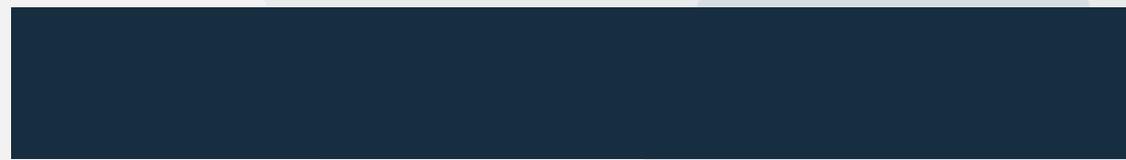


CONSUMER GOODS RADAR

9ª Edição. Setembro de 2022.



INTRODUCTION

The September issue of Consumer Goods Radar begins to feature the impact of the food insecurity issue on the elections, considering the first round of voting this Sunday. Additionally, on the food subject, we highlight other important movements throughout September, related to labeling, sectoral chambers of agriculture, and pesticides.

Still on food, it is worth mentioning an assessment of the changes in the management of Anvisa's General Food Administration (GGALI), considering the first six months of Patricia Castilho's administration.

Also about Anvisa, Radar presents changes in labeling and packaging and for regularization of personal hygiene products, cosmetics, and perfumes.

Finally, the September issue of Radar has a closer look at the Authorities Agenda, which now includes the Minister of Health and his Executive Secretary.

Enjoy the reading!



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FOOD INSECURITY IN THE ELECTORAL LANDSCAPE



Data from the Rede Penssan indicate that about 33 million people suffer from extreme food insecurity in Brazil. Given this context, one can see why the issue has become one of the most important in this year's electoral race.

During the electoral schedule, the president and candidate for reelection, Jair Bolsonaro (PL), stated that the *Alimenta Brasil* Program will be one of the priorities of his next government, if reelected. The candidate for the presidency, Lula da Silva (PT), has reaffirmed his commitment to the issue, and promises to get Brazil out of the Map of Hunger.

It is worth mentioning that this month the food assistance programs, such as *Alimenta Brasil*, had cuts ranging from 95% to 97% in the budget for 2023. Given this reduction, there is an increased fear that the food insecurity scenario will worsen, which may pressure the current and oncoming governments to make decisions to contain the problem.

CHANGES IN ANVISA'S FOOD OFFICE DIRECTIONING

In February, after 6 years in the position, Thalita Antony, left the leadership of Anvisa's Food General Office (GGALI). In her place took the pharmacist Patrícia Castilho. After 6 months in the position, it is possible to notice a change in the way of conducting GGALI, especially in the dynamics of dialogue with the regulated sector.

Overall, Castilho has presented a less open posture regarding sensitive themes that have a transversal impact in different sectors. It is worth noting that part of this profile comes from her history at Anvisa, which was largely in the medication sector, which is an area that is known to be more closed to dialogue with industry.

In this context, the decrease in openness and dialogue with GGALI has been a point of attention. An example is the new milestone of food labeling of processed foods, which comes into force on October 9, but continues to cause several doubts in the sector and expectations were of a GGALI more open to external positions, as it was throughout the process of consolidation of the standard.



