

Ecuador



Policies, Interventions and Actions

Guías alimentarias basadas en alimentos del Ecuador

The aims of the FBDGs is to serve as a healthy diet reference for different population groups, as well as to guide sectoral public policies related to food security and nutrition of the country. The dietary guidelines were developed through a multidisciplinary approach, establishing two participatory platforms. The first, an Interinstitutional Steering Committee, was created to govern the process and included delegates from ministries of health, agriculture, aquaculture, social inclusion, education and FAO (as an entity of technical and financial support). The second, a multi-stakeholder technical committee (the national technical board), was formed to oversee the technical process, including representatives from academia, civil society, United Nations agencies, and public and private institutions. (Available only in Spanish language)

Categories:	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan
Year(s):	2020 (ongoing)
Target age group:	Adults and children
Organisation:	Interinstitutional Steering Committee and a multi-stakeholder technical committee (the national technical board)
Linked document:	Download linked document
References:	https://www.fao.org/nutrition/education/food-dietary-guidelines/regions/countries/ecuador/en/

Ecuador Sugar Tax

10% ad valorem tax is applied to soft drinks with less than 25g of sugar per litre and to all energy drinks. Drinks with more than 25g of sugar per litre are taxed at a special rate of \$0.0018 per gram of sugar. Drinks exempt from the tax include dairy products and their derivatives, mineral water and juices that have 50% of natural content

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2015 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	apps.fas.usda.gov
Linked document:	Download linked document
References:	<p>THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY Date: GAIN Report Number: Approved By: Prepared By: Required Report -public distribution [Internet]. 2018b. Available from: https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=Sugar%20Annual_Quito_Ecuador_3-19-2018.pdf</p>

Acuerdo ministerial No. 00004439 - Límites máximos de grasas trans en grasas y aceites comestibles, margarinas e insumos para las industrias de alimentos, panaderías, restaurantes o servicios de comidas (catering)

Measures to limit or virtually eliminate industrially-produced trans fatty acids in food intended for the final consumer and/or for supply to retail. Art. 1.- The content of trans fatty acids in fats, vegetable oils and margarines sold directly to the consumer shall not exceed two (2) grams of trans fatty acids per hundred (100) grams of fat. Art. 2.- The content of trans fatty acids in fats, edible oils and inputs used in the food industry, bakeries, restaurants or catering, may contain up to two (2) grams of trans fatty acids per hundred (100) grams of fat. Art. 3.- The content of trans fatty acids naturally present in animal fats from ruminant meat and ruminant meat and/or milk products is not subject to the requirements referred to in Articles 1 and 2. Art. 4.- The provisions of this Ministerial Agreement are issued are mandatory and apply to all edible oils and fats, margarines for direct sale, as well as those used as raw materials and inputs for the food industry, bakeries, restaurants or services of food (catering), which are marketed for human consumption in the national territory. (Available only in Spanish language)

Categories:	Evidence of Marketing Guidelines/Policy
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Public Health
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/23225 (last accessed 11.08.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: https://gifna.who.int/

Choose well to live well

Food labelling campaign

Categories:	Evidence of Community Interventions/Campaign
Categories (partial):	Labelling Regulation/Guidelines
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Public Health
Find out more:	www.salud.gob.ec
References:	Ministerio de Salud Pública – El Ministerio de Salud Pública ejerce la rectoría del Sistema Nacional de Salud a fin de garantizar el derecho a la salud del pueblo ecuatoriano [Internet]. Available from: https://www.salud.gob.ec/ []

LEY ORGÁNICA DE RÉGIMEN TRIBUTARIO INTERNO 2014 (amended 2016)

Impuesto a los Consumos Especiales ICE

Mandatory volume or weight based specific excise tax on unhealthy food or drink products. Non-alcoholic beverages and soft drinks with a sugar content greater than 25 grams per liter of beverage, except energy drinks. The taxable base will be established according to the grams of sugar contained in each non-alcoholic beverage, according to the information contained in the records of the national health authority, without prejudice to the verifications that the Tax Administration may carry out, multiplied by the sum of the net volume of each product and by the corresponding specific rate established in article 82 of this Law. - Soft drinks with a sugar content of less than or equal to 25 grams per liter of beverage and energy drinks: 10% - Non-alcoholic and carbonated beverages with a sugar content greater than 25 grams per liter of beverage, except for energy drinks: \$0.18 per 100 grams of sugar Non-alcoholic beverages and soft drinks with sugar content include syrups or concentrates for mixing at the point of sale. Non-alcoholic beverages and soft drinks must detail their sugar content on the packaging in accordance with the labelling rules; if not done or incorrectly, the tax shall be calculated on the basis of 150 grams of sugar per litre of beverage, or its equivalent in presentations of different content. (Available only in Spanish language)

Categories:	Taxation/Subsidies on Food or Beverages or law relating to public health
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/25416 (last accessed 11.08.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: https://gifna.who.int/

Pan American Health Organization (PAHO) - Plan of Action for the Prevention of Obesity in Children and Adolescents

This 5-year action plan was signed by PAHO member countries, aiming to halt the rise in obesity among children and adolescents. It calls for a number of policies, including taxes on unhealthy food and drink, labelling and marketing regulation, health promotion, school nutrition improvement, and breastfeeding promotion.

Categories:	Transnational Obesity Strategies/Policy/Recommendations or Action Plan
Year(s):	2014-2019
Target age group:	Children
Organisation:	Pan American Health Organisation (PAHO), WHO for the Americas
Find out more:	iris.paho.org
Linked document:	Download linked document
References:	PAHO. Plan of Action for the Prevention of Obesity in Children and Adolescents. WHO; 2014.

