
Title

The labelling of ultra-processed foods, 'ideological biases' and 'false consciousness': a historical narrative of the experience in Colombia

Abstract

While COVID-19 attacked people with diabetes, hypertension, and obesity, among other non-communicable diseases, the former Colombian government was betting on implementing a value-added tax (VAT) on the cost of production for food for the family basket (Paladines and Castellanos, 2021a, 2021c, 2021d, 2021e). It was added to a scenario of institutional weakness, evidenced by a social context ruled by a legal architecture showing a lack of positive and structural impact in the protection of the right to health, safeguarding the sovereignty of the consumer, and in short, in satisfying the general interest of a population immersed in a background of false consciousness, scenarios of sub-optimal choice and the prevalence of ideological and cognitive bias. Moreover, this article proposes a historical account if we consider the recent changes in the Colombian normative-regulatory model in the labelling of ultra-processed foods before the approval of a new regulation and agenda in December 2022. © 2024 Inderscience Publishers. All rights reserved.

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