NEW NUTRITION LABELLING REGULATIONS



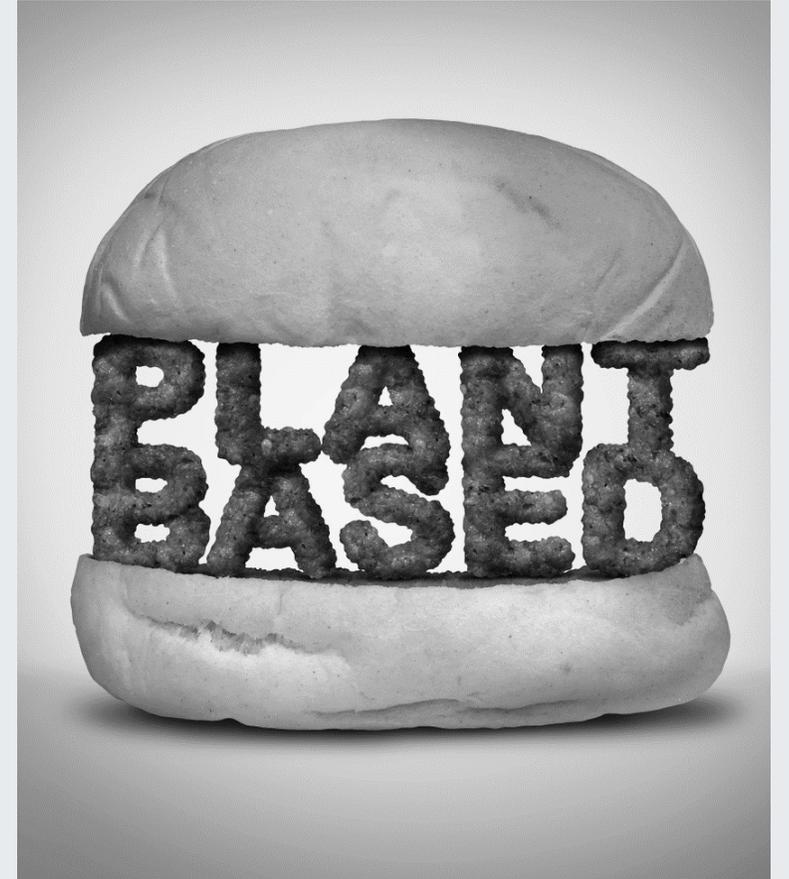
In October, the new rules for nutritional labeling of packaged foods ([Board of Directors Resolution 429/2020](#) and [Normative Instruction 75/2020](#)) will come into force, two years after the regulatory framework was approved by the Brazilian Health Surveillance Agency (Anvisa). With the new rules, some food products will have to be adapted to identify high content of added sugars, saturated fats, and sodium, using front labeling.

The measure is a trend among other countries in the region and has been widely discussed, but concerns remain about its operationalization. In this sense, the General Management of Food (GGALI) signaled that the adjustments would occur only after the normative comes into force, which caused great dissatisfaction in the industry. However, due to GGALI's less openness since the last leadership change (as highlighted on the previous page), there are concerns about the level of communication available for the industry to present its considerations. In this sense, the role of industry associations gains relevance as a channel of pressure for dialogue between companies and Anvisa.

ANVISA PUBLISHES REPORT ON PLANT-BASED FOODS

The Brazilian Health Regulatory Agency (Anvisa) published on September 20 the Report on the virtual workshops to identify the regulatory problem and the agents affected by plant-based foods. Anvisa's Food General Office (GGALI) concluded that the regulatory problem is the asymmetry of information in the plant-based food market. As the next steps, the Agency will analyze the Brazilian regulatory stock, proposals pending in Congress, and international regulations on plant-based foods before proceeding with the next phases of the Regulatory Impact Analysis (AIR).

Discussion on the regulation of plant-based foods is not currently concentrated in a single agency. Besides Anvisa, the Ministry of Agriculture, Livestock, and Supply (MAPA) is strongly involved in discussions. Thus, the publication of Anvisa's report fulfills an important function of situating the advances in the regulatory process on the subject.



SECTORIAL CHAMBERS PERFORMANCE IN SEPTEMBER



This month, 12 meetings of the Sectorial Chambers of the Ministry of Agriculture, Livestock and Supply (MAPA) were held, 9 ordinaries and 3 extraordinaries, where the Sectorial Chamber of Cocoa and RF was the only one to hold 2 meetings in the period, while the others accounted for only one meeting. The Ministry currently has 38 chambers, 32 sectorial and 6 thematic, which aim to promote dialogue with the productive sector to discuss technical, economic, and financial instruments and mechanisms for agribusiness.

It is important to highlight that this month's meetings were within the regular schedule and do not indicate a greater movement from MAPA, even face the election period. However, the sectors of the chain are awaiting the results of the elections, to define their actions regarding the next government administration. In Bolsonaro's case, agribusiness stands out as one of the main themes of his government plan, which should continue aligned with the Parliamentary Front for Agriculture and Livestock. In Lula's case, the focus remains on small and medium farmers, family and traditional agriculture, and organic and sustainable production.