PLAN DE ACCIÓN PARA LA PREVENCIÓN DE LA OBESIDAD EN LA NIÑEZ Y LA ADOLESCENCIA

National obesity strategy integrating components of physical activity and nutrition with overweight / obesity-specific focus. (Available only in Spanish language)

Categories:	Evidence of National Obesity Strategy/Policy or Action plan
Year(s):	2014 (ongoing)
Target age group:	Children
Linked document:	Download linked document

Reglamento Técnico Ecuatoriano RTE INEN 022 (2R) Rotulado de productos alimenticios procesados, envasados y empaquetados

Mandatory national labelling guidelines for packaged foods and drinks in place. (Available only in Spanish language)

Categories:	Labelling Regulation/Guidelines
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Industries and Productivity
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/22924 (last accessed 10.08.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: https://gifna.who.int/

Traffic Light Food Labelling

A mandatory ~traffic light™ system used on the front of food packaging to indicate high (red), medium (orange) or low (green) levels of fats, sugars and salt. Despite opposition from industry, the Ecuadorian government introduced regulations in August 2014 requiring processed food packages to carry traffic light labels, framed and placed on a white or gray background. The labels must also be proportional in size to the product's principal panel.

Categories:	Labelling Regulation/Guidelines
Year(s):	2014 (ongoing)
Target age group:	Adults and children
Organisation:	Ministry of Health
Find out more:	journals.plos.org
Linked document:	Download linked document
References:	Sandoval LA, Carpio CE, Sanchez-Plata M. The effect of 'Traffic-Light' nutritional labelling in carbonated soft drink purchases in Ecuador. Cummings M, editor. PLOS ONE. 2019 Oct 3;14(10):e0222866. []

National Plan for Good Living 2013-2017

Objectives include the promotion of a healthy diet and exercise.

Categories (partial):	Evidence of Nutritional or Health Strategy/ Guidelines/Policy/Action plan Evidence of Physical Activity Guidelines/Policy
Year(s):	2013-2017
Target age group:	Adults and children
Organisation:	SENPLADES
Find out more:	www.oneplanetnetwork.org
Linked document:	Download linked document
References:	National Plan of Good Live 2013-2017, Ecuador. National Plan of Good Live 2013-2017, Ecuador [Internet]. One Planet Network. 2018 [cited 2020 Jul 27]. Available from: https://www.oneplanetnetwork.org/resource/national-plan-good-live-2013-2017-ecuador []

Substitute Regulations for the Operation of School Bars of the National Education System (Agreement No. 0004-10)

National mandatory standards for food available in schools. Art.1.- School bars are premises that are located within educational institutions, authorized for the preparation and sale of food and beverages, natural and / or processed, which provide a nutritious, safe, varied and sufficient diet. Article 2.- The purpose of these Regulations is to: (a) Establish requirements for the operation of school bars, their administration and control; (b) To monitor hygienic parameters and nutritional indicators that enable the food and beverages prepared and sold to be healthy, nutritious and safe; and (c) Promote healthy eating habits in the national education system. Art. 3.- This regulation is mandatory in all bars of educational institutions in the country. Art. 10.- The food, beverages and preparations that are sold in school bars and that are prepared in them, must be natural, fresh and nutritious, with characteristics of safety and quality, so that they do not constitute a risk to the health of those who consume them; the school bar service provider and its staff shall dispense food in accordance with hygiene and protective measures. The consumption of safe water and fiber-rich foods should be promoted. Food and beverages prepared at the bar and/or industrially processed should cover 15 percent of nutritional recommendations for age. Art. 11.- Processed foods and beverages sold in school bars must have a current sanitary registration, be labelled in accordance with national regulations and the corresponding nutritional declaration, especially total fats, saturated fats, trans fats, cholesterol, total carbohydrates and sodium. Processed and/or prepared foods and beverages may not be sold in the bar, containing caffeine, artificial sweeteners (except sucralose) and foods that are energy-dense with high fat, simple carbohydrates and salt. (Available only in Spanish language)

Categories:	Evidence of School Food Regulations
Year(s):	2012 (ongoing)
Target age group:	Children
Linked document:	Download linked document
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en/node/23223 (last accessed 11.08.22) Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: https://gifna.who.int/

GNPR 2016-17 (q7) Breastfeeding promotion and/or counselling

WHO Global Nutrition Policy Review 2016-2017 reported the evidence of breastfeeding promotion and/or counselling (q7)

Categories:	Evidence of Breastfeeding promotion or related activity
Target age group:	Adults
Organisation:	Ministry of Health (information provided by the GINA program)
Find out more:	extranet.who.int
References:	Information provided with kind permission of WHO Global database on the Implementation of Nutrition Action (GINA): https://extranet.who.int/nutrition/gina/en Please note the GINA website has been replaced by the GIFNA database and the GINA link will no longer work. You will find this document by searching this new database: https://gifna.who.int/

Marketing of Breast-Milk Substitutes: National Implementation of the International Code Status Report 2016 (Promotion of Breastfeeding)

The 2016 report provides information on the status of implementing the International Code of Marketing of Breast-milk Substitutes and subsequent relevant World Health Assembly resolutions ("the Code") in and by countries. The report also identifies in which countries they actively promote the benefits of breastfeeding.

Categories:	Evidence of Breastfeeding promotion or related activity
Target age group:	Adults
Organisation:	WHO UNICEF IBFAN
References:	WHO. UNICEF. IBFAN. Marketing of Breast-milk Substitutes: National Implementation of the International Code. Status Report 2016. Geneva: World Health Organization; 2016

PDF created on June 4, 2025