



FDA/CSD/CPE/PNS/24/009

FOOD SERVICE ESTABLISHMENTS **ADVERTISEMENT OF FOOD**

Accra: October 28, 2024 -The Food and Drugs Authority (FDA) hereby inform the public that any Food Service Establishment advertising its products without valid approval is in violation of the FDA Guidelines for the Advertisement of Regulated Products and Section 100 (2) of the Public Health Act 2012, Act 851. This section stipulates that **"A person shall not advertise food unless the advertisement has been approved by the Authority"**. For the purposes of this notice, a "Food Service Establishment" includes operations that store, prepare, package, serve, vend, or otherwise provide food for human consumption, such as restaurants, bakeries, canteens, online food businesses, institutional catering services, and fast-food establishments.

Action Required:

All Food Service Establishments are required to apply for FDA approval for their advertisements across all media platforms by no later than December 1, 2024. Advertisements that comply with FDA Advertisement Guidelines for various media platforms, including billboards, social media, and other below-the-line mediums, must be approved by the Authority. **Approved advertisements are valid for one year and must be renewed thereafter.**

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Media presenters are reminded that Live Presenter Mentions intended to advertise and promote FDA-regulated products are restricted to scripts approved by the Authority.

Enforcement and Penalties:

Under Section 129 of Act 851, individuals who contravene these provisions are subject to summary conviction, a fine of not less than seven thousand five hundred penalty units, and not more than fifteen thousand penalty units, or imprisonment for a term of not less than fifteen years and not more than twenty-five years, or both. The Authority will rigorously enforce these provisions to safeguard public health and safety.

For Further Information:

We appreciate your cooperation in ensuring compliance with these regulations for the benefit of public health and safety.

For all inquiries and concerns, please reach out to us through the contacts below.

Signed

Chief Executive Officer

Food and Drugs Authority

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Your Well-being, Our Priority.

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