



Food Regulations in the Middle East: A Mars Perspective

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MARS | Agenda

- **Few words about Mars Inc.**
- **What's going well**
- **How the system works?**
- **Current Challenges**
- **Recommendation**

MARS

We are the world's leading confectionery company

a leading chocolate manufacturer,



in 2008 we acquired Wrigley.



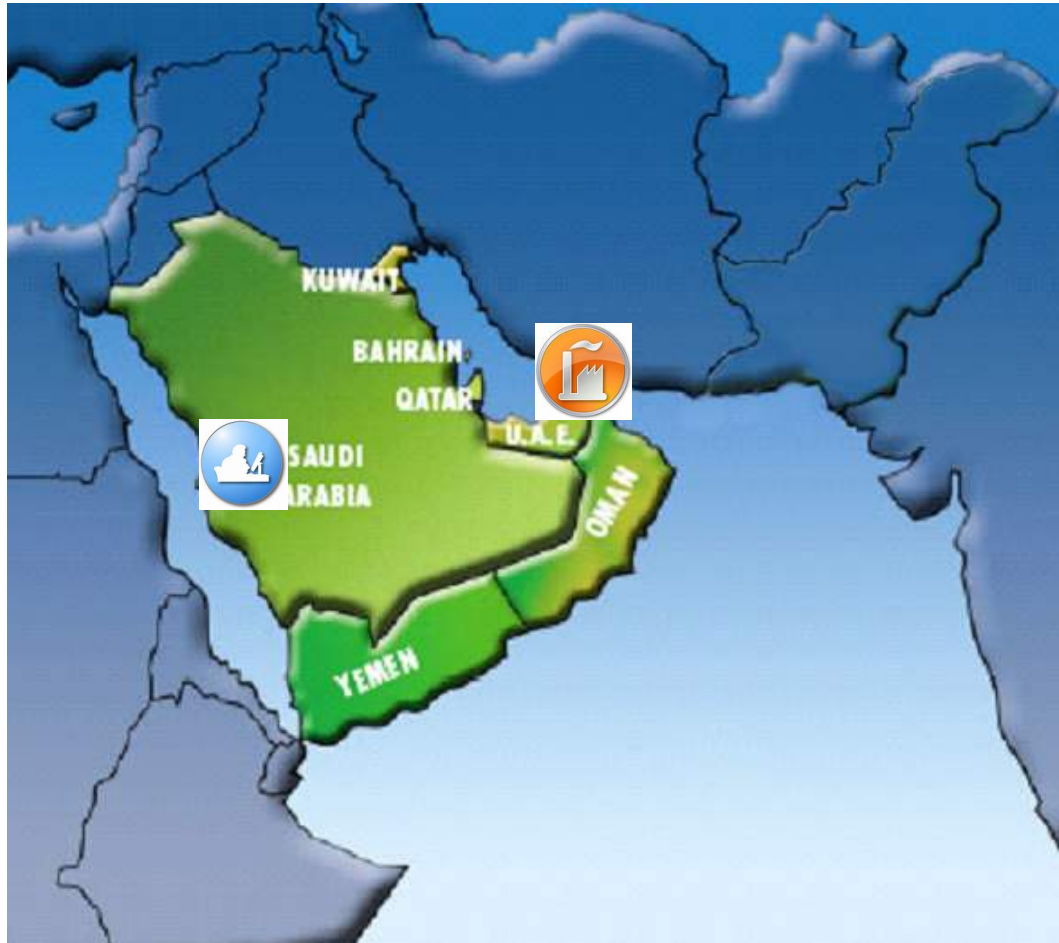
MARS

We are also the leading petcare company



MARS

Our Presence in GCC



MARS

The Five Principles of Mars



Why do we need Food Regulations?

- **To protect consumers from:**
 - Unsafe practices
 - Misleading information
- **Ease cross boundary trade**

This requires joint effort between Regulators, Industry and Academics

MARS | What is going well?