SECTORIAL CHAMBERS PERFORMANCE IN SEPTEMBER

Meeting	Chamber	Date
Extraordinary Meeting	Sectorial Chamber of Cocoa and RF	12/09/2022
Joint Meeting	Corn and Sorghum and Soybean Chambers	13/09/2022
Extraordinary Meeting	Sectorial Chamber of Cocoa and RF	14/09/2022
Ordinary Meeting	Sectorial Chamber of Sugar and Alcohol Productivity	14/09/2022
Ordinary Meeting	Productive Chamber of Goats and Sheep	15/09/2022
Ordinary Meeting	Sectorial Chamber of Oilseeds and Biodiesel Production	15/09/2022
Extraordinary Meeting	Sectorial Chamber of Fish Production	19/09/2022
Ordinary Meeting	Câmara Produtiva de Fibras Naturais	20/09/2022
Ordinary Meeting	Inputs Thematic Chamber	20/09/2022
Ordinary Meeting	Productive Chamber of Flowers and Ornamental Plants	21/09/2022
Ordinary Meeting	Sector Production Chamber of Beans and Pulses	22/09/2022
Ordinary Meeting	Sectorial Chamber of the Equine Productive Chain	26/09/2022

AGROCHEMICAL RESIDUES IN FOOD ANALYSIS PROGRAM (PARA) RESUMED

The Brazilian Health Regulatory Agency (Anvisa) announced the resumption of the Program for Analysis of Agrochemical Residues in Food (PARA). The activities were suspended in 2020, due to the pandemic. For the current cycle 13 products were chosen (table aside) and among the updates and news in the resumption in PARA is the conclusion of a Technical Cooperation Agreement with the Brazilian Association of Supermarkets (Abrás), to improve the quality of foods consumed in natura.

The return of PARA takes place in a context of public attention regarding the issue of agrochemicals. In August, the Institute for Consumer Defense (IDEC) launched the booklet "Is there poison in this package?", a survey that indicates the presence of chemicals in processed foods. In addition, the approval in the House of Representatives of [Bill 6299/2002](#), which deals with the registration of pesticides, also stirred the debate on the subject in early 2022. Thus, when the results are released, it is expected to heat up the agenda of the impacts of agrochemicals used on consumer health, especially considering the growing debate on food safety.

Products chosen	
Peanut	Beans
Potato	<i>Mandioca</i> flour
Broccoli	Passion fruit
Coffee powder	Strawberry
Orange	Red Pepper
Okra	Cabbage
Wheat Flour	

NEW REGULATION FOR COSMETIC AND HYGIENE PRODUCTS



The Brazilian Health Surveillance Agency (Anvisa) has published a new Board of Directors Resolution ([RDC 752/2022](#)) that regulates the technical requirements for labeling and packaging and for the regularization of personal hygiene products, cosmetics and perfumes. The norm internalizes [MERCOSUR GMC Resolution 48/2021](#), aiming to update technical requirements that had already been incorporated by GMC Resolutions [36/1999](#) and [36/2004](#). Among the updates are new warnings that must be displayed on specific labeling of products such as aerosols, among others. Therefore, to Anvisa, the adjustments established doesn't seek changes of merit, but to provide more clarity to some provisions.

Moreover, the RDC promotes the consolidation of five other resolutions and foresees 3 years for the adjustment of the labeling. Since 2021, the productive sector has been encountering obstacles in the agency regarding communication and the product regularization process. In this regard, the RDC can be an initial measure by Anvisa aiming at greater organization and to solve the current scenario.



DISMISSALS AND APPOINTMENTS

MAIN DISMISSALS AND APPOINTMENTS



September was marked by a low turnover in positions at the Ministry of Health and the Brazilian Health Regulatory Agency (Anvisa). This is due to the proximity to the elections. During this period, it is common for the Executive Branch to reduce its activities, since the occupants of strategic positions tend to be focused on electoral campaigns, to ensure the election of stakeholders.

