

New EU Regulation on Nutrition and Health Claims

What does it mean for fish?



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Questions to be answered

1. What is the trend in the food market?
2. How does food regulation react on this?
3. What does it mean for fish?

Developments in Nutrition Science



Classical Nutrition (1900 - 1970)

- Prevention of deficiencies

Optimal Nutrition (1970 -)

- Prevention of deficiencies
- Prevention of chronic diseases

Functional Foods (1990 -)

- Health promotion

Functional food actions: DRR and Health Promotion

Diseases

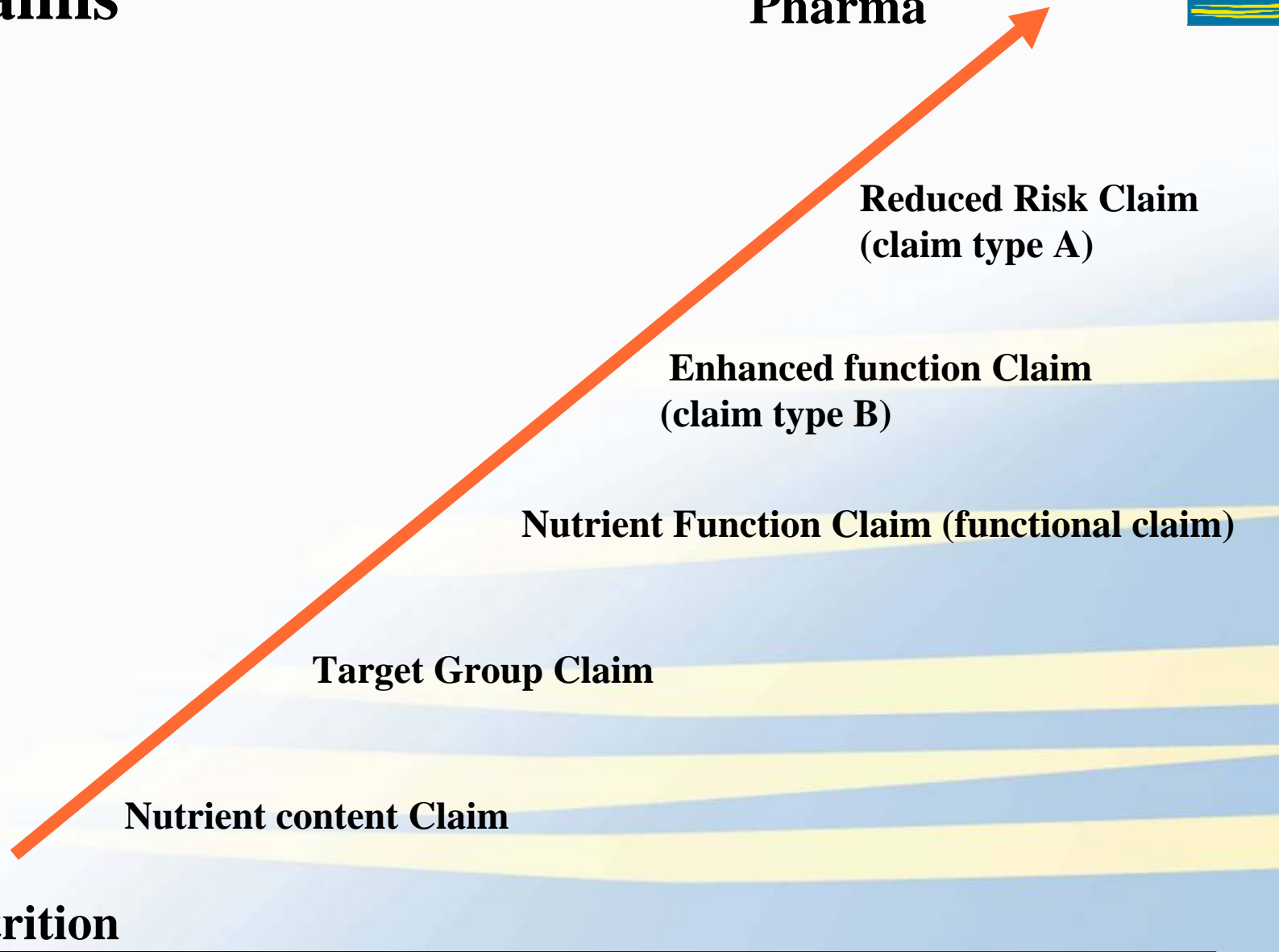
- Obesity
- Cardio Vascular Disease
- Hypertension
- Hypercholesterolaemie
- Diabetes type II
- Metabolic Syndrome
- Osteoporosis
- Allergy
- Constipation
- Inflammatory diseases

