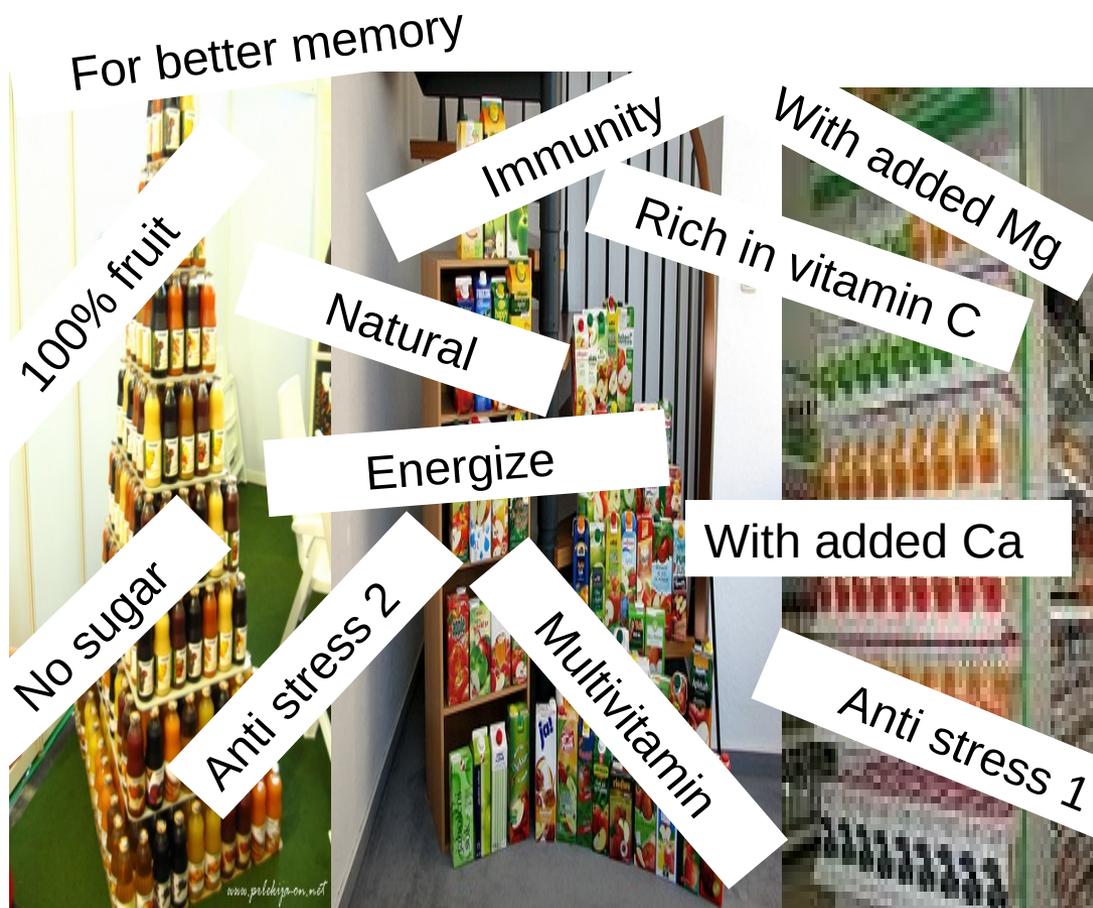


Zaklina Stojanovic, PhD, Associate Professor
Department for Economic Policy and Development
Faculty of Economics, University of Belgrade
www.ekof.bg.ac.rs zaklina@ekof.bg.ac.rs

WORKING DEFINITIONS OF PRODUCTS WITH NUTRITION/ HEALTH CLAIM

Forest of claims - how to find the way out?



