

WHICH FOODS SHOULD CARRY HEALTH CLAIMS?

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Proposed Approach

Proposal P293 has recommended a new Standard 1.2.7 – Nutrition, Health and Related Claims, in the Food Standards Code. It will be applicable to Australia and New Zealand.

Claimed property – nutrients

The food must have enough of the specified component to achieve the claimed benefit when consumed in broader dietary context. As a general rule risk-reducing nutrients require minimum amounts per serve, and risk-increasing nutrients have maximum limits per 100g.

Example

- **Contains calcium** - at least 10% RDI calcium / serve
- **Low fat** - no more than 1.5g fat / 100g

Claimed property – biologically active substances

Biologically active substances are differentiated from nutrients for labelling purposes and are defined in the Australia New Zealand Food Standards Code as *substances other than nutrients, with which health effects are associated.*

Biologically active substances have no nationally recognised reference values and therefore, no benchmarks on which to base criteria for claims. The minimum amount required for a claim will be derived from the substantiation of the claim, be 10% of the daily substantiated amount, and this amount is to be clearly stated as part of the claim.

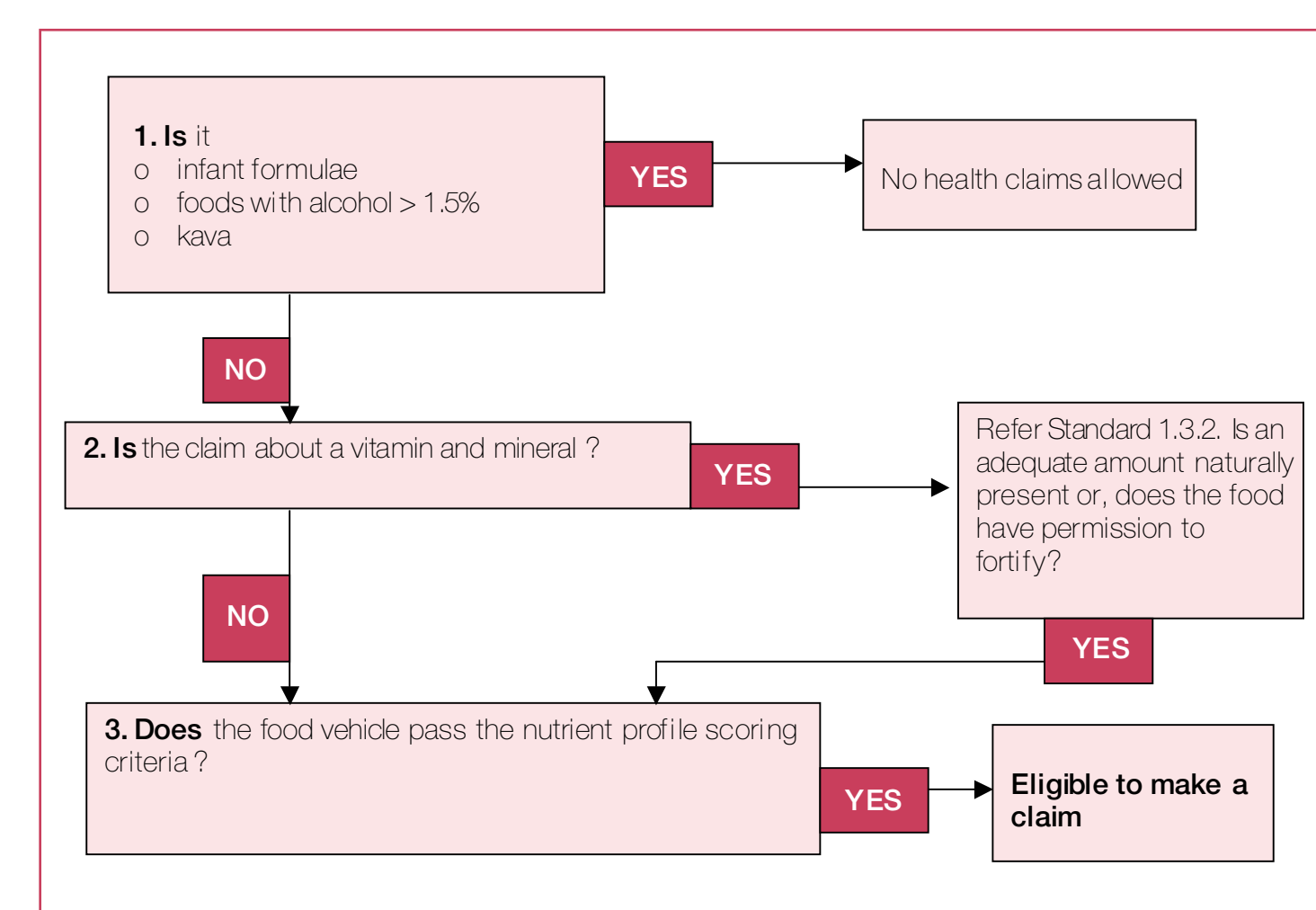
Example

- **When consumed as part of a healthy diet containing a variety of foods, oligofructose can contribute to intestinal health. The suggested consumption of oligofructose is X g a day.**

In this claim the nominated reference intake amount per day is X g therefore, the food carrying this claim must contain at least 10% of X g of oligofructose per serve.

Food vehicle

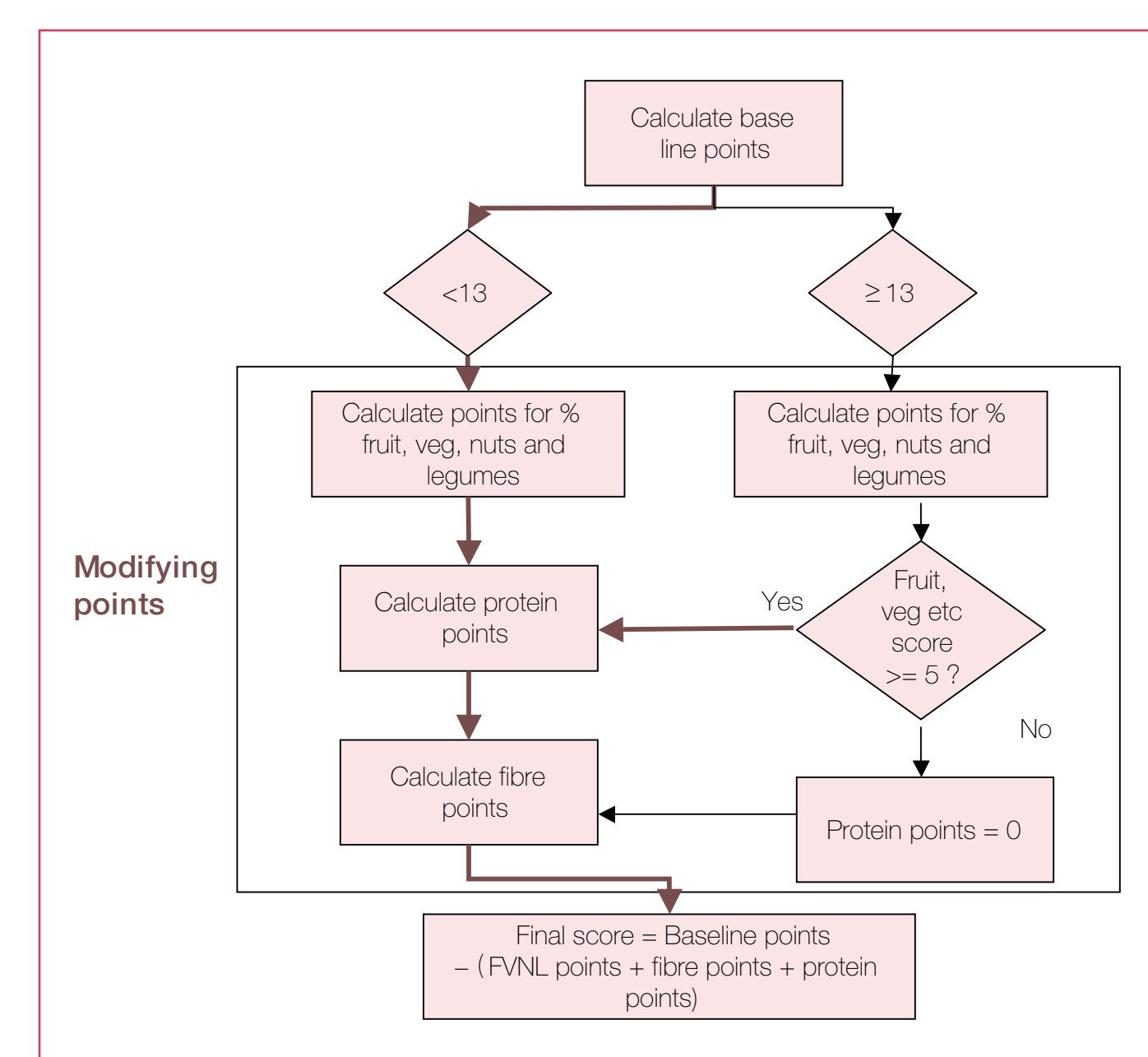
Foods carrying a health claim must be 'eligible'. After much consideration and modelling over 10,000 foods FSANZ chose an across the board system. There are 3 questions to consider.



