

Talking health benefits to your customers

Navigating the regulatory roadmap for Nutrition and Health claims in food marketing

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Growing and Protecting New Zealand



www.mpi.govt.nz

Outline

- Our history – communicating health benefits
- Our present – new standard
 - Some basic examples of options available
- Exporting claims
- MPI Resources and contacts
- Questions/Discussion

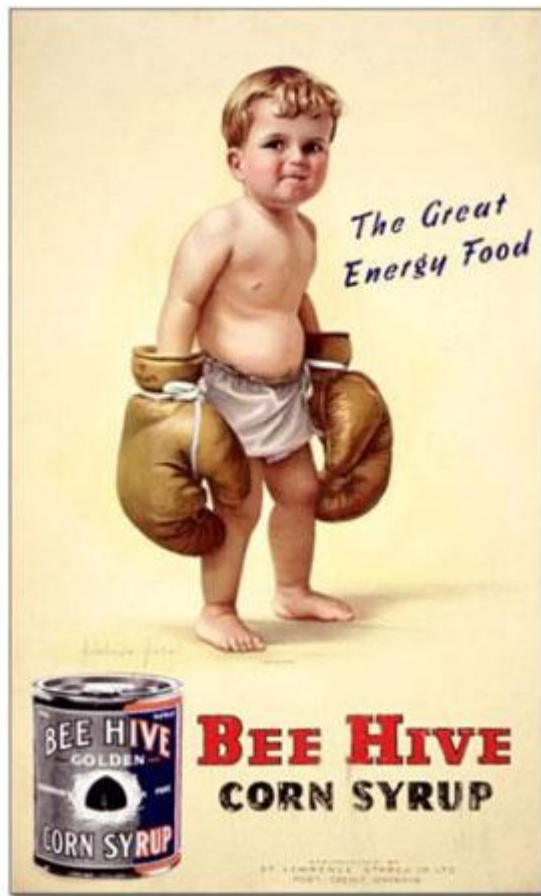
Some real (and not so real) examples from history...



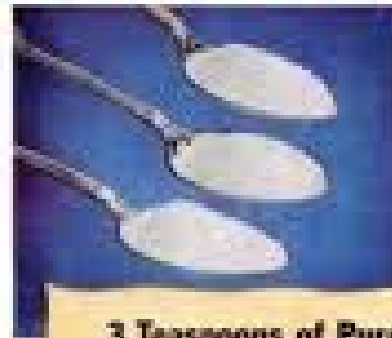
Xin Dynasty, around 220BC, a book of Chinese medicine says:
"Those who often take honey can keep fit, honey can cure indigestion"







Which Is LESS FATTENING?



3 Teaspoons of Pure **Domino** Sugar Contain Fewer Calories than one medium Apple!



3 Teaspoons of Domino Sugar contain only 36 calories. That's 3 times less than 1 medium apple.

Domino Sugar is the only sugar that is 100% pure cane sugar. It's the only sugar that's so pure, it's the only sugar that's so sweet.

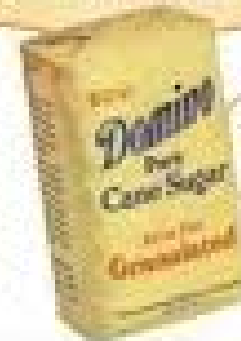
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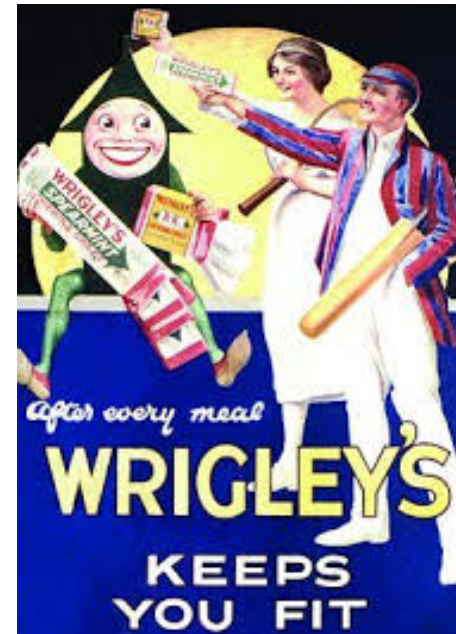
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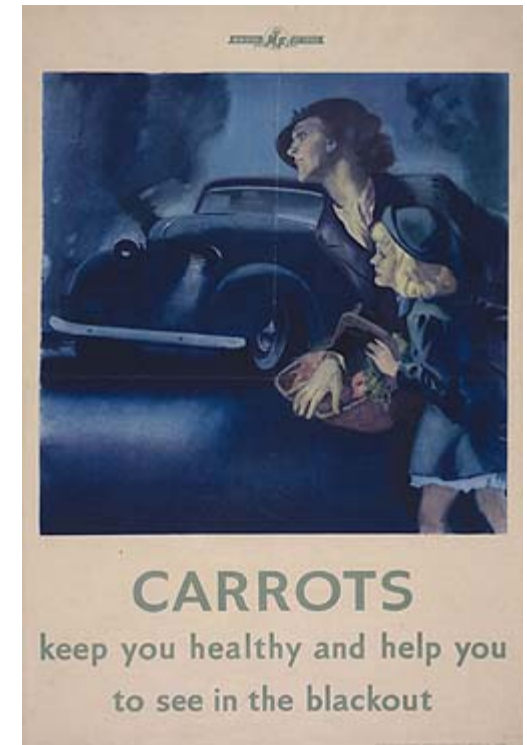


