

#DeFrente

**Towards the best
Front-of-Pack food labeling system**

Campaign
Toolkit

fic Argentina
Fundación InterAmericana del Corazón

Let's demand the enactment of the best front-of-pack food labeling law in Argentina NOW!

Having a front-of-pack food labeling law to inform consumers, in a clear and simple way, about the real content of food and beverages is a pending debt in Argentina.

Why do we ask to be spoken #DeFrente¹? Because this bill, passed by the Argentinian Senate in October 2020, proposes a key health policy to promote a set of measures that seek to improve the quality of food in our country. **This draft bill, passed by the Senate, speaks #DeFrente because:**

It does not demonize, it informs - It meets the best standards - It defends the right to health - It guarantees the right to information - It improves the nutrition of the population - It is an inclusive policy

For these reasons, we invite everyone to join us in the demand of the best **front-of-pack food labeling law in Argentina. How can you help? By raising your voice #DeFrente so that the message reaches the Chamber of Deputies.**

[Learn more here](#)

¹ The English translation of this hashtag would be #Frontally.

Launch: Thursday, March 4

Promoted hashtags: #DeFrente #EtiquetadoClaroYA #ClearLabellingNow

We also invite you to carry out **activities that complement** the dissemination ones, such as: videos and photos; including the videos in institutional mailings; or sharing the materials with strategic contacts (journalists, political decision-makers, etc.).

Links:

- [Policy Brief on Front-of-pack labeling](#) (available in Spanish).
- [Social Media Banners](#) (available in English and Spanish)
- Web: www.ficargentina.org/defrente (available in Spanish).

Materials:

1) Messages for social networks:

a) Instagram and Facebook:

i) Post N°1:

Do you like to be told things as they are, bluntly? Shouldn't it always be like this? Yes, we need to be given clear information. We want to know what the products we consume actually contain so that we can choose what to eat.

LET'S DEMAND THE ENACTMENT OF THE FRONT-OF-PACK FOOD LABELING LAW IN ARGENTINA! We join @ficargentina to find out what we eat, #DeFrente. Join us and share! <https://www.ficargentina.org/defrente>

#DeFrente #EtiquetadoClaroYA #LeyDeEtiquetadoYA #ClearLabellingNow

ii) Post N°2:

In order to decide what we consume, we need clear information, aligned with the best standards: a warning system in the shape of black octagons and the nutrient profile system of the Pan American Health Organization (PAHO).

We join @ficargentina to find out what we actually eat. #ClearLabellingNow

Learn more about front-of-pack food labeling here:

<https://www.ficargentina.org/defrente/>

b) Twitter:

- i) Do you like to be told things as they are? We want to know what the products we consume actually contain, that's why we demand clear information.

Join us and share! <https://www.ficargentina.org/defrente> #ClearLabellingNow

#DeFrente #EtiquetadoClaroYA

- ii) We need to be told things clearly. This policy is part of a comprehensive package of measures to achieve a fairer, more equitable and healthier food system. This is about everyone's health. Please share! <https://www.ficargentina.org/defrente/> #DeFrente #ClearLabellingNow

- iii) We could be able to choose what we consume better, if we were told things clearly. We demand a front-of-pack labeling that clearly and easily informs about the REAL content of food and beverages.

#EtiquetadoClaroYA #LeyDeEtiquetadoYA #ClearLabellingNow

<https://www.ficargentina.org/defrente/>

Thanks for joining us!