Nutrient profiling scoring criteria (NPSC)

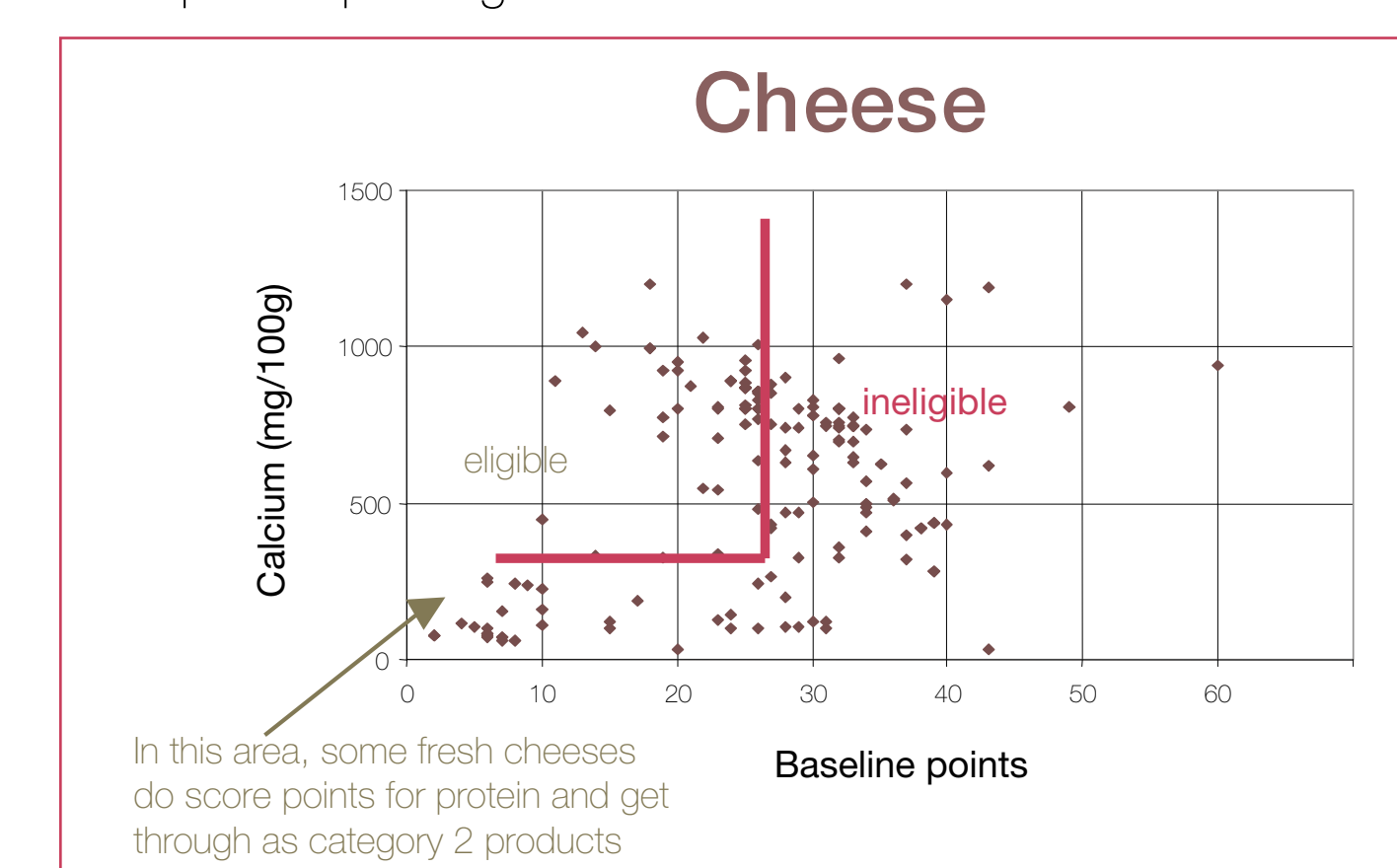
- FSANZ examined 8 different models, and selected one for further development.
- This system was adapted for FSANZ's purposes from a model developed by the UK Food Standards Agency for managing advertising to children.
- The system chosen is called Nutrient Profiling Scoring Criteria (NPSC) and focuses on:
 - general chronic disease factors (energy, saturated fat, sugars and sodium); and
 - macronutrient and ingredient content (protein, fibre, fruit and vegetables), in recognition that some foods high in the chronic disease risk factors (e.g. bread and sodium, fruit and sugar, seed oils and saturated fat) are still recommended for their micronutrient or beneficial macronutrient content.
- Within the 'across the board' system, it also uses 3 broad categories: beverages; foods; and a higher fat category for cheese, oils and tablespreads.
- The criteria apply to all general level health claims and are the default for high level health claims. They do not apply to nutrition content claims.
- FSANZ has developed an easy web based tool for quick calculations.

