

# Nutrition, Health and Related Claims

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# Proposal P293

- Development of a new standard for health claims
- Consolidation and updating of requirements for nutrition content claims
- In progress since 2004
- Due for completion mid 2008





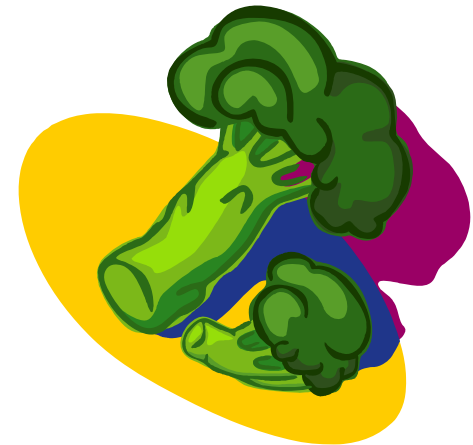
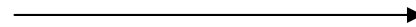
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# What sort of claims can be made?

## Draft Standard 1.2.7

# 1. Nutrition Content Claims

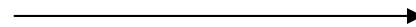
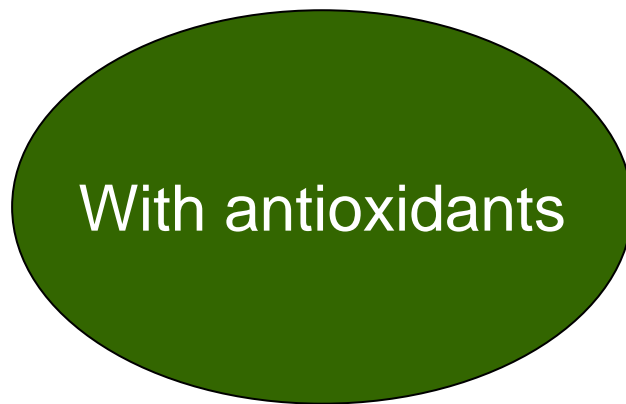
## Nutrients



Criteria apply to the claimed property

# Nutrition Content Claims

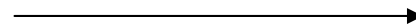
BAS – biologically active substances



No criteria apply but some limitations to the wording

# Nutrition Content Claims

BAS – biologically active substances



Can't use descriptors



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# Nutrition Content Claims

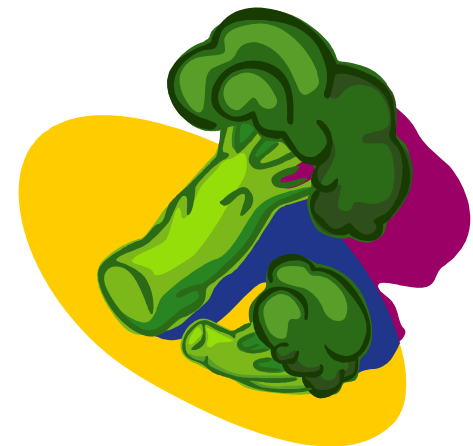
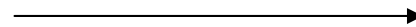
- Does the property qualify?

Example: one serve broccoli has at least 10% RDI for vitamin A ✓

Can make Nutrition Content Claim

# General Level Health Claims

Links to health function, not serious disease



Criteria apply to the claimed property and the food vehicle (ie the broccoli)



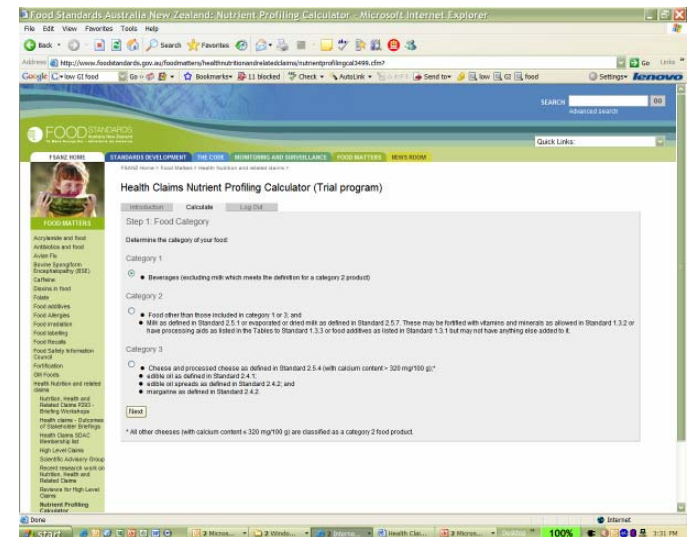
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# General Level Health Claims

- Does the property qualify? ✓
- Is the food eligible?