FOCUS

FOOD CONSUMER SCIENCE IN THE BALKANS



Presentation outline

- **Health information labeling - basic principles**
- **Claims**
 - Nutritional claims
 - Health claims
- **Dilemmas and controversies?**

Health information labeling

consistent with nutritional principles

consistent with medical principles

conducted with generally
accepted scientific principles

truthful

supported by scientific evidence

not misleading

reliable

consistent with
sound dietary patterns

performed/evaluated by
qualified persons

CLAIM

conducted with generally accepted scientific procedures



Classification of Claims

No	Nature of Claim	Example	Specifications
1	Nutrition content claim	low fat, source of calcium	First should only be allowed if the product does not contain high quantities of sugar/salt; or Second should not be used on a product with a high fat content.
2	Comparative claim	reduced fat, increased calcium	Compared to what.
3	Nutrient function claim	calcium aids in developing strong bones and teeth	
4	Physiological effect	antioxidants, probiotic bacteria	

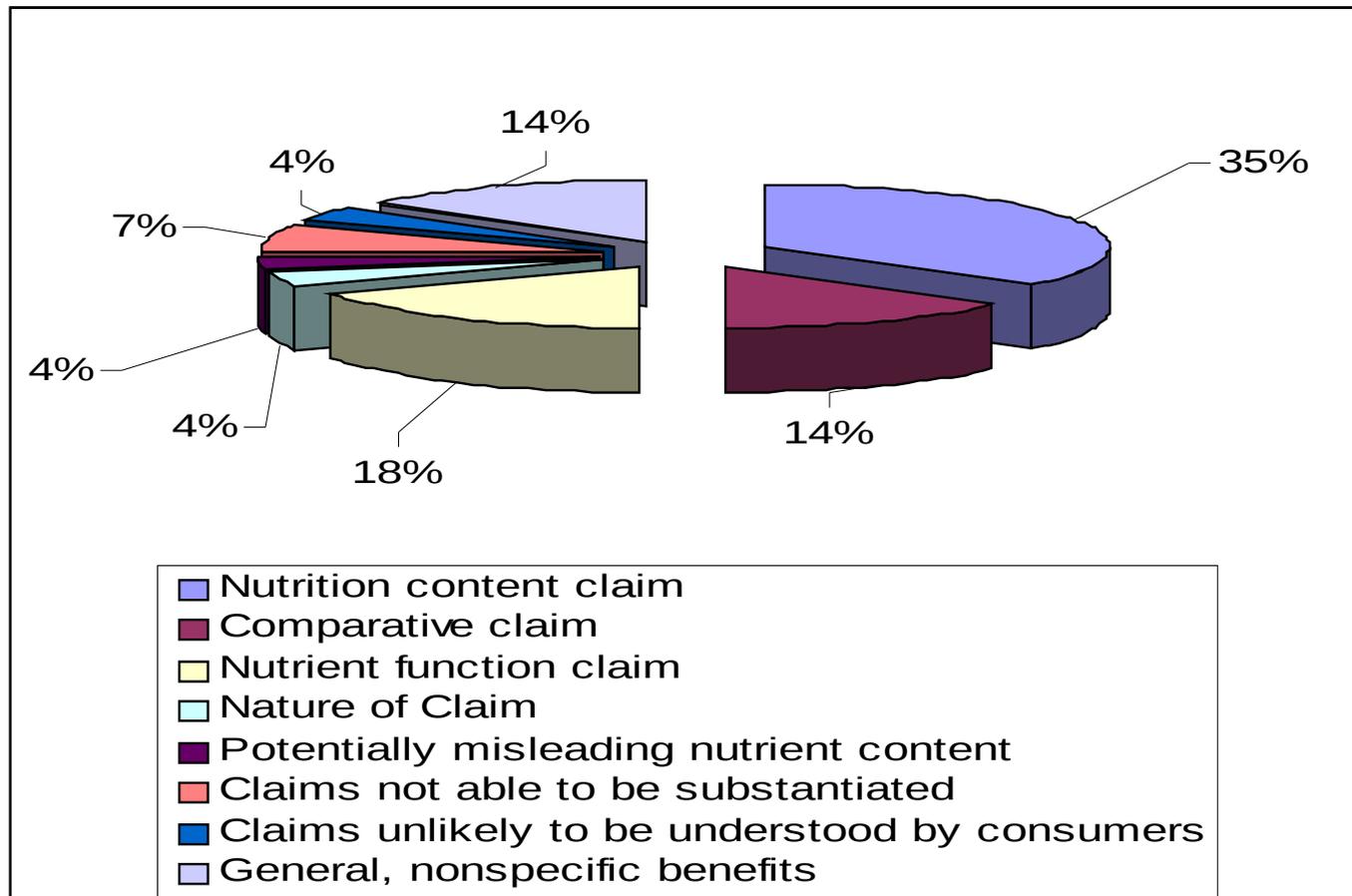
See: R. Brennan et. al. (2008): Regulation of Nutrition and Health Claims in Advertising, *Journal of Advertising Research*, March 2008, pp. 57-70.