- **Formation of:**
 - GCC food safety committee
 - SFDA (Saudi Food & Drug Administration)
 - Food Safety committee in Egypt (in progress)
- **Positive signs towards alignment with Codex & ISO**
 - SASO role model
 - Should be implemented across the region
 - >16700 standards published



- **Commitment towards standardization and harmonization across boundaries**

- GSO Model
- 6 GCC + Yemen



- **Industry involvement in standards**

- Dubai Municipality role model
- Transparency & Collaboration



- **Huge focus on Food Safety**

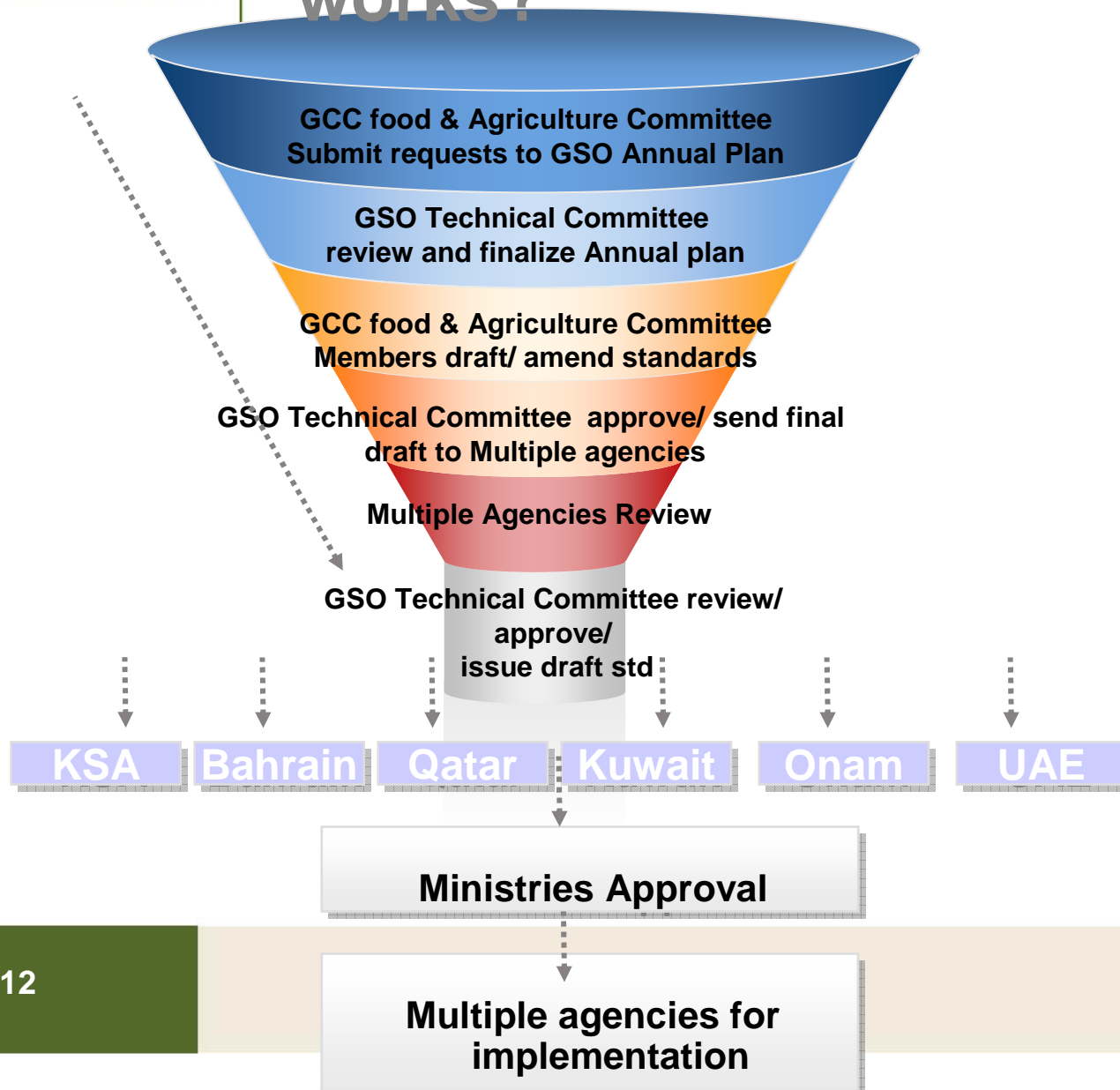
- **Include:**
 - Food Standards
 - Food Labeling
 - Food Safety & Hygiene standards
 - Food Additives
 - Pesticides/ Contaminants
 - Inspection/ Certification
 - Risk Assessment

