

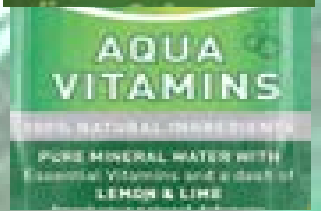


# Labeling and Claims

Deepak Gunvante  
Governing body member  
PFNDAI, Mumbai  
India

**Conference on Food Safety :**  
**Science, Evidence & Regulations**

20<sup>th</sup>-21<sup>st</sup> May, 2011  
Colombo  
Sri Lanka

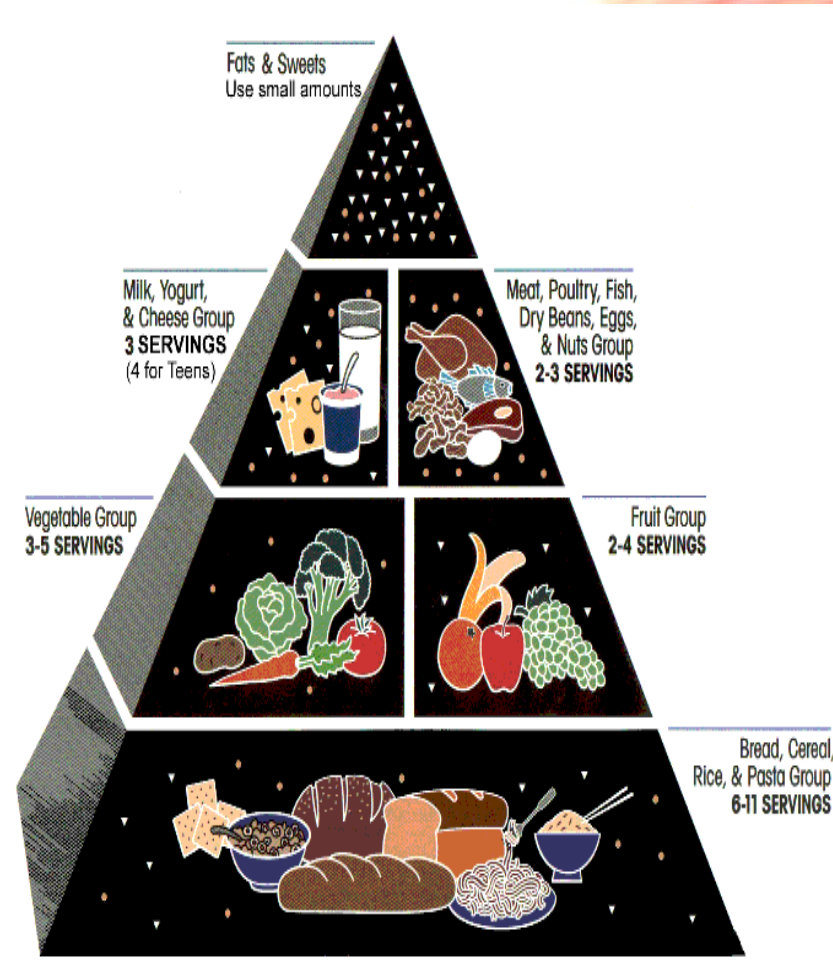


# ***Structure***

- **Global trends**
- **Labeling**
- **Claims**
- **Effort Priority**



# DIET & NUTRITION : KEY TO HEALTH



***“Let food be thy medicine and let medicine be thy food”***

***- Hippocrates : 370 B.C***

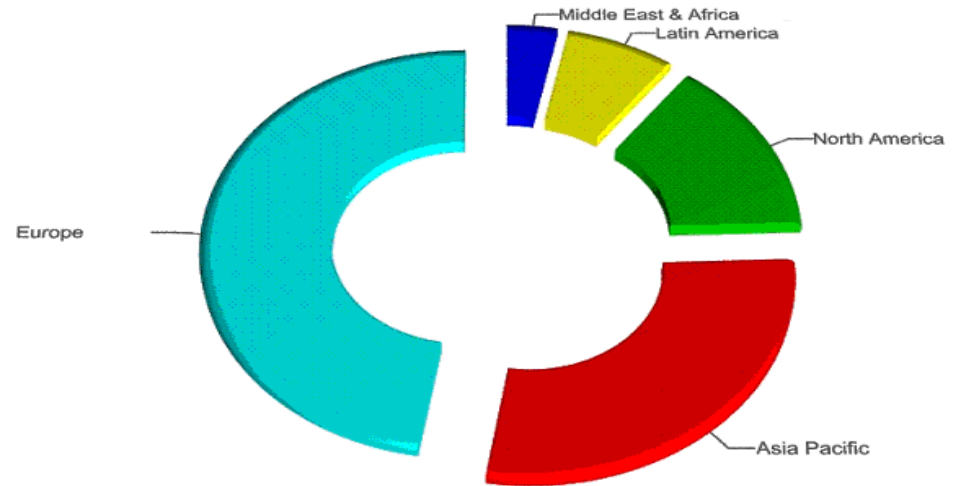
