

## ASSESSMENT OF THE EFFECTIVENESS OF THE INFORMATION RECOMMENDED BY THE LABELING LEGISLATION OF POULTRY PRODUCTS AS A SANITARY EDUCATION MECHANISM.

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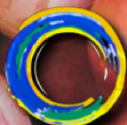
**ABSTRACT:** Brazil is the second largest producer and the exportation leader of chicken meat in the world, according to the 2023 annual report by ABPA (Associação Brasileira de Proteína Animal), in addition to a per capita consumption of approximately 45,2 kilograms per year, placing the country among the largest global consumers. Therefore, it is necessary that there are standards for production, labeling and distribution of the product to guarantee food safety. Mandatory Nutritional Labeling, regulated by ANVISA, aims to promote healthy eating, requiring detailed information on the labels, such as origin, manufacturer data, ingredients, expiration date and storage instructions. With this in mind, 2020 RDC nº 459, which complements 2001 Resolution RDC nº 13, imposes mandatory requirements for the raw refrigerated poultry and pork products labeling. However, studies show that there is a tendency for consumers to pay attention only in the expiry date when reading food labels, with a significant difficulty in understanding other information. Therefore, the present study aimed to verify the effectiveness of the handling, conservation and preparation information regulated by 2020 RDC nº 459 in raising consumer awareness about the potential dangers that poultry products can transmit. A questionnaire was made in the city of Botucatu (SP) to assess the consumption habits of poultry products, highlighting the perception of Sanitary Inspection services and the mandatory statements on labels related to product safety, as well as collecting demographic and socioeconomic data from the participants. The total number of responses obtained was 387, with 220 (57%) women, 166 (43%) men and 1 (0,2%) person who preferred not to identify. Most of the responses were from people between 20 and 59 years old, totaling 298 (77%). When interviewed, 295 (76,2%) of them replied that they don't usually read packing labels, showing that there is a failure to encourage reading this type of information. However, 192 (49,6%) of the interviewees said they knew what an animal food inspection label was. They also claim to know that these labels contain information about the precautions and dangers associated by handling this food, with a total of 209 (54%) responses. It was also noted that more than half of the participants, specifically 283 (73,1%), said that they knew that chicken meat can contaminate other foods and cause illness if they do not go through the cooking process after this contact. Still in the questionnaire, they were asked if they knew any illness that could be associated with the consumption of raw or undercooked chicken. Of the 387 participants, only 184 (47,5%) answered that they knew about it, and in this group, 43 (11,1%) people couldn't remember the name of the disease, corroborating the failure to spread the main pathogens responsible for food crises. This demonstrates the importance of health education and that the current labeling regulations are not being enough to raise awareness of this issue among the population.



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