



The voice of the European food and drink industry

EFSA Conference on Nutrition and Health Claims

Food Industry Actions to Fulfil the Requirements of Article 13

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CIAA



Outline

- Article 13 requirements
- Actions by the European food industry
- Proposed tabulation format for the Article 13 list
- Examples
- Final remarks



Article 13 Requirements

- Health claims describing to or referring to:
 - The role of a nutrient or other substance in growth, development and the functions of the body
 - Psychological and behavioural functions
 - Slimming, weight control, a reduction in sense of hunger, increase in satiety or reduction of available energy from the diet
- Based on generally accepted scientific evidence
- Well understood by the average consumer
- Member States to provide the Commission with lists of claims with conditions applying to them and references to the relevant scientific justification



Industry Actions

- CIAA has taken the initiative to develop a list with support from scientists from sectors, national federations and companies
- Co-ordination with similar initiatives by ERNA and EHPM
- Defined approach based on prior work (WHO, US CFSAN, NL.....) and developed template
- Collating existing lists of food-health relationships
- Meetings with member state representatives
 - 28 March 2006 at CIAA
 - 11 July 2006 at the invitation of Commission
- Final list will be made available to Member States

Proposed Tabulation Format (CIAA/EHPM/ERNA initiative)

| Food or Food Component | Health Relationship (conditions if any) | Nature of evidence | References | Example of wording |
|-------------------------------|--|---------------------------|-------------------|---------------------------|
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Food or Food Component

- Food or Food component embraces, for example:
 - Categories of food (wholegrain, fruit & veg, dairy.....)
 - Foods (oats, oranges, yogurt, soya....)
 - Macro-nutrients (fat, saturates, protein...)
 - Micro-nutrients (vitamins, minerals)
 - Components (beta glucan, lysine, carotenoids, polyphenols, probiotics.....)



Health Relationship

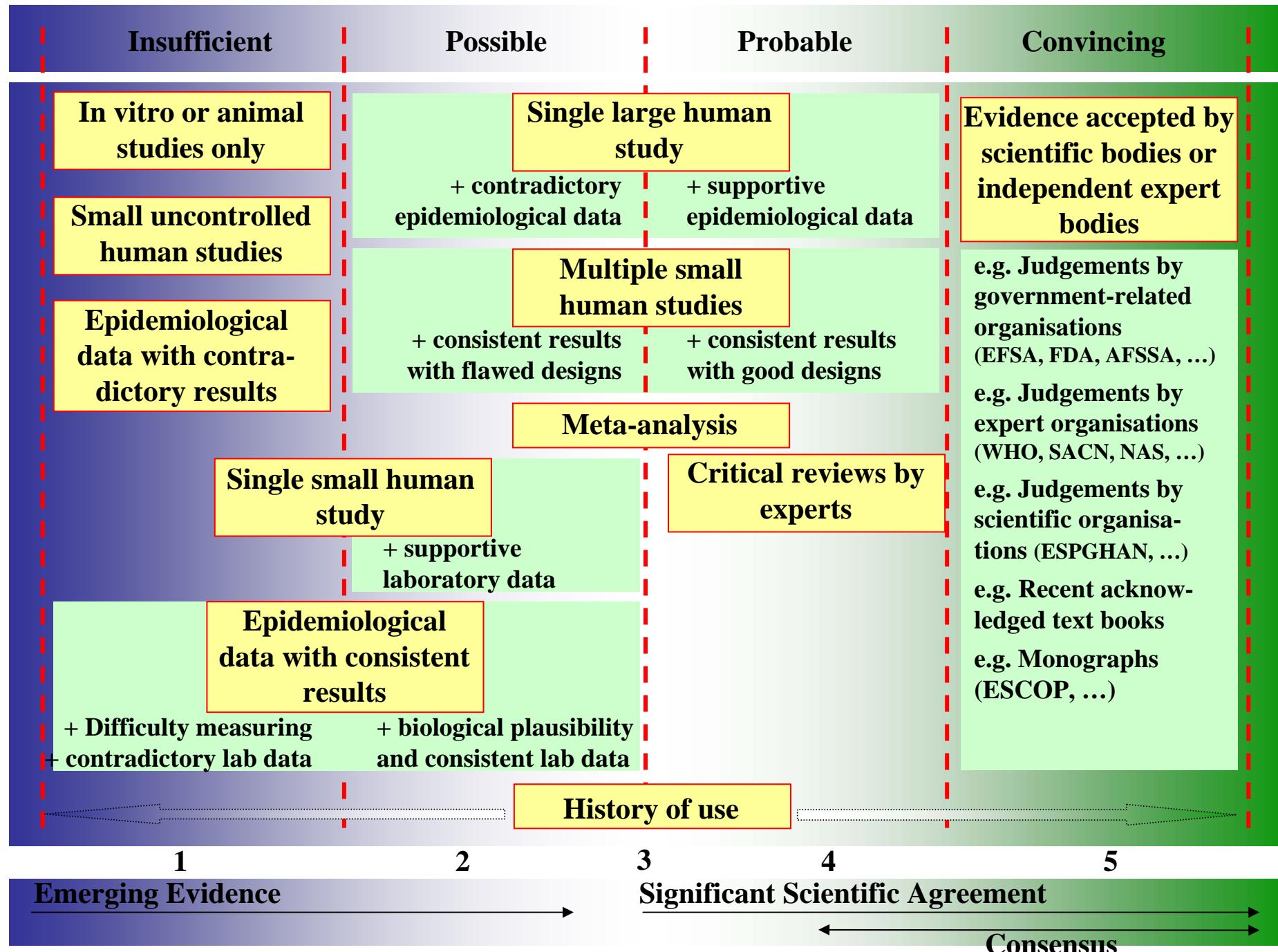
- Describes the role of a food or food component in:
 - Growth, development and functions of the body
 - Psychological and behavioural functions
 - Slimming, weight control, reducing hunger, increasing satiety etc.
- If appropriate, indication of any specific conditions