This year's scenario is no different, considering the campaign for re-election of President Jair Bolsonaro (PL). Health Minister, Marcelo Queiroga, for instance, acts as the campaign's main spokesperson for health issues. The minister has attended several events organized by the sector, as well as presenting important policies for the area, and is quoted to continue in his position in an eventual second term of Bolsonaro.

HEALTH MINISTRY

BEFORE

Sidney Richardson Roriz
SUS Tripartite
Management Committee
Executive Secretariat

VACANT

Ana Cecília de Moraes
Strategic Procurement
General Coordinator

AFTER

Cícero Dedice Júnior
SUS Tripartite
Management Committee
Executive Secretariat

**Pamela Moreira Costa
Diana**
SUS National Force
General Coordinator

VACANT

BEFORE

Hélio Bomfim
Health Product Technology
Substitute General
Manager

Cristina Ramos da Mata
Health Services Technology
Substitute General
Manager

AFTER

Augusto Bencke Geyer
Health Product Technology
General Manager

Giselle Pereira Calais
Health Services
Technology General
Manager

ANVISA



AUTHORITIES AGENDA

AUTHORITIES AGENDA

HEALTH MINISTRY

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Event Participation

12

Meetings with the
private sector

**Hospitals and
public health**

dominated the
authorities' agendas

**Bruno
Dalcolmo**

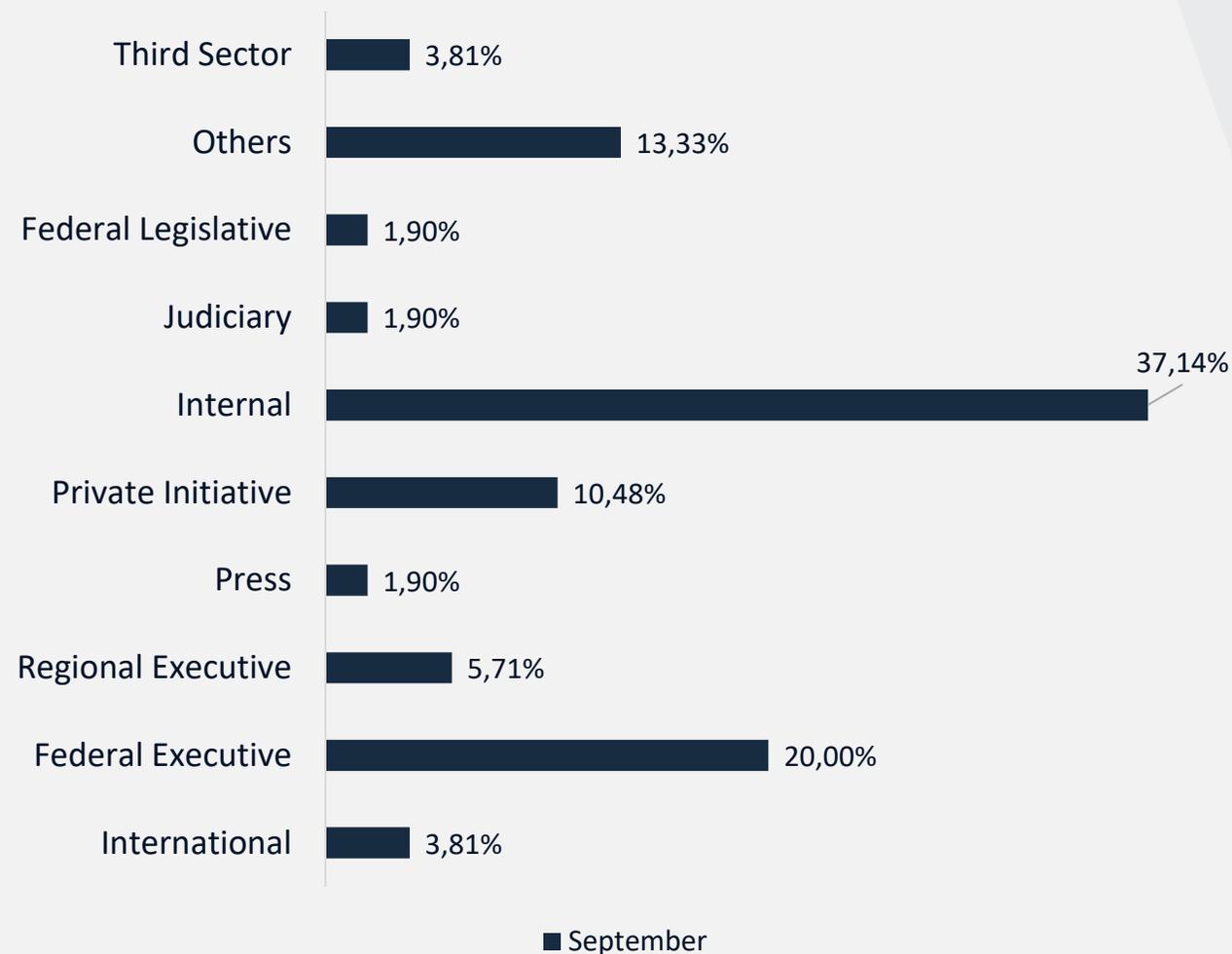
devoted more time to
sectoral agendas



AUTHORITIES AGENDA

HEALTH MINISTRY

