



Nutrition and Health Claims in Europe

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17th March 2010



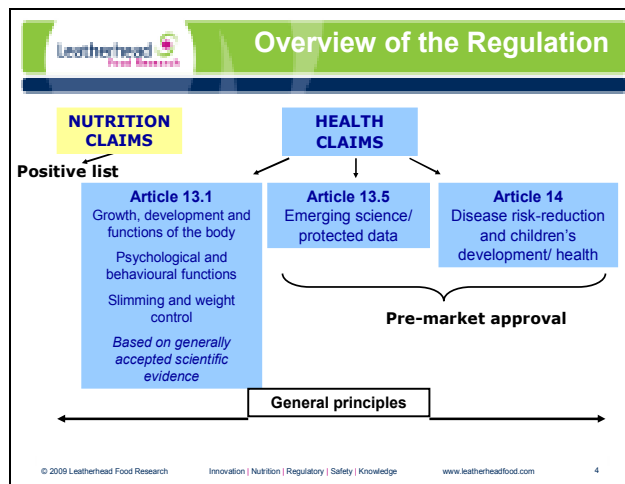
Regulation (EC) No 1924/2006 on nutrition and health claims made on foods

Entered into force 19 Jan 2007



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Permitted Nutrition Claims

<ul style="list-style-type: none"> •Low energy •Energy-reduced •Energy-free •Low fat •Fat-free •Low saturated fat •Saturated fat-free •Low sugars •Sugar-free •With no added sugars •Low sodium/salt •Very low sodium/salt •Sodium-free/salt-free •Source of fibre •High fibre 	<ul style="list-style-type: none"> •Source of protein •High protein •Source of vitamin(s)/ mineral(s) X •High vitamin(s)/ mineral(s) X •Contains (name of nutrient) •Increased (name of nutrient) •Reduced (name of nutrient) •Light/lite •Naturally/natural •Source of omega-3 fatty acids •High omega-3 fatty acids •High monounsaturated fat •High polyunsaturated fat •High unsaturated fat
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Nutrition Claims

ENERGY	
<u>Claim</u>	<u>Condition</u>
Low energy	Max. 40 kcal/100g or 20 kcal/100ml
Energy-reduced	Min. 30% reduction
Energy-free	Max 4kcal/100ml

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Nutrition Claims

SUGAR

Claim	Condition
Low sugars	Max 5g/100g or 2.5g/100ml
Sugars-free	Max 0.5g/100g or 100ml
With no added sugars	No added mono- or disaccharides or any other food used for its sweetening properties*


* If sugars are naturally present in the food, "CONTAINS NATURALLY OCCURRING SUGARS" should also appear on the label



100% pure fruit and absolutely nothing else

No added sugar No sweeteners No concentrates

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Nutrition Claims

FIBRE

Claim	Condition
Source of fibre	Min 3g/100g or 1.5g/100kcal
High fibre	Min 6g/100g or 3g/100kcal

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Nutrition Claims

“X% Fat Free”

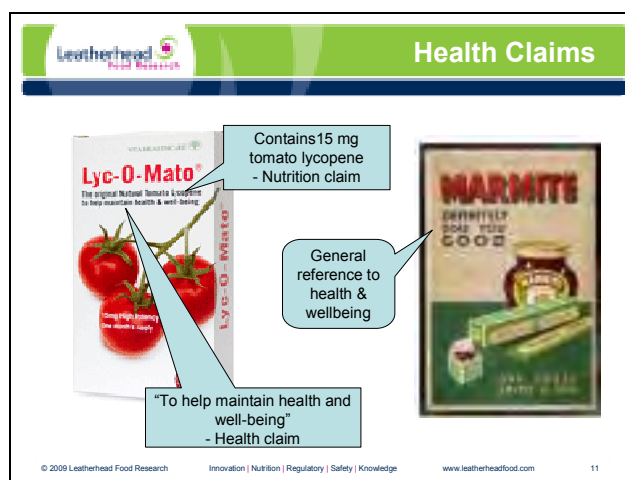
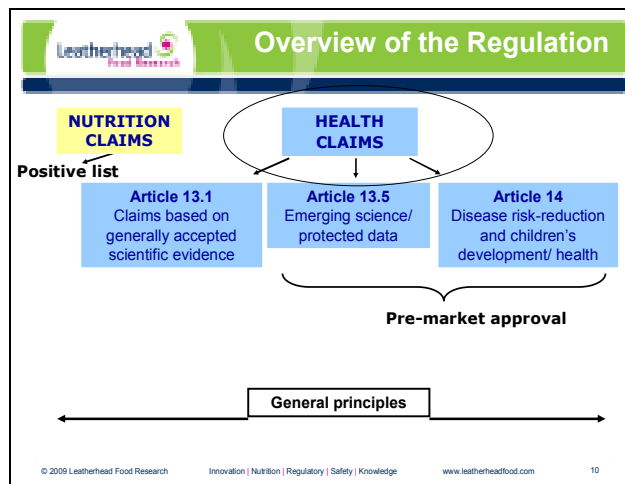
NOW PROHIBITED