# Nutrient profile scoring

- Baseline points allocated for energy, saturated fat, sodium and total sugars
- Total baseline points modified (as applicable) by:
  - ‘V’ points (fruit, vegetables, nuts and legumes)
  - ‘P’ points (protein)
  - ‘F’ points (fibre)



# General Level Health Claims

- Does the property qualify? ✓
- Is the food eligible? ✓

Can make General Level Health Claim

# Nutrition Content and General Level Health Claims

Apply wording conditions

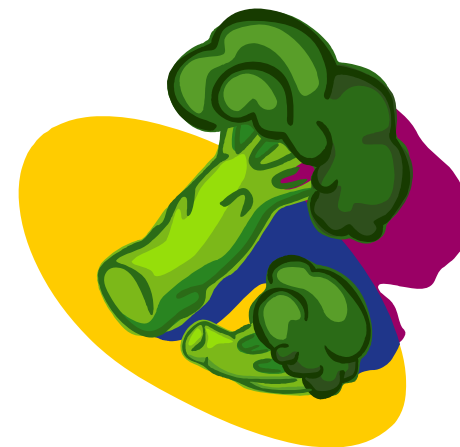
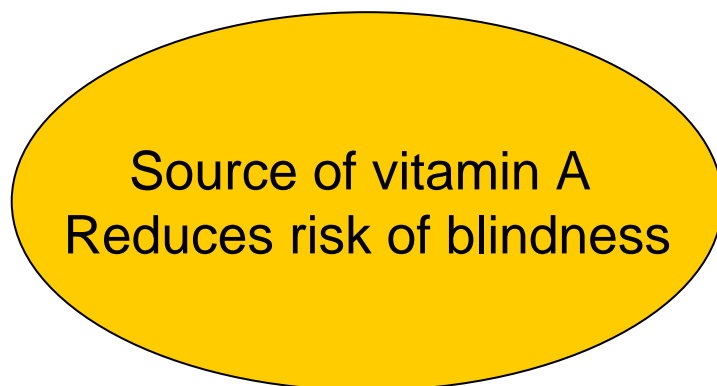
Example: total dietary context, population group



Source of vitamin A  
Reduces risk of blindness  
in older Australians.  
Eat a varied diet rich in vitamin A

# High Level Health Claims

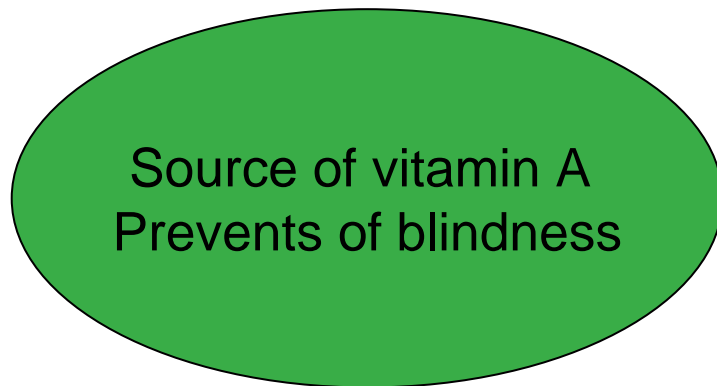
Links to serious disease - risk reduction



Case specific criteria apply to the claimed property and the food vehicle

# Therapeutic Claims

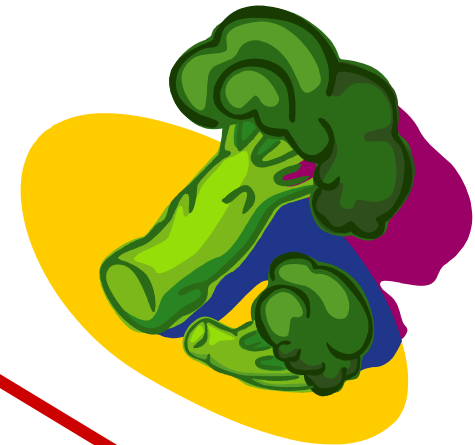
Links to serious disease - prevention/cure



# Therapeutic Claims

Links to serious disease - prevention/cure

Source of vitamin A  
Prevents of blindness



**Not allowed on foods**

# Substantiation

- Nutrition Content & General Level Health Claims do not require applications or pre-approval
  - evidence must be available on request
- High Level Health Claims must be pre-approved by FSANZ
  - Refer to Table in Standard 1.2.7 or
  - Make an application
- Substantiation framework provided by FSANZ

# Substantiation pathways for General Level Health Claims

- Model list of nutrient function statements (FSANZ)
- Overseas health claims reports (subject to relevance)
- Recognised texts (under consideration)
- National dietary guidance (Aust/NZ)
- Review process as for HLHCs

# Substantiation requirements for High Level Health Claims

## **Critical elements include:**

- Clarity around the dietary element and health effect → causal relationship
- Totality of the data
- Relevance to target group Aust/NZ
- Achievable in dietary context



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# High Level Health Claims

## **Pre-approved in the standard:**

- Calcium - osteoporosis / bone density
- Folic acid - neural tube defect
- Saturated fatty acids / trans - LDL cholesterol
- Sodium - blood pressure
- Fruit and veg - CHD



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# High Level Health Claims

**Examined but not substantiated at the convincing level:**

- Wholegrain cereals and CHD
- Long chain omega-3 and CVD