

Unhealthy foods must include negative labelling in Israel

Israel has issued new rules on the marketing of unhealthy foods, with stringent packaging and marketing rules to take effect in 2018.

New rules

- Red warning markers must be placed on the packaging of foods that are high in sugar, salt, or fat
- Product packaging must be marked with spoons that show the amount of sugar contained in the product
- Unhealthy foods may not be marketed to children

The rules will take effect over three years, starting in January 2018, with the requirements for red warning markers becoming more stringent each year.

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