EFSA Conference on Nutrition and Health Claims

"Industry Perspective on Nutrient Profiles"

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You will hear about…

- ➢ **Brief overview of CIAA**

- ➢ **Importance of nutrition and health claims for industry**

- ➢ **Considerations of a nutrient profiling system**

- ➢ **Message to EFSA, NDA Panel, Member States and Commission**

The F&D industry in Europe

- ➢ **First European manufacturing industry (13% of total EU industrial production value, 11% of industrial jobs)**

- ➢ **Close to €800 billion of sales**

- ➢ **More than 4 million employees**

- ➢ **€45 billion of exports**

- ➢ **Purchases and transforms 70% of agricultural raw material**

- ➢ **A sector dominated by SMEs (90 % of food companies have less than 250 employees)**

➢ **National Federations (24)**

➢ **European Sector Associations (32)**

➢ **Liaison Committee (20 companies)**

The Food Industry and Claims

The main objectives of this proposal are the following:

– to achieve a high level of consumer protection by providing further voluntary information, beyond the mandatory information foreseen by EU legislation;

– to improve the free movement of goods within the internal market;

– to increase legal security for economic operators; and

– to ensure fair competition in the area of foods;

– to promote and protect innovation in the area of foods.

Considerations

➢ **Nutrient profiles should be based on scientific knowledge about diet, nutrition and the relation to health;**

➢ **Nutrient profiles should be set so as to encourage innovation;**

➢ **Nutrient profiles should be set at the Community level and not at regional or national levels;**

➢ **Nutrient profiles should consider foods by category, be non-discriminatory, simple and applicable by all food operators;**

➢ **Nutrient profiles should consider contribution and importance of the food (or categories of foods) to the diet;**

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Considerations

➢ **Nutrient profiles should consider dietary habits and consumption patterns in the various Member States;**

➢ **Nutrient profiles should consider the quantities of certain nutrients and other substances contained in the food;**

➢ **Nutrient profiles should consider the overall nutritional composition of the food or food categories;**

➢ **Nutrient profiles should be applicable to food as consumed.**

Five steps …

1. **Define a system including food categories for use in applying nutrient profiles;**

2. **Identify the nutrients of importance from a public health perspective and their relevance for the various food categories;**

3. **Establish reference values / ranges for those nutrients identified in step '2';**

4. **Establish criteria for the application of reference values: scoring system or threshold;**

5. **Test the system and if necessary go back to step '1' (iterative process).**

Principles for Defining Food Categories

1. Have the consumer in mind

2. Easy to use

3. Consider 'use' and compositional similarity

4. Applicable to foods as consumed

5. Consistent application by authorities

Terms of Reference for EFSA

EFSA should in particular advise with regard to the following questions:

- Which are the parameters for the categorisation of foods according to the principles set under Article 4 (a), (b) and (c) as well as Recital 11?

- How to take into account the physiological effect of foods, which are actually a combination of nutrients?

- How to take into account the final use of foods by the consumer? Should this be addressed by taking into account the consumption pattern of the different foods?

- What should be the reference quantity for setting profiles?

- How to approach the calculation of profiles taking into account choice and balance of nutrients in each food category?

- How to test a proposed system to ensure that it allows for product innovation?

- Which are the criteria against which to evaluate whether the system meets the objective of not masking the overall nutritional status of a food product?

✓ **Limitation to the purpose (claims)**

✓ **Scientific base for nutrient profiles**

✓ **No 'political' reverse engineering**

✓ **Profiles need to encourage innovation**

✓ **Testing the methodology**

✓ **Identify issues in the implementation and make changes**