



3 April 2025

(25-2348)

Page: 1/2

Committee on Technical Barriers to Trade

Original: English

NOTIFICATION

Addendum

The following communication, dated 3 April 2025, is being circulated at the request of the delegation of Thailand.

Title: Explanation on the Implementation of the Notification of the Ministry of Public Health on Food for Young Children Specifically Designated by the Minister for Marketing Regulation B.E. 2567 (A.D. 2024)

Reason for Addendum:	
<input checked="" type="checkbox"/>	Comment period changed - date: -
<input checked="" type="checkbox"/>	Notified measure adopted - date: 7 February 2025
<input type="checkbox"/>	Notified measure published - date:
<input checked="" type="checkbox"/>	Notified measure enters into force - date: Following the date of publication.
<input checked="" type="checkbox"/>	Text of final measure available from ¹ : https://members.wto.org/crnattachments/2025/TBT/THA/final_measure/25_02633_00_e.pdf https://members.wto.org/crnattachments/2025/TBT/THA/final_measure/25_02633_00_x.pdf
<input type="checkbox"/>	Notified measure withdrawn or revoked - date: Relevant symbol if measure re-notified:
<input type="checkbox"/>	Content or scope of notified measure changed and text available from ¹ : New deadline for comments (if applicable):
<input type="checkbox"/>	Interpretive guidance issued and text available from ¹ :
<input type="checkbox"/>	Other:

Description: According to the Notification of the Ministry of Public Health on Young Child Food Specifically Subject to Ministerial Marketing Promotion Control B.E. 2567, issued under the authority of the definition of "young child food" as stipulated in the Act on the Marketing of Infant and Young Child Food Control B.E. 2560, this notification shall come into force three hundred sixty-five days after its publication in the Royal Gazette. To ensure clarity in complying with the said Ministerial Notification, the **Explanation on the Implementation of the Notification of the Ministry of Public Health on Food for Young Children Specifically Designated by the Minister for Marketing Regulation B.E. 2567 (A.D. 2024)** have been issued.

¹ This information can be provided by including a website address, a pdf attachment, or other information on where the text of the final/modified measure and/or interpretive guidance can be obtained.

Under this Notification, food for young children must meet both of the following criteria:

1. Contains statements (where "statements" includes an act of causing an appearance through a letter, a figure, an artificial mark, an image, a cinematographic movie, a light, a sound, or a mark, or any act enabling persons in general to comprehend the meaning) indicating that the product is intended for feeding young children. This includes statements in any of the following forms:

1.1 Marketing communications that create an association with young children;

1.2 Displaying statements, names, or nutritional components that are suitable and sufficient for young children on labels or in marketing communications. For example, stating: "A specially formulated milk for young children, developed by Company A, contains ingredients ABC, suitable for children over twelve months old to support good nutrition for young children";

1.3 Presenting the nutritional value of food products for young children on labels or in marketing communications. For example, stating: "Packed with even more benefits while maintaining great taste, containing ingredients ABC along with a variety of nutrients to support bright, healthy growth and age-appropriate development for young children";

1.4 Displaying age ranges for young children on product labels or in marketing communications. For example, stating: "For children aged 1 year and above", or using numbers such as 1, 2, 3, 1+, or 2+ (even if they are part of a trademark, brand name, or registered trade name, these numbers may imply that the product is intended for young children aged over twelve months up to three years), which indicate the target group of the product on labels or in marketing activities.

2. Engaging in communication or marketing communication in a manner that links it to infants, infant food, or implies that it is suitable for infant feeding in any of the following ways:

2.1 Engaging in communication or marketing communication of "food for young children" where the food label is not distinct from infant food labels and does not comply with the guidelines and criteria for clear differentiation between infant food labels and other food labels, as established by the Department of Health and officially issued on 19 August 2019;

2.2 Engaging in communication or marketing communication of "food for young children" through advertising on any platform using messages or visuals that associate the product with infants or imply that it is infant food or suitable for infant feeding. Examples include using cartoon images representing infants, pictures of infants, or images of baby bottles or pacifiers;

2.3 Engaging in communication or marketing communication of "food for young children" through marketing activities conducted at points of sale or distribution sites for young children's food, in a manner that associates the product with or implies that it is infant food.

SPS/TBT (Agricultural Commodity and Foods) Thailand Contact Point

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: spsthailand@acfs.go.th,

spsthailand@gmail.com

Websites: <http://www.acfs.go.th>

<https://spsthailand.acfs.go.th/th/main>