Wellnes, body functions

- Natural resistance
- Gut health
- Cognitive functions
- Mood
- Anti-oxidative capacity
- Satiation/Satiety
- Physical Performance

Claims

Pharma



Nutrition

Regulation on health claims in EU until 1st July 2007

- **Misleading of consumers not allowed**
- **Medicinal claims not allowed**
- **Large variation between national regulations**

EU Regulation on Nutrition and Health Claims (1924/2006)

- **Adopted in December 2006**
- **Implementation on 1st July 2007**
- **Aims at consumer protection, free trade, legal security, fair competition**
- **Refers to any commercial communication**
- **Refers to foods and food supplements**

Classification of claims

Nutrition claims

- Nutrient content
- Comparative
- 'Other substance'

Health Claims

- Article 13
- Article 14

Assessment of nutrient profiles for foods bearing a claim (Article 4)

- **Profiles include criteria for saturated fat, trans fat, salt and sugar**
- **Procedure for setting profiles (24 months)**
 - **EFSA advice and testing (12 months)**
 - **Consultation with stakeholders and consumers**
- **Wording of the regulation implies a threshold system:**

Derogation, for nutrition claims only, if a single nutrient exceeds its profile

Scientific Substantiation of Claims (article 6)

- **Nutrition and health claims shall be based on and substantiated by generally accepted scientific evidence.**
- **The claim shall be justified by a food business operator making the claim.**
- **The competent authorities of the member states may request a food business operator or a person placing a product on the market to produce all relevant elements and data establishing compliance with this Regulation.**