Nature of Evidence

A simple classification developed:

- Authoritative body (e.g. EFSA, CEDAP, JHCl, CH, VC, NHPD, ANZFA, WHO....)
- Textbook
- Meta-analyses
- Monographs
- Critical Reviews
- Individual studies
- Animal studies
- In vitro evidence





References

- References to Authoritative body opinions and statements (including weblinks)
- Title of, and link to, lists of references



Examples of wording

- Typical of wording used on labelling
- Should be “well understood by average consumer”

Food or food component

SATURATED FAT

Health relationship

A decrease in saturated fat reduces levels of LDL cholesterol and thus promotes heart health

Nature of evidence

Authoritative Bodies

References

US Food & Nutrition Board, Institute of Medicine (2002);SNF; NFA; JHCl; WHO 2003.

Example wording

Decreasing saturated fats lowers cholesterol and helps maintain a healthy heart

Reduces your cholesterol

Food or food component

CALCIUM

Health relationship

Necessary for normal structure of bones and teeth, normal nerve and muscle function

Nature of evidence

Authoritative Bodies; Textbook

References

US Food & Nutrition Board, Institute of Medicine (1997); UK COMA Nutrition and bone health (1998); CEDAP, CH, DK, NHPD, NFA, SNF, JHCI ; Weaver C & Heaney (1999) Modern Nutrition in Health and Disease. Calcium, pp. 141-155. Eds. Shils & Young;

Example claim

Builds strong bones and teeth

Needed for normal muscle function

Food or food component

INULIN/OLIGO-FRUCTOSE

Health relationship

Prebiotic action: Bifidobacterial growth in the colon

Nature of evidence

Authoritative Bodies; Individual studies

References

AFSSA opinions 2000, 2004, 2005.
Report of the Specialist Expert Committee on Human Nutrition, Voedingscentrum 24.09.02.
See also - Inulin-oligofructose References point 2/3

Beneficially affects the gut flora

Example wording

Prebiotics promote healthy gut bacteria



Consumer Understanding

- Consumer confidence in claims is critical from the consumer, government and industry points of view
- Claims are relevant to and used by consumers
- Claims are researched prior to marketing
- Claims are not a substitute for education -they contribute to the process
- Understanding of claims evolves over time



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Final Remarks

- Sound scientific basis for claims is essential
- Consumer confidence is critical
- Need to agree a common set of criteria for developing list of claims (avoid duplication of effort)
- Industry actions:
 - Develop an approach based on prior work
 - Identify and collate supporting evidence
 - Engage in constructive dialogue with other stakeholders