



Philippine Chamber of Commerce and Industry

PCCI supports calls for an impact study on Nutritional Profiling for Filipinos

The Philippine Chamber of Commerce and Industry joins the call of the Philippine Chamber of Food Manufacturers Inc. to conduct a full-blown impact assessment on the potential economic and social impacts of the proposed Philippine Nutrient Profile Model (PNPM), set to be implemented by the National Nutrition Council (NNC).

This came after the NCC announced that it intended to adapt the NPM of the Pan-American Health Organization (PAHO) in the country, which identifies and imposes nutritional value and content on processed foods and beverages in the market including energy, protein, fats, carbohydrates, fiber, sodium, and cholesterol, impacting the nutritional value of Filipino daily consumption.

PCCI President Eunina V. Mangio said that the proposal must be carefully studied before it is implemented. “Definitely, we all agree that we should have a comprehensive Nutrient Profiling Model as a crucial step toward enhancing our countrymen's physical health and mental acuity and promoting their overall well-being,” she said.

However, any efforts to revise or implement NPM must be science and research-based and not merely patterned on the PAHO model that was designed for specific countries with their dietary patterns and needs.

Mangio said that the proponent has to hear the concerns of various stakeholders, not only international experts, policymakers, and the academe, but also consumers and the food and beverage industry, including MSMEs and large companies in a consultation.

The PCCI president also supports the position of PCFMI for PNPM to provide a framework to address the Philippines’s most urgent nutritional concerns. “Given the high incidence of poverty in our country, it is essential to give due consideration to approaches that increase the availability and accessibility of food rather than narrowing the food choices that our people can make.”

For his part, Paul Cuyegkeng, chairman of the PCCI Agriculture Committee, said that any existing bias against the needs of businesses must be set aside as the magnitude of the malnutrition problem needs a whole-of-nation approach to find the best solutions.

Rita Palabyab, Co-Chair of the same committee also added that such a model should empower individuals to make informed dietary choices that align with their lifestyle needs and health goals. “We adhere to scientific research and data-driven insights as the basis of the model that can help Filipinos adjust their nutritional intake and live healthier and more productive lives,” she said.

She said that the PNPM has limited its target application to prepackaged foods, overlooking the crucial role of food processing in ensuring a safe and stable food supply. The policy development process thus far has not adequately considered the significant contribution of the agri-food sector to the country’s GDP, which amounts to \$126.7 billion, with food and beverage manufacturing accounting for 46%. Additionally, excluding participants from the food and beverage industry due to a perceived conflict of interest deprives the process of valuable insights based on direct experience in production and consumer interaction.



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