Article 13 claims

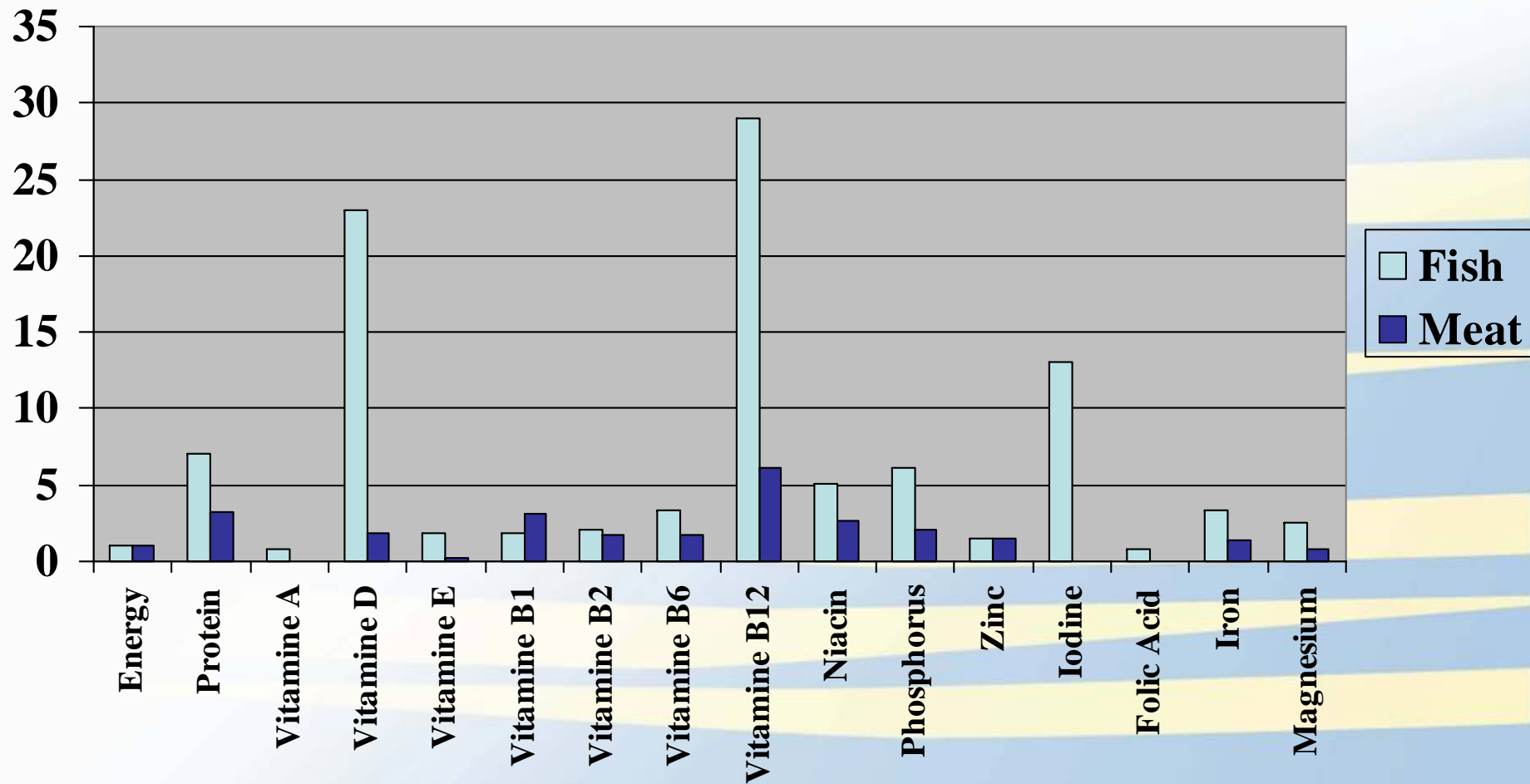
(List to be submitted on 31 January 2008 and adopted on 31 January 2010)

- **Nutrient or other substance in growth, development and body functions**
- **Psychological and behavioral functions**
- **Slimming, weight control, hunger reduction, increase in satiety or reduction of available energy**
- **Based on generally accepted scientific evidence**
- **Well understood by consumer**

Article 14 claims (only after authorization)

- **Disease Risk Reduction (DRR) Claims**
- **Claims referring to children's development and health**
- **Guidelines for dossier preparation and substantiation requirement to be prepared by EFSA**

Nutrient density of fish and meat



Nutrition claims for fish

Good source of:

- High-quality protein
- Vitamin A (fatty fish)
- Vitamin D (fatty fish)
- LC n-3 PUFA (fatty fish)
- Vitamin B12
- Iodine
- Selenium

Approved health claims for fish

- Eating 3g weekly, or 0.45 g daily, long chain omega-3 polyunsaturated fatty acids, as part of a healthy lifestyle, helps maintain heart health (UK, JHCI, 2005).
- Regular consumption of omega bread* can contribute to lowering the risk of fatal coronary heart disease (NL, Code of Practice for Health Effects on foods, 2000).

*Approx. 70 mg/100 g bread

Areas for health claims on fish

(scientific substantiation not yet complete)

- **Gut health (IBD, colon cancer)**
- **Joint health (arthritis)**
- **Brain development**
- **Cognition, mental health**
- **Weight management**
- **Metabolic syndrome**

Conclusions

- 1. European legislation on claims protects the serious functional food business as well as the consumers.**
- 2. Various nutrition claims and a claim on heart health can be linked to fish and fish based products.**
- 3. Fish and fish based products offer several opportunities for more health claims.**

Thank you for your attention!

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