Classification of Claims

No	Nature of Claim	Example	Specifications
5	Potentially misleading nutrient content	low fat/reduced fat/ 90 percent fat free	Even true, may be misleading.
6	Claims not able to be substantiated	claims as to the suitability of a food for use in prevention, treatment or cure of a human disease	
7	Claims unlikely to be understood by consumers	folate may help normalise plasma homocystine levels	Truthful but highly specialized claims, unlikely to be understood by consumers.
8	General, nonspecific benefits	excellent for your organism; reinforces the body's resistance: helps your body resist stress, purifies your organism; has a positive effect on your wellbeing, has a harmonizing effect on your metabolism, helps keep your body feeling good; preserves youth etc.	Meaningless, not verifiable.



Graph 1. Implicit or Explicit Health or Nutrition Claims



General Definition: Claim

- *"Any representation which states, suggests or implies that a food has particular characteristics relating to its origin, nutritional properties, nature, production, processing, composition, or any other quality"*.

General Guidelines on Claims (CAL/GL1-1979 (Rev. 1-1991))

- Claims are used to present products as having an additional health or nutritional benefits.

Regulation 1924/2006 on nutrition and health claims made on foods aims are:

1. To ensure a high level of **consumer protection** (unsubstantiated, exaggerated or untruthful claims about foodstuffs are not aloud).
2. To **harmonize legislation** across the EU (enable fair competition and protect innovation in the food industry).

Definition: Nutrition claim

- Any representation and any advertising message which states, suggests or implies that a foodstuff has particular nutrition properties:

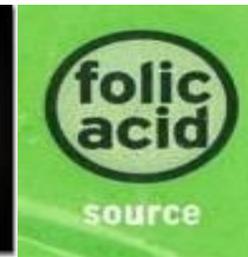
due to the energy (calorific value) it

- provides,
- provides at a reduced or increased rate or
- does not provide,

and/or due to the nutrients it

- contains,
 - contains in reduced or increased proportions or
 - does not contain.
- A reference to qualities or quantities of a nutrient does not constitute a nutrition claim.

Definition: Health O



- **Claims relating to beneficial effects of a nutrient on certain normal body functions.**
- **Cover the claims describing physiological role of a nutrient or other substance in**
 - growth,
 - development and
 - normal functions of the body.
- **Typical examples - presence of a nutrient or other substance and its role on human physiology**
 - “High in protein. Protein helps build and repair body tissues”.
 - “Calcium aids in the development of strong bones and teeth ”.
 - “Iron is a factor in red blood cell formation”.
 - “Contains folic acid: folic acid contributes to the normal growth of the fetus.”



New research by EUFIC.

- **Research method:** Focus Group discussion (Germany, France, Italy and UK)

- **Main findings:**
 - Consumers understand the benefits of nutrition.
 - Consumers are positive towards 'healthy and balanced eating'.
 - Whilst people know about certain nutrition basics, the terminology used on the label is not really understood.
 - Labels are not giving the consumer what they want and are consequently often ignored.



Suggestions for further improvement

- ❑ Nutrition is a science, but most consumers are not scientists.
- ❑ People want labels to be readable, clear, attractive and well structured.
- ❑ Consumers need to have confidence that the information provided by labels is derived from a reliable source.
- ❑ They want directions to further help (websites) and they would like consistency or uniformity across products.

Dilemmas and controversies

- Novel food
 - Understanding/misunderstanding

- Most important dilemmas
 - Healthy food or food with health claims
 - Food or medicine

- Controversies
 - Healthy food or healthy profit
 - GMO functional food

Healthy food - Food with health claims

- There are no "good" or "bad" foods.
- There are good or bad diets.

- Remember
 - First-order effects
 - Second-order effects

Food with health claims: Food or Medicine?