Who did the Ministry meet?



Health Ministry dialogues with the private sector and the Executive Branch

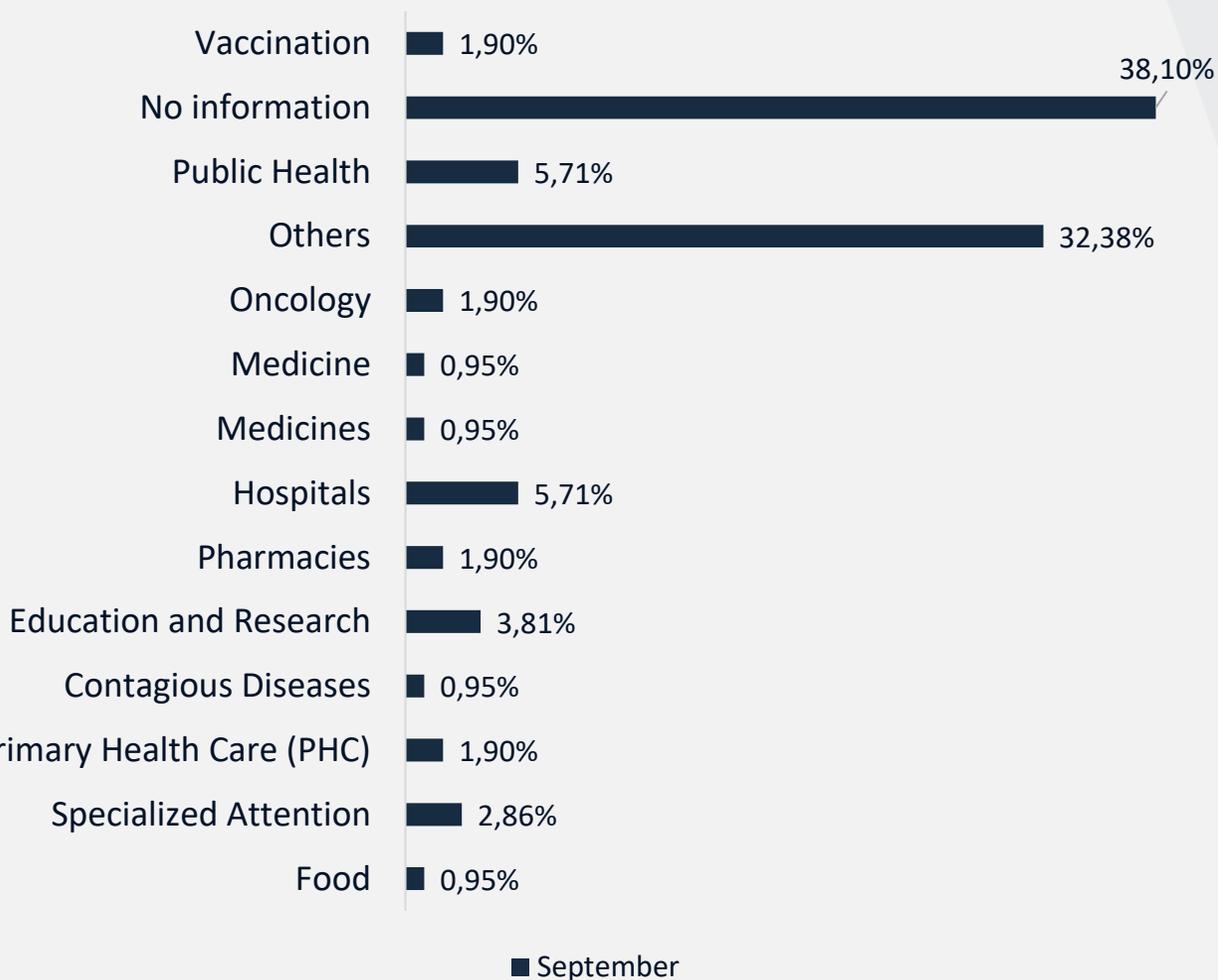
In the pre-election scenario, when representatives of the Federal Government mobilize to highlight the achievements of the administration, the Health Ministry - here represented by Minister Marcelo Queiroga and Executive Secretary Bruno Dalcolmo - has dedicated itself to articulating with different areas of the Federal Executive Branch to follow up on actions in the health sector. In this context, there were meetings with representatives from the Economy Ministry to services linked to the health portfolio, such as the Primary Health Care Development Agency (Adaps).