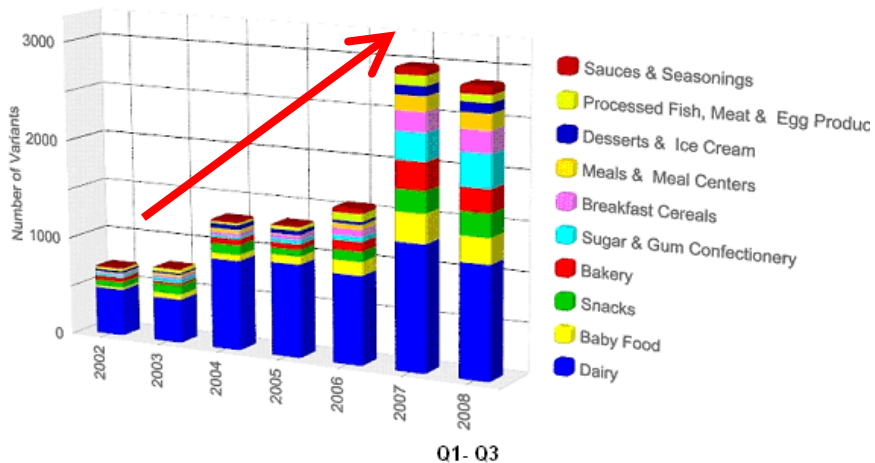


# Global Food Trends

- **Healthier choice :**  
Preference of health beverages over soft drinks
- **Foods on the go:**  
Demand for Instant, convenient and prepackaged food & beverage
- **Dining Out :**  
Demand for Healthy foods in restaurants, malls and food courts
- **Indulgence :**  
Rise in demand for Smoothies, milk shakes frozen yoghurts over the weekends



## Fortified Food Introduction Reach Record levels

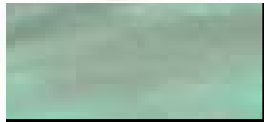
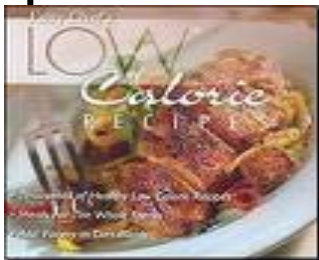




