

## Latin Americans tend to eat more healthy food

Latin America is one of the regions where the population has health problems due to food consumption behaviors, such as obesity, diabetes, high blood pressure etc. In 2017, the statistics show that more than 250 million adults in Latin America, or nearly 40% of the total population, had overweight, especially in Mexico (64%), Argentina (62%), Colombia (57%), and Brazil (54%). These numbers are still likely to increase continuously. Food and Agriculture Organization of the United Nations (FAO) indicates that poverty makes people in this region have no access to appropriate food and must consume cheap and processed food with high amounts of sugar fat or salt.



However, the results of studies on food consumption behavior and food selection of Latin Americans, conducted by Kerry, a global food technology manufacturer and expert on nutrition, reveal that the Latin American consumers are becoming more concerned about their health and looking for healthier ingredients in their food, such as natural ingredients, fruits and vegetables, focusing on natural products (24%), fruits and vegetables (13%) and organic ingredients (4%). The studied group also indicates that they will not use ingredients with high sugar (15%), high cholesterol (7%) and preservatives (7%).

In addition, the studies also point out that Latin American people tend to read the content on the label to study about the ingredients in the food they consume more than before, showing that 24% of the studied group always read the label, 35% read regularly and 25% read it sometimes. When reading the label, they tend to find information about cholesterol, sugar, saturated fat, sodium and vitamins, respectively.

The mentioned health problems and the increasing trend on health concern among Latin American people not only make the food manufacturers pay more attention to the quality of their products, but also cause the governments in many countries to begin implementing a variety of measures to promote the consumption of appropriate, safe, and quality food. For example, the higher tax on food with high cholesterol is imposed in Mexico and Chile, the Colombian government's meetings to find initiation for healthy food consumption promotion, the project called "Come Sano (Eat Healthy)" to encourage people to consume more of healthy food in 6 countries, including Guatemala, Dominican Republic, Panama, El Salvador, Peru and Ecuador, or the establishment of new agencies to ensure the food security, such as SEGALMEX of Mexico, etc.

Sources: <https://www.foodnewslatam.com/paises/8823-latinoamericanos-buscan-alimentos-m%C3%A1s-saludables.html>

<https://gestion.pe/tendencias/pais-america-latina-consumen-alimentos-saludables-135629?foto=7>

<https://ecoosfera.com/2017/09/pais-dieta-saludable-comer-bien>

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