

### Indonesia:

## Policies to Mitigate Excessive Consumption of Salt, Sugar, and Fat

### Current Malnutrition Condition in Indonesia

Malnutrition is a risk for Indonesian children as a result of excessive consumption of foods high in salt, sugar, and fat. Kurniasih Mufidayati, Deputy Head of Committee 9 of The House of Representatives of the Republic of Indonesia (DPR RI), which oversees the health and labor sectors, stated that the Indonesian Pediatrics Society confirms that children's diabetes mellitus cases have increased by approximately 70% between 2010 and 2023 (Antara News, 2024a). In early August, Indonesian national media reported on 60 youngsters undergoing hemodialysis at the National Central Hospital Dr. Cipto Mangunkusumo in Jakarta. Regarding this conclusion, Minister of Health Budi Gunadi Sadikin will hold a special conference with personnel of National Central Hospital Dr. Cipto Mangunkusumo, and the number of children with kidney failure is the result of intensive screening in Indonesia (Detik, 2024).

Excess salt, sugar, and fat consumption in adults pose a similar health risk and negative economic impact to children. During a meeting with DPR RI Committee 9, the Center for Health Economics and Policy Studies (CHEPS) at Universitas Indonesia stated that nine diseases consume national health insurance funds: cancer, stroke, kidney failure, hemophilia, thalassemia, leukemia, diabetes, heart attack, and high blood pressure, all of which are associated with a high intake of salt, sugar, and fat (Hukumonline, 2024). Specifically, with excessive consumption of sweetened beverages in Indonesia, there is an increase in obesity cases, which is also associated with diabetes and cardiovascular disease.

The extent of nutrition mismatch is not limited to excessive salt, sugar, and fat consumption for food. According to Nina Sardjunani of Koalisi Fortifikasi Indonesia, Indonesia will face a triple burden of malnutrition in 2023, including stunting in toddlers, wasting in toddlers, overweight in toddlers, obesity in adults, and anemia in pregnant women (Antara, 2024). Overweight and obesity, which raise the risk of cardiovascular disease, diabetes, and renal failure, are not the only threats; stunting and wasting have also contributed to nutrition mismatch in Indonesia.



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UNICEF Indonesia identifies some variables contributing to this condition, including poor food quality, parental care, and inadequate access to healthcare and sanitation. Regarding low food quality, Nina Sardjunani (Antara, 2024)

elaborates on the high cost of foods in Indonesia in comparison to other ASEAN countries, stating that increasing the price of rice by Rp1,000 or equivalent to USD 0.06 can reduce consumption and increase the risk of stunting by 2.44% and increasing the price of protein sources such as beef, chicken, fish, and eggs can also reduce consumption and increase the risk of stunting (Antara News, 2024b). With the high expense of the original source of nutrition, people are turning to processed foods and beverages, some of which include nutritional content that exceeds the non-dangerous limit of nutrition usage. The link between malnutrition and high food costs highlights economic and poverty factors as important causes of child malnutrition in Indonesia.

**Table 1: Protein Consumption Based on Income Quintile based on Province in 2022**

No	Province	Income Quintile				
		Quintile 1	Quintile 2	Quintile 3	Quintile 4	Quintile 5
1	DKI Jakarta	48,70%	58,40%	68,60%	77,00%	89,90%
2	West Java	45,70%	56,30%	62,80%	70,20%	83,10%
3	West Sumatera	44,20%	52,30%	58,30%	65,00%	76,50%
4	Central Java	42,90%	52,10%	59,10%	66,00%	78,80%
5	South Kalimantan	47,90%	58,90%	67,50%	74,50%	91,30%
6	West Kalimantan	40,50%	49,80%	56,30%	64,80%	79,50%
7	Southeast Sulawesi	43,90%	53,60%	59,00%	66,90%	79,70%
8	Central Sulawesi	39,30%	49,10%	56,60%	64,60%	81,00%
9	Papua	31,00%	37,20%	41,30%	50,40%	65,50%
10	Indonesia	45,60%	54,30%	60,70%	68,50%	82,40%

Source: INDEF (2024)

The dimensions of wealth and nutritious consumption can also be studied regionally. Table 1 illustrates that lower-income correlates with decreased protein consumption and vice versa. Aside from wealth patterns, table 1 depicts discrepancies in protein consumption amongst Indonesian regions in 2022. For



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example, persons in West Java Province consume more protein than the national average, with protein intake in quintile 1 at 45.70% and quintile 5 at 83.10%. The data for Central Sulawesi Province shows the opposite, with a trend of increasing protein consumption alongside increasing income, but there is a difference in the level of protein consumption in quintile 1 between Central Sulawesi Province and West Java Province, 39.30% and 45.70%, respectively. There are further differences in quintile 5, where

Central Sulawesi Province and West Java Province consume 81.00% and 83.10% of protein, respectively.