BY LAW!

60% Fat Free Salad Cream



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Generally Accepted Health Claims (Article 13.1)


Member States provided the Commission with lists of claims (diet and health relationships) plus references and conditions applying to them. **31st January 2008 – 44,000 submitted!**

4,000 submitted to EFSA for review

Commission (based on opinion from EFSA) to compile a "COMMUNITY LIST OF PERMITTED CLAIMS" by **31st January 2010 (Delayed!!)**




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Progress to Date

- EFSA's opinions released in batches
 - Batch 1: October 2009 (94 opinions on 525 claims)
 - Batch 2: February 2010 (~ 30 opinions covering 416 claims)
 - Batch 3: Summer 2010 (around 500 claims)
 - Last batch (? 2011)

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Positive Opinions


- Vitamin D and immune system and muscle function
- Meal replacements for weight control
- Melatonin and jet lag feeling
- Potassium and normal muscular and neurological function
- Guar gum and cholesterol lowering
- Omega 3 and contribution to normal cholesterol and BP

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Reasons for Negative Opinions

- Poorly characterised
- References on unrelated health outcomes
- Studies done on different population
- Non-significant results
- No human studies
- References in Chinese!
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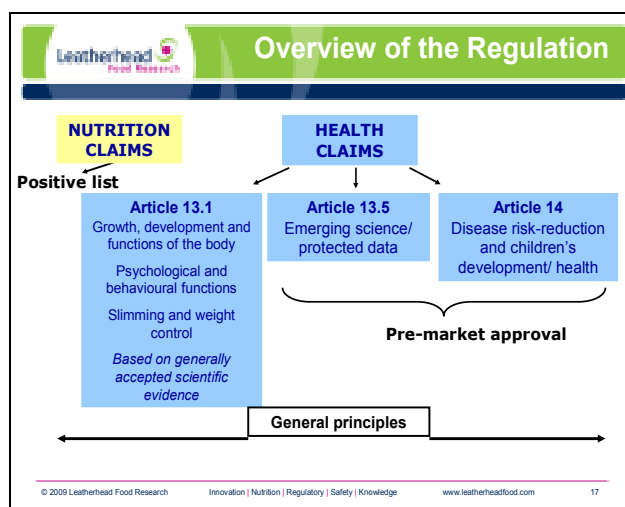
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Article 13 Health Claims

- Commission to vote on list of permitted health claims
⇒ list issued in batches?
- Rejected claims will be on an on-line register
- 6 months transition
- Claims without opinion can stay on the market until rejected
- Claims can be re-submitted via Article 13.5

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Article 13.5 and 14 Claims - Progress

- Around 200 claims of this type awaiting validation and evaluation:
http://www.efsa.europa.eu/EFSA/efsa_locale-1178620753812_article14.htm