MARS | Current Challenges



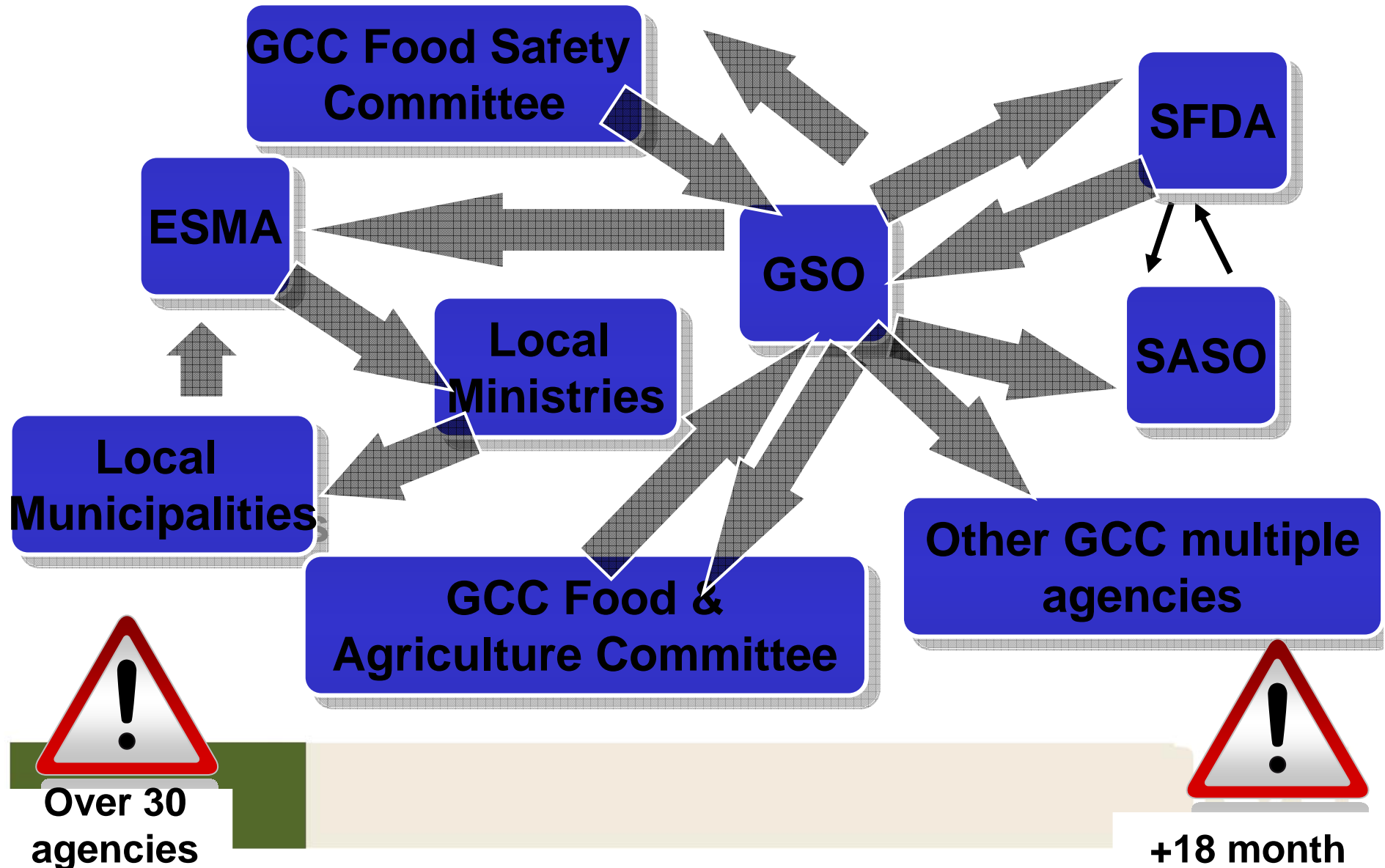
- **Lengthy & complex approval process for standards**
 - Standards required to be updated
- **Lack of fully harmonized standards & requirements across the Middle East**
- **Need for more alignment between multiple agencies**
 - Ministries, authorities
 - Legislate, implement, control
 - Cascading and adoption of standards
- **Communication to industry**
 - local decrees
- **No trade associations to represent industry**

How the Regulatory system works?