### Legal Framework to Reduce Consumption of Salt, Sugar, and Fat

Malnutrition in Indonesia must be reduced in order to prevent people from developing chronic diseases caused by excessive salt, sugar, and fat intake. These diseases incur significant costs, straining Indonesia's national health insurance system and resulting in a lower quality of life or a shorter life expectancy. If these chronic diseases affect youngsters, it severely reduces their ability to study, and young people in Indonesia will not be able to reach their full potential throughout their productive phase of life.

The Indonesian government recognized the problem of chronic disease, which can pose a health and economic risk to people. It implemented laws to prevent and alleviate non-viral diseases induced by overconsumption of certain nutrients. This paper will discuss three regulations that have been adopted and may be enforced in Indonesia, which are:

#### 1. **Minister of Health Regulation No.30 of 2013**

Ministry of Health Regulation No. 30 of 2013 mandates labeling sugar, salt, and fat content on processed and ready-to-eat foods. This regulation is part of the government's broader initiative to promote healthier eating habits among the public. Some important arrangements of the regulation are:

- **Mandatory Nutritional Information:** Under this regulation, all processed food products are required to display clear information about the sugar, salt, and fat content on their packaging, along with a health warning message.
- **Health Warning Message:** According to Article 3, Paragraph (1) of the regulation, the following health warning must be included:



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*“Consumption of more than 50 grams of sugar, 2000 milligrams of sodium, or 67 grams of total fat per person per day increases the risk of hypertension, stroke, diabetes, and heart attacks.”*

## 2. Government Regulation (PP) No.28 of 2024

Government Regulation (PP) No. 28 of 2024, which serves as the implementing regulation for Law No. 17 of 2023 on Health, introduces important measures to regulate public health concerns in Indonesia. This regulation includes provisions aimed at controlling the consumption of sugar, salt, and fat, as well as addressing the management of addictive substances and the promotion of breast milk substitutes.

- **Control of Sugar, Salt, and Fat Consumption:** PP28/2024 introduces four articles focused on regulating the consumption of sugar, salt, and fat. These provisions are part of the government’s broader strategy to address rising health concerns such as diabetes, hypertension, and heart disease.
- **Regulation of Addictive Substances:** This section covers 35 articles and one transitional provision and addresses the management of addictive substances, specifically nicotine and tar. It also includes rules for additional ingredients, packaging regulations, sales practices, health warnings, and advertising restrictions for products containing these substances.
- **Advertising and Promotion of Breast Milk Substitutes:** The regulation includes strict rules governing the advertisement and promotion of products that are substitutes for breast milk, aiming to protect public health and ensure that parents make informed decisions regarding infant nutrition.

## 3. Plan for implementation of Excise for Sweetened Beverages:

The plan for implementing Excise on Sweetened Beverages was created by the Ministries of Health and Finance in 2019 but was postponed due to the COVID-19 epidemic (BPKN, 2023). The fundamental reason for implementing the excise is the increasing trend of consumption of sweetened beverages, which is still not reducing and is associated with an increase in chronic diseases such as obesity and diabetes (BPKN, 2023). The excise attempts to limit demand for sweetened beverages or other related products by directly increasing the price of commodities, which is expected to lower the number of chronic diseases caused by excess sugar consumption.

The administration has yet to settle on the technical aspects of implementing the excise policy. The government has yet to determine specific regulations, tariffs, implementation



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timelines, and other details. The government and DPR RI recently had a conference to discuss the latest updates on the implementation of excise for sweetened beverages regulation. Based on a meeting between the DPR RI's Public Account Committee and the government on September 10, 2024, DPR RI proposed to the government imposing an excise tax on sweetened beverages with a tariff of 2.5% in 2025 and gradually increasing the tariff until 20% to mitigate the negative impact of sweetened beverages and reduce reliance on cigarette excise (Tempo, 2024). Regarding the meeting between the government and the DPR RI, the Director General of Excise Ministry of Finance stated that the Ministry of Finance accepts the DPR RI recommendation but will await the decision of President-Elect Prabowo Subianto's new administration, which will take office on October 20.

### Conclusion

To prevent an increase in chronic disease caused by excessive salt, sugar, and fat consumption, the Indonesian government implemented a number of initiatives, the most notable of which was product labeling, which provides consumers with information about the constituents of processed foods and beverages. However, this regulation could not adequately mitigate the detrimental effects of excessive sugar, salt, and fat consumption, which contributed to the high prevalence of chronic disease in children. This condition raises concerns for Indonesia's future workforce, who may lose chances due to health difficulties.

The incoming administration of President-Elect Prabowo Subianto will implement the levy on sweetened beverages. The technical aspects of policy still have to be arranged, as decisions will be made following the inauguration of Indonesia's new president. Given the impending impact on the industry, it is important that the government communicate the potential new policy comprehensively to ensure the effectiveness of policy delivery and minimize disinformation in the private sector.



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