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<div>  <h2>Accepted Health claims (Art. 14)</h2> </div>						
Application – Relevant provisions of Regulation (EC) No 1924/2006	Applicant – Address	Nutrient, substance, food or food category	Claim	Conditions of use of the claim	Conditions and/or restrictions of use of the food and/or additional statement or warning	EFSA opinion reference
Article 14(1)(a) health claim referring to reduction of disease risk	Unilever PLC, Port Sunlight, Wirral, Merseyside, CH62 4ZD, UK and Unilever NV, Weena 455, Rotterdam, 3013 AL, Nederland	Plant sterols: Sterols extracted from plants, free or esterified with food grade fatty acids	Plant sterols have been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2 g plant sterols		Q-2008-085
Article 14(1)(a) health claim referring to reduction of disease risk	McNeil Nutritionals, 1 Landis und Cyr Strasse, 6300 Zug, Switzerland	Plant stanol esters	Plant stanol esters have been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2 g plant stanols		Q-2008-118
Article 14(1)(b) health claim referring to children's development and health	Unilever PLC, Port Sunlight, Wirral, Merseyside, CH62 4ZD, UK and Unilever NV, Weena 455, Rotterdam, 3013 AL, Nederland	α -linolenic acid & linoleic acid	Essential fatty acids are needed for normal growth and development of children	Information to the consumer that the beneficial effect is obtained with a daily intake of 1 % of total energy for linoleic acid and 0.2 % of total energy of α -linolenic acid		Q-2008-079
Article 14(1)(b) health claim referring to children's development and health	Association de la Transformation Laitière Française (ATLA), 42, rue du Châteaudun, 75314 Paris Cedex 09, FRANCE	Calcium	Calcium is needed for normal growth and development of bone in children	The claim can be used only for food which is at least a source of calcium as referred to in the claim SOURCE OF [NAME OF VITAMIN(S)] AND/OR [NAME OF MINERAL(S)] as listed in the Annex to Regulation (EC) No 1924/2006		Q-2008-322
Article 14(1)(b) health claim referring to children's development and health	Association de la Transformation Laitière Française (ATLA), 42, rue du Châteaudun, 75314 Paris Cedex 09, FRANCE	Protein	Protein is needed for normal growth and development of bone in children	The claim can be used only for food which is at least a source of protein as referred to in the claim SOURCE OF PROTEIN as listed in the Annex to Regulation (EC) No 1924/2006		Q-2008-326

<div>  <h1>Rejected Health Claims (Art. 14)</h1> </div>			
Application – Relevant provisions of Regulation (EC) No 1924/2006	Nutrient, substance, food or food category	Claim	EFSA opinion reference
Article 14(1)(a) health claim referring to reduction of disease risk	NeOpuntia®	NeOpuntia® helps to improve blood lipid parameters associated with cardiovascular risks, especially the HDL-cholesterol	EFSA-Q-2008-214
Article 14(1)(a) health claim referring to reduction of disease risk	Lactobacillus helveticus fermented Evolus® low-fat milk products	Evolus® reduces arterial stiffness	EFSA-Q-2008-218
Article 14(1)(b) health claim referring to children's development and health	regulat® pro.kid IMMUN	regulat® pro.kid IMMUN supports, stimulates and modulates the immune system of children during growth	EFSA-Q-2008-082
Article 14(1)(b) health claim referring to children's development and health	Dairy products	Three portions of dairy food everyday, as part of a balanced diet, may help promote a healthy body weight during childhood and adolescence	EFSA-Q-2008-110
Article 14(1)(b) health claim referring to children's development and health	Dairy products	Dairy foods (milk & cheese) promote dental health in children	EFSA-Q-2008-112
Article 14(1)(b) health claim referring to children's development and health	Docosahexaenoic Acid (DHA) and Arachidonic Acid (ARA)	DHA and ARA support neural development of the brain and eyes	EFSA-Q-2008-120
Article 14(1)(b) health claim referring to children's development and health	regulat® pro.kid BRAIN	regulat® pro.kid BRAIN contributes to mental and cognitive development of children	EFSA-Q-2008-083
Article 14(1)(b) health claim referring to children's development and health	Docosahexaenoic Acid (DHA) and eicosapentaenoic acid (EPA)	Calming	EFSA-Q-2008-091 and EFSA-Q-2008-096
Article 14(1)(b) health claim referring to children's development and health	Docosahexaenoic Acid (DHA) and eicosapentaenoic acid (EPA)	Provide serenity and room for a beneficial development of the child	EFSA-Q-2008-092 and EFSA-Q-2008-097
Article 14(1)(b) health claim referring to children's development and health	Docosahexaenoic Acid (DHA) and eicosapentaenoic acid (EPA)	Help to support vision	EFSA-Q-2008-095 and EFSA-Q-2008-100
Article 14(1)(b) health claim referring to children's development and health	Docosahexaenoic Acid (DHA) and eicosapentaenoic acid (EPA)	Help to support mental development	EFSA-Q-2008-098 and EFSA-Q-2008-104