Domino

Granulated - 400 Teaspoons - Brown - Light Brown - Soften - Hard - Fats

MAKING EASIER BAKING EASIER





For
PEP and VIGOR-

VITAMIN DONUTS

WINS BY
TESTED SPINACH

Each Donut Fortified with a minimum of 25 units of Vitamin B1

New Way TO GET
MORE GOOD FROM
VITAMINS

Take them in fortified food—the delicious Ovaltine way!

Of course, the whole subject of vitamins is new. We have never done them every day. And unless millions are learning a new and better way to take their extra vitamins—a more modern, more natural way that can do more good. Discarding earlier methods of taking vitamins alone, they now take them in *fortified food*!

For latest evidence shows that vitamins do not work alone. They work most effectively in combination with certain other food elements—which are absolutely necessary for best results.

This is the reason so many people are changing to Ovaltine. A specially fortified supplementary food-drink, it contains, besides vitamins, nearly every possible food element needed for good health. Especially, those elements necessary for vitamin effectiveness.

For example, Vitamin A needs protein for necessary work in cell-building. Vitamin B₁₂ and folic acid also must act together for sparkling vitality. Vitamin D, Calcium and Phosphorus can't do their best work without each other. You get all of these in a glass of Ovaltine made with milk.

So why not turn to Ovaltine, as so many people are doing? If you're eating normal meals, including times that are minimum, a glass of Ovaltine daily should give you all the extra amounts of vitamins and minerals you need for robust health.

Read what you get in
**2 GLASSES OF
OVALTINE**

- more **FOOD-ENERGY** than 2 servings of Ice Cream
- more **IRON** than 3 servings of Spinach
- more **Niacin** than 6 slices of Enriched Bread
- more **VITAMIN G** than $\frac{1}{4}$ pound of Roast Beef
- more **Calcium and Phosphorus** than 2 $\frac{1}{2}$ servings of American Cheese
- more **VITAMIN D** than 10 ounces of Butter
- more **VITAMIN A** than 2 servings of Peas
- more **Protein** than 3 Eggs
- more **VITAMIN B₁** than 3 servings of Oatmeal



Department of Health.

Hints on Diet.

*Issued by the Department of Health, Wellington, New Zealand,
under the authority of the Minister of Health, the
Hon. Sir J. Alexander Young, K.O.V.O.*

WELLINGTON.

G. H. LONEY, Government Printer.

1935.





Health claims: Evidence provides opportunity

- The greatest future growth globally is seen to be in those foods and food products with proven health benefits
- Increasing regulatory interest and requirements for proof of effect
- Standard 1.2.7 supports this approach

Standard 1.2.7 key options for claims

- **Nutrient content claim**
 - a claim about the presence or absence of a biologically active substance, or a range of listed nutrients, or glycaemic index/load that doesn't refer to the presence or absence of alcohol and is not a health claim
- **General level health claim**
 - a health claim that is not a high level health claim. Refers to a nutrient or substance in a food and its effect on a health function.
- **High level health claim**
 - a health claim that refers to a serious disease* or a biomarker of a serious disease

*Serious disease is one that is diagnosed, managed or treated in consultation/supervision by a health care professional

An example...

- ✓ Nutrition Content Claim
 - ‘Contains calcium’ or ‘Good source of calcium’
- ✓ General Level Health Claim
 - ‘Calcium for strong bones’
- ✓ High Level Health Claim
 - ‘Calcium reduces the risk of osteoporosis’
- ✗ Therapeutic Claim
 - ‘Calcium prevents osteoporosis’



Breakfast-themed examples of how Standard 1.2.7 works



New ingredient in muesli



Dried Himalayan moss fruit

- Contributes more than 10% RDI for **vitamin E** and **selenium** per serve of muesli

- ✓ Nutrient content claims
- ✓ Pre-approved general level health claims (6 for selenium and 2 for vitamin E)
- ✓ Self-substantiated general level health claim based on a systematic review showing a causal relationship between the effective dose of moss fruit and a specific health effect