Additionally, high receptivity to private sector stakeholders during the month of September is also noteworthy. In this regard, the main representatives of the productive sector towards the Ministry were associations and unions, such as the Brazilian Association of the Food Industry (ABIA) and the Brazilian Association of Pharmacy and Drugstore chains (Abrafarma).

AUTHORITIES AGENDA

HEALTH MINISTRY

What topics did the Ministry discuss?



Ministry's broad thematic agenda in September

Throughout September, the Health Ministry's attention to the hospital sector stood out. Besides receiving representatives from different institutions and from the Brazilian Association of Private Hospitals (Anahp), the Ministry, through Marcelo Queiroga, visited a series of care centers and hospitals in different regions of Brazil. Accordingly, a considerable part of the minister's agenda was also dedicated to traveling.

Regarding the public health agenda, which also stands out among the themes addressed by the Ministry, the debate around the theme was held on different fronts, from internal to municipal level representatives, also with the intermediation of federal representatives. Nevertheless, the Ministry was open to a plurality of topics over the month, as indicated in the chart to the left. Moreover, it should be noted that, due to his designation on August 16th, Bruno Dalcolmo still dedicated a relevant part of his agenda to be presented to the Ministry's secretaries and directories - increasing the number of appointments classified as "others".

AUTHORITIES AGENDA

ANVISA

2

Board of Directors
Meetings

3

Meetings with the
private sector

**Inspection and
Monitoring |
National Health
Surveillance System**

Dominated the
authorities' agendas

**Antonio
Barra Torres**

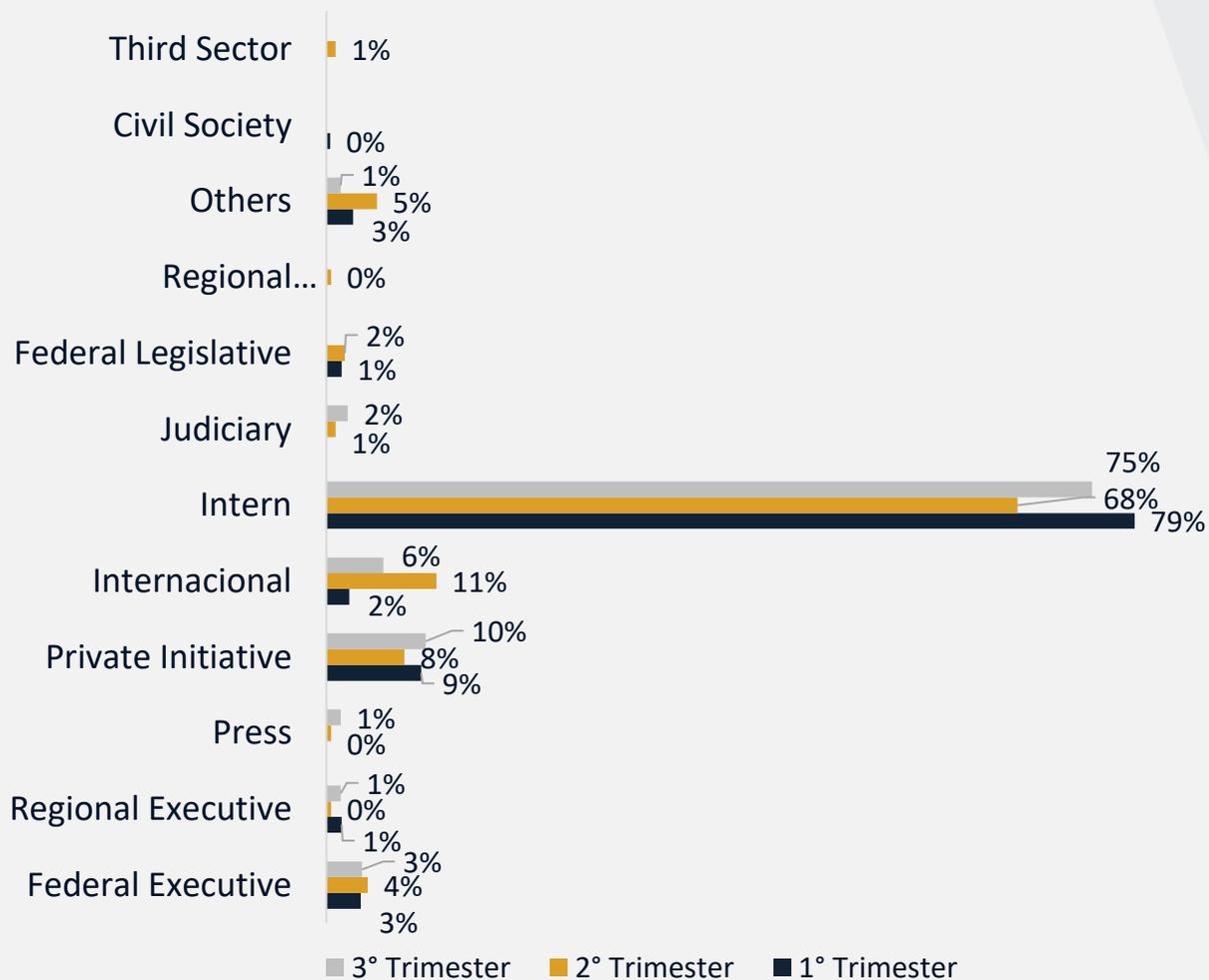
Director with more
sectorial agendas



AUTHORITIES AGENDA

ANVISA

Who did the directors meet?