Food Safety - From the Farm to the Fork

English

EFSA's European Commission's Scientific and Customer's Information pages and tools

General Food Law / Animal Nutrition / Labelling & Nutrition / Biotechnology / Novel Food / Chemical Safety / Biological Safety / Official controls

Community Register of nutrition and health claims made on food - Authorised health claims

Authorised health claims and the conditions applying to them provided for in Articles 13(3) and (4), 14(1), 14(2), 21, 24(2), and 28(1) of Regulation (EC) No 1825/2006 and the national measures referred to in Article 23(3)

Authorised health claims

Authorised health claims that can be used by all food business operators provided that they comply with the particular conditions of use of the authorised claim and with the principles and requirements of Regulation (EC) No 1825/2006

- Article 14(1)(a) health claims referring to the reduction of a risk factor in the development of a disease
- Article 14(1)(b) health claims referring to children's development and health

Article 14(1)(a) health claims referring to the reduction of a risk factor in the development of a disease

Ingredient, substance, food or food category	Claim	Conditions under which use of the claim and/or additional restrictions on use (a)	EFSA opinion reference	Commission Regulation
Plant sterols: Sterols extracted from plants, high in sterol content with food-grade fatty acids	Plant sterols have been shown to lower plasma total cholesterol. High cholesterol is a risk factor in the development of coronary heart disease	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2 g plant sterols	Q-2005-003	Commission Regulation (EC) No 1825/2006 of 21/12/2006
Plant sterol esters	Plant sterol esters have been shown to lower plasma total cholesterol. High cholesterol is a risk factor in the development of coronary heart disease	Information to the consumer that the beneficial effect is obtained with a daily intake of at least 2 g plant sterols	Q-2006-118	Commission Regulation (EC) No 1825/2006 of 21/12/2006
Chewing gum sweetened with 100% xylitol	Chewing gum sweetened with 100% xylitol has been shown to reduce dental caries. High consumption of dental caries is a risk factor in the development of caries in children	Information to the consumer that the beneficial effect is obtained with a consumption of 2-3g of chewing gum sweetened with 100% xylitol at least 5 times per day after the meals	Q-2006-121	Commission Regulation (EC) No 1825/2006 of 21/12/2006

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FOOD AND FEED SAFETY
ANIMAL HEALTH AND WELFARE
PLANT HEALTH
FAO INFORMATION

http://ec.europa.eu/food/food/labellingnutrition/claims/community_register/authorised_health_claims_en.htm

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Health professionals?



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Non-specific Well-being claims

'Body Balance'



Reference to general, non-specific benefits of the nutrient or food for overall good health or health-related well-being

Website states
"Provides your body with the elements it needs to be healthy"

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Additional Labelling

➤ **Group 2 nutrition labelling:**

energy value + amounts of protein, carbohydrate, sugars, fat, saturates, fibre and sodium


➤ Indication of importance of a varied and balanced diet and healthy lifestyle

➤ Quantity of food and pattern of consumption required to obtain the claimed beneficial effect

➤ Indicate if anyone should avoid the food

➤ Where appropriate, a warning not to exceed quantities of the product that may represent a risk to health

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Prohibited Claims


✗ **No claims on alcoholic beverages more than 1.2% alcohol (other than those which refer to low alcohol or a reduction in alcohol or energy content).**

✗ **Suggestions health affected by not consuming a food**


✗ **References to rate or amount of weight loss**

✗ **References to recommendations of individual doctors or health professionals**

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Nutrient Profiles


Exception where single nutrient exceeds profile



"Source of Vitamins C & E ..."


+ "High Sugar Content"

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General Requirements

All claims

- beneficial effect
- significant quantity
- bio-available
- reasonable amount consumed
- understood by average consumer




- claims must be **substantiated by generally accepted scientific evidence**

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The Future?



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Thank you for your attention

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