

South Korea to restrict TV adverts for junk food

SEOUL, SOUTH KOREA: South Korea on Tuesday announced curbs on television advertising for junk food in a bid to cut obesity and promote healthy eating among children.

Advertising of food high in fat, sugar and salt will be banned from all TV from 5 pm to 7 pm, the health ministry said, and will also be prohibited during children's programmes shown at any time.

The restrictions will apply to hamburgers, pizzas, instant noodles, chocolate and other candies and ice cream.

"The ban, to be enforced this month or in early February, applies to high-calorie, low-nutrient food, snacks and sweets," a ministry official in charge of food safety said.

Official data showed more than one-third of ads aired during children's TV programmes were for food, mostly for sweets, instant noodles and soft drinks.

Consumer groups have called for stricter measures to protect children from junk food, saying one out of five children in South Korea is overweight.

In March last year the ministry banned the sale of junk food and drinks in schools and their neighbourhoods in a bid to tackle the growing problem of child obesity.

Source: AFP

Published courtesy of

□