



19 June 2024

(24-4546)

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Committee on Technical Barriers to Trade

Original: English

### NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

<b>1. Notifying Member:</b> <u>THAILAND</u> <b>If applicable, name of local government involved (Article 3.2 and 7.2):</b> -
<b>2. Agency responsible:</b> Bureau of Health Promotion Department of Health Ministry of Public Health Tiwanon Road, Nonthaburi 11000, Thailand Telephone: (+662) 590 4062 E-mail: <a href="mailto:milkcode.doh@gmail.com">milkcode.doh@gmail.com</a> <b>Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above:</b> -
<b>3. Notified under Article 2.9.2 [X], 2.10.1 [ ], 5.6.2 [ ], 5.7.1 [ ], 3.2 [ ], 7.2 [ ], other:</b>
<b>4. Products covered (HS or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable):</b> Infant and young child food (HS Code: 0401, 0402) (ICS: 67.100.10). Milk and cream, not concentrated nor containing added sugar or other sweetening matter. (HS: 0401), Milk and cream, concentrated or containing added sugar or other sweetening matter. (HS: 0402) Milk and cream, not concentrated nor containing added sugar or other sweetening matter. (HS 0401), Milk and cream, concentrated or containing added sugar or other sweetening matter. (HS 0402). Milk and processed milk products (ICS 67.100.10).
<b>5. Title, number of pages and language(s) of the notified document:</b> Draft Notification of the Ministry of Public Health on Young Child Food Subject to Ministerial Marketing Promotion Control B.E. ...; (1 page(s), in Thai)
<b>6. Description of content:</b> According to Section 3 of the Act on the Marketing of Infant and Young Child Food Control B.E. 2560 (A.D.2017), the term "young child food" is defined by the Minister of Public Health, based on the recommendations of the Infant and Young Child Food Marketing Control Committee. The following notification is issued to specify the young child food subject to ministerial marketing promotion control: <ol style="list-style-type: none"><li>Young child food specified by the minister to be controlled under the Act on the Marketing of Infant and Young Child Food Control B.E. 2560 includes young child food that has communications or marketing communications linked to infants, infant food, or that implies it is suitable for feeding infants.</li><li>Statements that indicate use for young child feeding as mentioned in Section 3 include any of the following types of statements:</li></ol>

<p>(1) Marketing communications that establish a link to young children.</p> <p>(2) Text, names, or nutritional components appropriate and sufficient for feeding young children, shown on the label or in marketing communications.</p> <p>(3) Presentation of the nutritional value of young child food products on the label or in marketing communications.</p> <p>(4) Displaying age range numbers for young children on product labels or in marketing communications.</p>
<p><b>7. Objective and rationale, including the nature of urgent problems where applicable:</b> The objective of controlling the marketing of young child food is to prevent unethical practices that exploit these products to indirectly promote infant food, thereby protecting the health and well-being of both infants and young children. This regulation is necessary to address the gap in current controls, ensuring young child food is not used to mislead parents about infant nutrition, and to align with the International Code of Marketing of Breast-milk Substitutes.; Prevention of deceptive practices and consumer protection</p>
<p><b>8. Relevant documents:</b></p> <p>The International Code of Marketing of Breast-milk Substitutes and relevant resolutions adopted by World Health Assembly</p>
<p><b>9. Proposed date of adoption:</b> To be determined</p> <p><b>Proposed date of entry into force:</b> Three hundred and sixty-five days from the date of announcement.</p>
<p><b>10. Final date for comments:</b> 60 days from notification</p>
<p><b>11. Texts available from: National enquiry point [X] or address, telephone and fax numbers and email and website addresses, if available, of other body:</b></p> <p>NNA &amp; NEP for food and Agricultural Commodity  National Bureau of Agricultural Commodity and Food Standards (ACFS)  50 Phaholyothin Road, Ladyao  Chatuchak, Bangkok 10900  Thailand  Tel: +(662) 561 4204  Fax: +(662) 561 4034  E-mail: <a href="mailto:spsthailand@gmail.com">spsthailand@gmail.com</a>  Websites: <a href="http://www.acfs.go.th">http://www.acfs.go.th</a>  <a href="https://spsthailand.acfs.go.th/th/main">https://spsthailand.acfs.go.th/th/main</a>  <a href="https://members.wto.org/crnattachments/2024/TBT/THA/24_03826_00_x.pdf">https://members.wto.org/crnattachments/2024/TBT/THA/24_03826_00_x.pdf</a></p>