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Who to go to and when?



MARS | Lengthy Approvals



- **Standards still in draft**
 - GSO Chocolate Standards
 - GMO standard
- **Out of date**
 - Morocco chocolate standards have finally been approved
 - Has not changed since 1932
 - The Chocolate Standard stipulates that Milk chocolate must contain:
 - cocoa solids minimum 32%
 - milk solids minimum 15%.
 - Several attempts to adopt Codex by major Chocolate players
 - GMA, NCA



MARS | Certification

- **When products is exported to GCC, why do we need:**
 - Health certificate
- **Qatar :**
 - Requires Irradiation free certificate for food products from Europe, Turkey and UAE
- **Saudi :**
 - Requires Dioxin free certificate
- **Sampling and Testing**

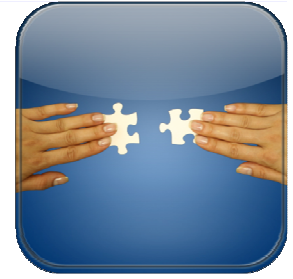
MARS | Food Labeling

- **Labeling requirements vary across the Middle East**
- **Products overly crowded with text to ensure it is Saleable across a wide range of countries**
- **Use of Production date, product type, product category, etc**
- **Nutrition information not mandatory**
- **Allergen labeling not mandatory**

- Food Colors

	GCC	Egypt	Lebanon	Syria	Tunisia	Algeria
E100						
E101						
E102						
E104						
E110						
E120						
E122						
E123						
E124						
E127						
E128						
E129						
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E132						
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E173						
E174						
E175						
E180						

MARS | Other Gaps



- **GMO**
- **Functional Food**
- **Allergens**
- **Traceability**
- **Recall**

MARS | Why Codex?

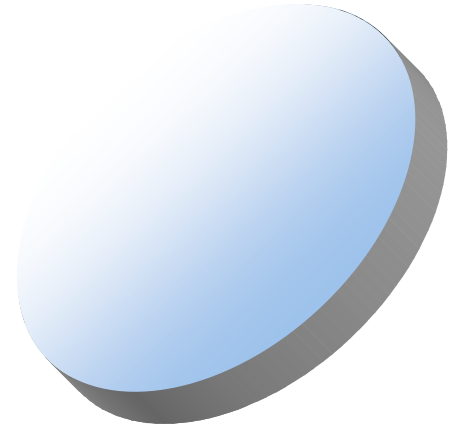


- Consistently reviewed
- Agreed upon by the international scientific community
- Deemed as viable and appropriate standard for the food manufacturers to follow
- Global standard for those countries who don't have their own legislation
- Recognized as a global standard by WTO

- **Food legislation and standards aligned with Codex across the Middle East**
 - AIDMO
- **Harmonization across the Middle East**
- **More early involvement from industry**
- **Faster approvals and implementation**
- **Recognition of documentation across the GCC & Middle East**
 - Recognition of SASO, ESMA mark etc....
- **More Mandatory information to consumers:**
 - Nutrition information like GDA should be mandatory
 - Use Best Before Date
 - Allergens

MARS | And Finally.....

- **Let's get the facts**
- **Science based evidence**
- **Collaboration**
- **The Consumer**



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Thank you

MARS | Mars Inc

6 business segments:

- Chocolate
- Petcare
- Food
- Wrigley
- Drinks
- SymbioScience



MARS

Africa, India and Middle East



GCC
NAEM
ISC
Africa

- **Addition of Vegetable fat to chocolate is permitted in our Region Provided it does not exceed 5%**
- **But.....Labeling varies**
 - chocolates made with substitutes of cocoa butter
 - the names of the cocoa butter substitutes and /or vegetable oils should be mentioned
 - “contains vegetable oils in addition to cocoa butter

MARS | Lengthy Approvals

- **GCC Chocolate Standards still in draft**
- **Not fully aligned with Codex**
 - Minimums for total fat and sugars: not a requirement in Codex
 - Fat free milk solids defined: Codex defines milk fat and total milk solids requirement
 - The use of certain Emulsifiers (except lecithin) is restricted to a certain dosage: Codex : Permit broader use of emulsifiers across various chocolate products
 - Antioxidants not allowed in white chocolate



MARS | Out of date

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