understanding of the urgency to address obesity prevention, particularly within the context of food retail. Obesity prevention is not considered a priority by several stakeholders, resulting in a lack of funding and resources allocated to this important issue.
<b>Consumer</b>	
Awareness & Literacy	Currently, a significant barrier remains due to low consumer awareness and demand for healthy food retailers. Basic literacy in reading nutrition facts labels is uncommon among consumers, further hindering efforts to promote healthier food choices.
<b>Retailers</b>	
Priorities	Profit is the main priority – thus there is little to no engagement with the health sector.
Cost	The additional costs associated with testing and labeling outweigh the benefits gained from these processes.

Here are several recommendations for the MOH and FDA to prioritize healthier food retail:

## Short-term: Improve Food Retail "Quality Control"



The environmental health unit (in MOH and especially at the provincial and district levels) oversees quality control over food retailers. **The "quality" should not be limited to food safety, sanitation, and hygiene but also to nutritional aspects.** A collaboration between programs – environmental health, nutrition, and NCDs – would be ideal for achieving a food retail "quality control" inclusive of nutrition objectives.

## Medium-term: New Governance Mechanisms



**The MOH and FDA to create a working group on obesity prevention that includes a "healthier food retail" agenda or approach a multisectoral working group and incorporate a "healthier food retail" agenda in the existing food security-nutrition working group** established by the Food Security Agency-Minister of Agriculture. These working groups shape food-governance policies in the long run; thus, investing human resources in these groups could mainstream nutrition objectives in food-governance policies.

## Long-term: Support Increased Demand for Healthy Foods



**Investing in continuous health promotion on nutrition literacy and obesity prevention is needed** to amplify consumers' voices and demand a healthier food retail environment. This could involve but not limited to:

- Continuous health promotion campaigns that utilize various media channels, including social media, television, radio, and community events, to reach a wide audience
- Nutrition literacy programs in schools, workplaces, and community centers;
- Obesity prevention programs that encourage physical activity and healthy eating.

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