Bowl of oat porridge



- Contributes less than 1.5g/100g **saturated fat**, >2g/serve **of fibre** and >1g/serve of **beta-glucan**

- ✓ Nutrient content claims
- ✓ Pre-approved general level health claims (1 for fibre and 1 for beta-glucan)
- ✓ Pre-approved high level health claims (1 for low saturated fat and 1 for beta-glucan)

X Brand Tomatoes



- Contribute 25% more **lycopene** per serve than other common tomatoes

- ✓ Nutrient content claim on the level of lycopene
- ✓ Comparative claim against a reference tomato
- ✓ Self-substantiated general level health claim based on a systematic review showing a causal relationship between the effective dose of lycopene and a specific health effect
- ✓ Pre-approved high level health claims (2 for fruit and vegetables)

Cheat death.

The antioxidant power of
pomegranate juice.™



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Other notable exceptions



Exporting claims

- All exported foods with health claims are subject to NZ Regulations for Export Certification
- MPI Communicates the robustness of NZ's regulations with other regulators
- Where specific permissions are given in importing country we consider on a case by case basis



MPI's 'Health Claims for High Value Foods' webpage

<http://www.foodsafety.govt.nz/industry/general/labelling-composition/health-claims-for-high-value-foods/>

The screenshot displays the MPI's 'Health Claims for High Value Foods' webpage. At the top, a teal navigation bar includes links for Industry (foodsafety.govt.nz), Consumer (foodsmart.govt.nz), MPI (mpi.govt.nz), and Biosecurity (biosecurity.govt.nz). Below this, the Ministry for Primary Industries logo and coat of arms are visible. A secondary navigation bar contains links for Industry requirements, Policy & law, Science & risk, Recalls & warnings, Consultation, and Registration & lists. The main content area features a breadcrumb trail: 'You are here: Home > Industry > General > Labelling composition > Health Claims for High Value Foods'. On the left, a sidebar menu lists 'Labelling & composition' with sub-links: Overview, Meeting requirements, Applying requirements, Documents, Health Star Rating system, and Health Claims for High Value Foods. The main content area is titled 'Health Claims for High Value Foods' and includes a sub-header 'New regulations for health claims...'. A red circle highlights the right-hand navigation menu, which lists: Overview, What food businesses need to know, Self-substantiation of Health Claims, International regulatory environment, Wider initiatives, and Regulatory and Technical Advice. A red arrow points from the 'Overview' link in the sidebar to the 'Overview' link in the right-hand menu.

Industry foodsafety.govt.nz Consumer foodsmart.govt.nz MPI mpi.govt.nz Biosecurity biosecurity.govt.nz

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Advanced search Search

Health Claims for High Value Foods

- > Overview
- > What food businesses need to know
- > Self-substantiation of Health Claims
- > International regulatory environment
- > Wider initiatives
- > Regulatory and Technical Advice

Industry requirements Policy & law Science & risk Recalls & warnings Consultation Registration & lists

You are here: Home > Industry > General > Labelling composition > Health Claims for High Value Foods

Labelling & composition:

- Overview
- Meeting requirements
- Applying requirements
- Documents
- Health Star Rating system
- Health Claims for High Value Foods

Health Claims for High Value Foods

New regulations for health claims... enabling industry to take advantage of market opportunities and maximise export...

Overview

Enabling industry to take advantage of market opportunities and maximise

International Health Claim Regulations

Current guidance on:

- Australia & New Zealand
- Canada
- China
- EU
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Philippines
- Singapore
- South Korea
- Switzerland
- Taiwan
- Thailand
- USA
- Viet Nam

Available Resources for Claims

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Systematic review of a food-health relationship

Guidance document on how to self-substantiate a food-health relationship in order to make a new general level health claim

Prepared by:
Biosecurity Science, Food Science & Risk Assessment
Directorate,
Regulation and Assurance Branch

January 2016 |

Ministry for Primary Industries
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Global Regulatory Environment of Health Claims on Foods

MPI Technical Paper No: 2015/16

Prepared by Food Science and Risk Assessment Group

ISBN No: 978-0-908334-51-3 (online)
ISSN No: 2253-3923 (online)

July 2015

Key out-takes from this morning

- We have a new evidence-based Standard for communicating the health benefits of foods
- It provides for a range of options and encourages innovation for the establishment of new evidence/health benefits
- MPI are here to help food manufacturers and researchers understand and work with the Standard
- Please contact me any time:
donnell.alexander@mpi.govt.nz

Questions/discussion

“It is well to remember that tins and packets have to be paid for with the foods they contain, and that the housewife who wishes to save money and feed her family well, should choose fresh foods and make them appetising and nourishing by careful cooking”

- quote from “Hints on Diet”, Department of Health,
Wellington, NZ, 1935