Difference	Functional foods	Medical foods	Prescription drugs
Uses	Energy enhancement; weight management; bolster gut, bone or heart health; disease risk reduction; memory improvement	Dietary management of a disease or condition with distinctive nutritional requirements (e.g. difficulty swallowing, loss of appetite, nutrition repletion postsurgery)	Treatment of disease, symptom, or condition
Method of obtainment	No prescription or supervision needed; consumer selects	Used with medical supervision	Prescribed by health provider
Distribution channels	Supermarkets, drugstores, online, major retailers	Hospitals, pharmacies, drugstores, online	Pharmacies, hospitals
Amount consumed	As desired	As needed	As prescribed



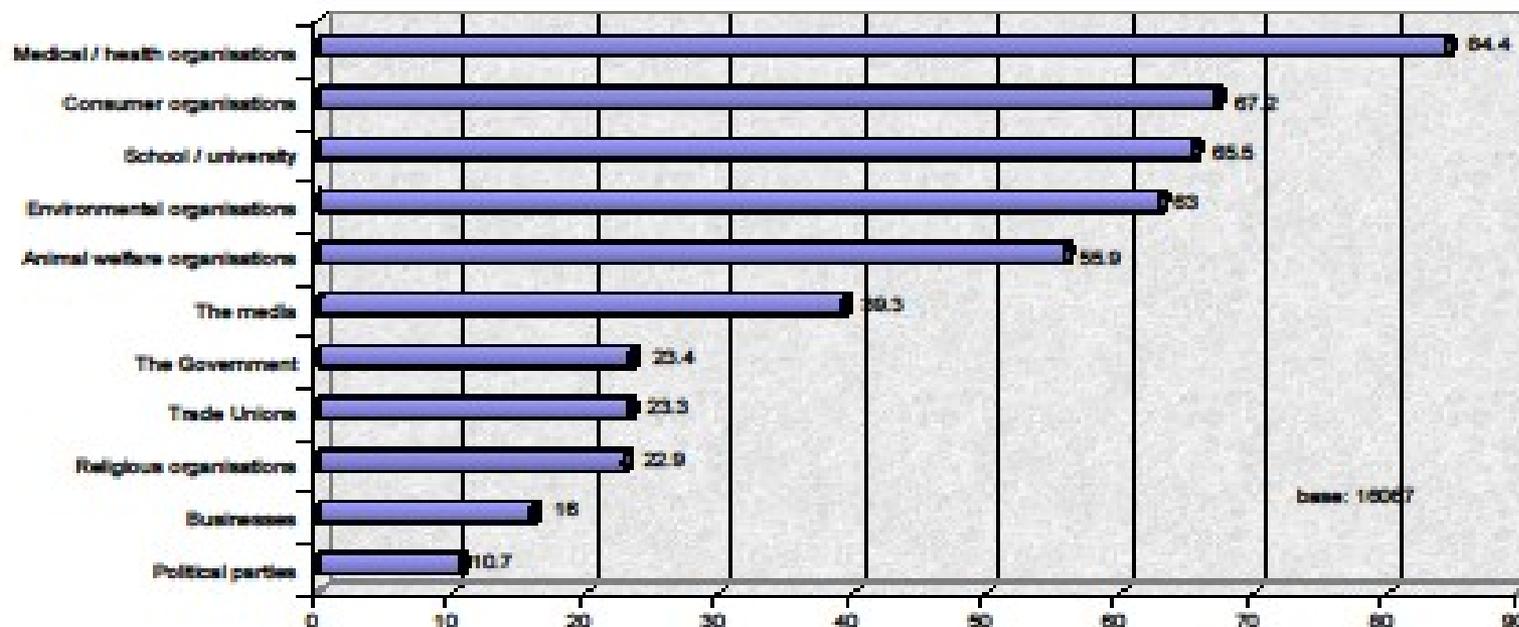
FOCUS

FOOD CONSUMER SCIENCE IN THE BALKANS



First-order effect ?