Proposed Nutrient Profiling Scoring Criteria (NPSC) (adapted from the UK Model)



<http://www.foodstandards.gov.au/foodmatters/healthnutritionandrelatedclaims/nutrientprofilingcal3499.cfm>

Examples of profiling on cheeses.



Substantiation

All claims must be scientifically substantiated by the supplier noting there are two different levels of health claims - high level health claims and general level claims. High level health claims are to be pre-approved by FSANZ.

High level health claims – are about food disease relationships

Eight relationships have already been pre-approved by FSANZ, eg.

- Calcium, vitamin D and osteoporosis
- Folic acid and neural tube defect
- Fruit, vegetables and coronary heart disease
- Sodium and blood pressure

Others can be considered via application to FSANZ after the new standard is in the Code.

General level health claims – are about food health relationships

One of 4 pathways can be used:

- Take from prescribed list of nutrient function statements, eg.
 - Iodine and normal brain development
- Derive from pre-approved high level health claims relationships, eg.
 - Fruit, vegetables and heart health
- Draw from prescribed list of authoritative sources, eg.
 - Nutrient reference values for Australia and New Zealand
- Conduct a systematic review
 - As would be required for high level health claims

Further information

Final Assessment Report Proposal P293 – Nutrition, Health and Related Claims. April 2008

<http://www.foodstandards.gov.au/standardsdevelopment/proposals/proposalp293nutritionhealthandrelatedclaims/index.cfm>

Short Guide to the new standard on Nutrition Health and Related Claims, April 2008

http://www.foodstandards.gov.au/_srcfiles/P293%20FAR%20Short%20Guide.pdf.pdf

