

Voluntary Report – Voluntary - Public Distribution

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Report Name: Brazil Seeks Public Comments to Support Plant-Based Regulatory Policies

Country: Brazil

Post: Sao Paulo ATO

Report Category: Trade Policy Monitoring

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Report Highlights:

On June 11, 2021, the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) issued a notice soliciting public comments on the “Plant-Based Regulatory Discussion.” The objective is to allow wide dissemination and the participation of associations, entities, companies, or people who want to contribute to the discussion on processed products of plant origin. The deadline for public comments is September 10, 2021.

On June 11, 2021, the Brazilian Ministry of Agriculture, Livestock and Food Supply (MAPA) issued a notice soliciting public comments on the “Plant-Based Regulatory Discussion”.

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Plant-based products are considered self-denominated products that, despite their strictly vegetable composition, refer to products of animal origin, either through their intrinsic characteristics, organoleptic, labeling or even in use or consumption. Examples of products of vegetable origin analogous to products of animal origin are “Vegetable milk”, “Vegetable yogurt”, “Vegetable condensed milk”, “Vegetable milk cream”, “Vegetable hamburger”, “Vegetable meat”, among others.

Interested parties must access the link below and proceed with a simple registration to participate in this public consultation. After this process, you will have access to current legislation on the subject and specific questions answered with opinions and suggestions. The questions cover topics such as:

- Regulatory requirements
- Essential products attributes
- Appropriate denomination for the category
- Comparison between production and marketing environment with products of animal origin
- Understanding whether consumers are sufficiently informed about these products
- Impacts of lack of regulation
- Labeling and the use of animal images on packaging
- Motivation for consumption of these products

Below is the link to access the public consultation:

[Plant-Based Public Consultation](#)

As all the information in the questionnaire and current legislation are in Portuguese, Sao Paulo’s Agricultural Trade Office (ATO) is available to help those interested in understanding the situation in general, as well as to mediate responses and suggestions for changes proposed in the questionnaire.

Background

The regulation of plant-based products in Brazil still lacks clear rules, as specific norms for these products have not yet been fully established by the National Health Surveillance Agency (ANVISA). However, the growing market for flexitarian, vegetarian and vegan products has driven the sector to organize to regulate this sector.

According to ANVISA, companies can only use terms expressly defined in the legislation when launching a product in Brazil. For example, the vegetable drink cannot be called vegan milk, as milk is a product of animal origin. The same goes for hamburgers and sausages. Therefore, there is currently a discussion on the subject, whose objective is to bring legal certainty and clear information to consumers. Within this context, this public consultation aims to contribute.

To learn more about the plant-based market in Brazil, access the report prepared by Sao Paulo's Agricultural Trade Office:

[Brazil's Plant-Based Food Trends](#)

Attachments:

No Attachments.