Anvisa keeps internal agendas, but expands interactions with the private sector

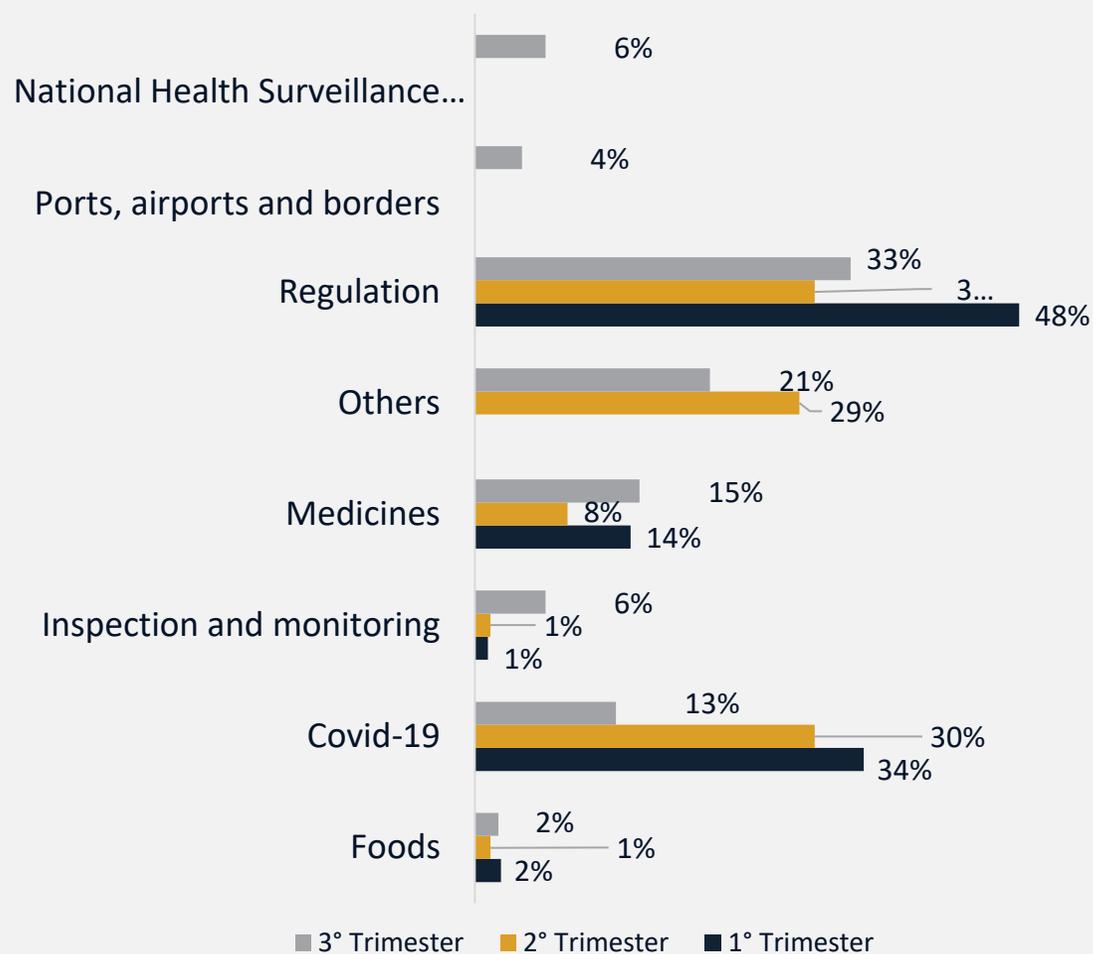
In September, Anvisa followed the trend observed throughout the first three quarters of 2022, with a concentration of its internal agendas. It is noteworthy that most of these agendas are not public, except for the Collegiate Board of Directors meetings, which occurred on two occasions during the month.

It is worth noting a subtle increase in the number of agendas with the private sector when compared to the data from the previous quarter. Among the commitments, Daniel Meirelles - responsible for frontier issues - participated in the event Summit Portos 2022, which aimed to discuss measures to increase productivity and competitiveness.

Furthermore, interaction with other actors in the Public Power stands out, as was the case of Alex Machado's meeting with Conass and Conasems, to debate the promotion of actions and policies that impact SUS and the incorporation of the fundamentals in the health networks

AUTHORITIES AGENDA ANVISA

What topics did the directors discuss?



New agendas and the return of the COVID-19 discussion

Unlike the previous month, the topics of food, drugs, and regulation were not highlighted in the institution's meetings. Although it was not the focus, on the 22nd, the director Meiruze Freitas held a meeting with IDEC and ACT to address the new regulations on nutrition labeling. The issues that received visibility were not the focus during the year, being addressed for the first time during this month: National Sanitary Surveillance System, being present in 18% of the directors' agendas; Ports, Airports, and Borders, appearing around 12%; Enforcement and monitoring, being the focus of 18% of the directors' meetings.

In addition, unlike in August, the Covid-19 agenda reappeared, taking the topic of monkeypox, which was being discussed at length, aiming to prevent it from becoming an epidemic. The coronavirus was the subject of the Virtual Interview with the Pan-American Health Organization - PAHO, which had as its agenda the external evaluation of the PAHO response to the COVID-19 (EPRC) 2020-2022, counting with the presence of President-Director Antonio Barra Torres.

THANK YOU!

Coordination of Consumer Goods and Health

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