Trusted sources of information about health
(% of EU population)

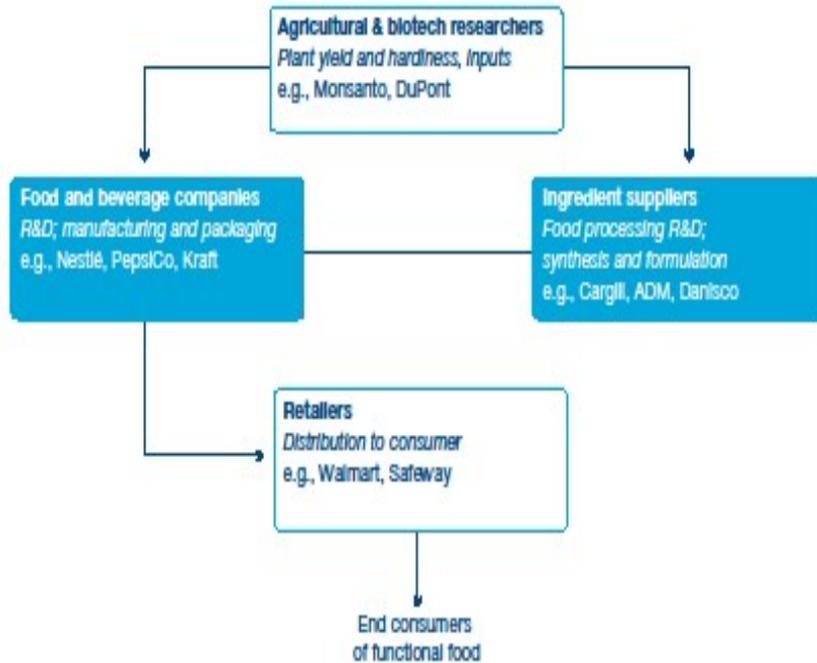


Source: Rosario Spadaro (2003): European Union citizens and sources of information about health, Eurobarometer 58, p. 9.



Healthy food or healthy profit?

Functional food supply chain



Key functional food players

Player ¹	Key functional brands
PepsiCo (1)	Quaker, Gatorade
Coca-Cola (2)	Vitamin Water, Odwalla
General Mills (3)	Cheerios, Yoplait
Kellogg (4)	Special K, Kashi
Kraft (8)	Capri Sun, Balance Bar
Nestlé (9)	Nesquik, PowerBar
Danone (11)	Activia, Essensis
Unilever (na ²)	Silm-Fast, Blue Band
Yakult Honsha (na ²)	Yakult 400, Jole

Key Players in the Functional Foods Market

Food/Beverage/Packaged Goods

- Kellogg
- Unilever
- Nabisco
- Nestle
- Campbell
- Quaker Oats
- Ocean Spray
- ConAgra
- Procter & Gamble
- General Mills

Ingredients

- ADM
- Cargill
- Roche
- BASF
- DSM
- Rhodia
- Merck KGaA
- Takeda

Pharmaceutical/Consumer Health

- McNeil (Johnson & Johnson)
- Novartis Consumer Health
- SmithKline Beecham
- Warner-Lambert
- Bayer
- American Home Products
- Mead Johnson (Bristol-Myers Squibb)

Biotech

- Cooke-Pharma
- Omega-Tech
- Medical Foods
- Martek

Life Sciences

- Monsanto
- DuPont

Nutrition

- Omni
- GNC
- Nutraceuticals
- Met-Rx

International

- Ajinomoto
- SKW Trostberg
- Chr. Hansen
- Other Japanese companies

Source: CMR



FOCUS

FOOD CONSUMER SCIENCE IN THE BALKANS



SEVENTH FRAMEWORK PROGRAMME

Biotechnology: The Healthy Choice?

- The new generation GM foods
 - Is 'novel foods'
Produced by the processes that have not been previously applied
 - Is 'functional foods'
Provide physiological benefits or reduce the risk of chronic diseases, above and beyond their basic nutritional functions.

- Autors:
 - B.Larue, G. West, C.Gendron and R. Lamert, 2004
 - R.B. Kimm, 2009.

- Consumer response to functional foods produced
 - Conventional
 - Organic
 - By genetic manipulation.



Main findings

- ❑ Consumers were willing to pay extra for functional health properties in foods.
- ❑ In Canada analysis confirmed strong and consistent tendencies to avoid both organic and GM production methods.
- ❑ In Japan, study confirmed that consumers are willing to buy GMO food if the beneficial food functional properties occur.
- ❑ In general, results were consistent with previous findings that genetic manipulation of plants is more acceptable to consumers than is genetic manipulation of animals (Optima, 1994, Frewer et.al., 1997).
- ❑ Consumers who prefer organic production methods appeared to be willing to pay even greater premiums for organic functional property.

Thanks for your attention!