# Global Consumer Trends

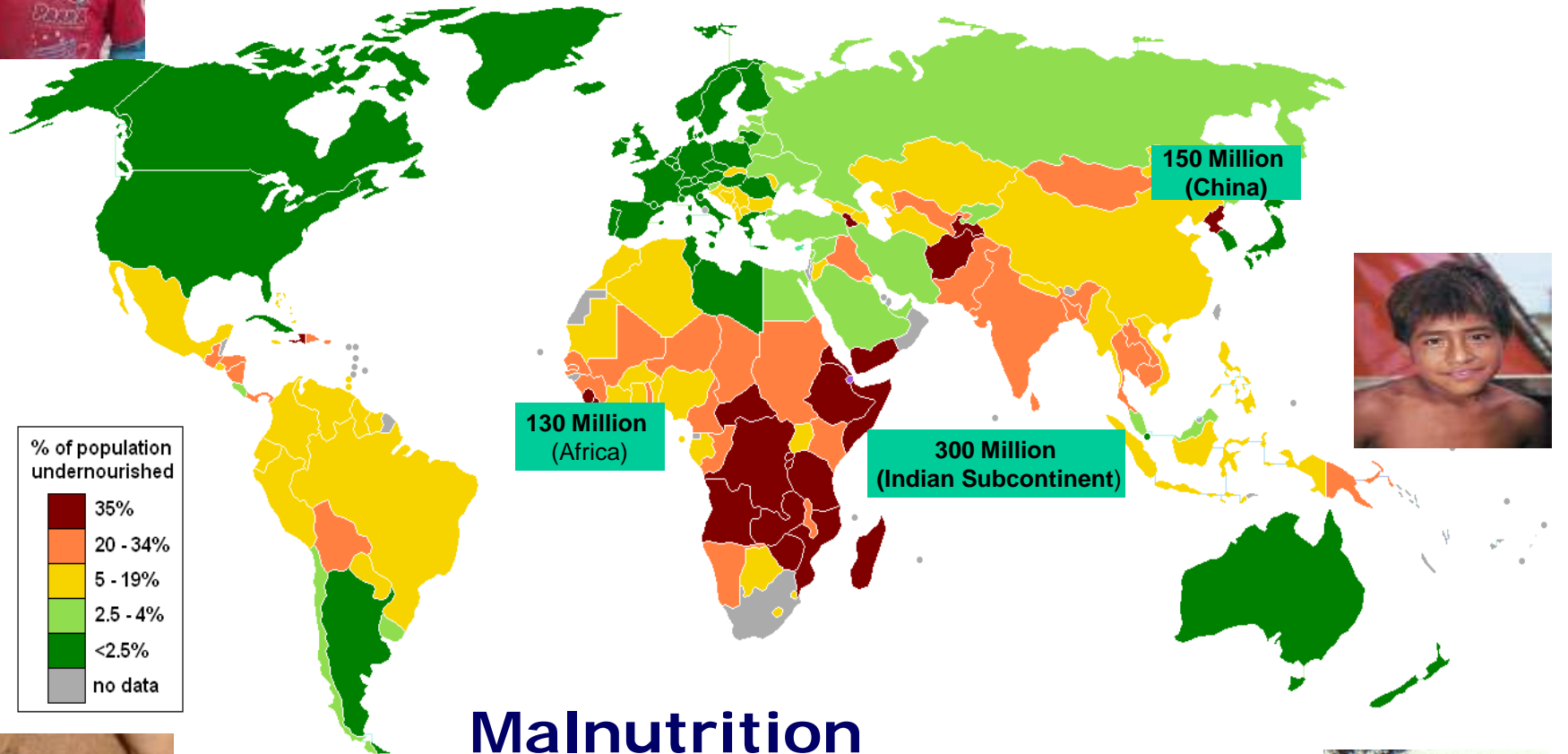
Food Minus claims	Food Plus Claims	Functional & Natural claims
Low/No/Reduced Fat Low/No/Reduced Sugar	Vitamin/mineral fortified	All Functional Claims
Low/No/reduced Calories Low/No/reduced Cholesterol	Added Calcium Added Iron	All Natural or Whole Grain
Low/No/Reduced Trans fat Low/No/reduced Glycaemic	Added Fibre	Organic
Low/No/reduced Sodium Gluten Free		

Shift in Claims Positioning



# Global Health Trends

## Malnutrition



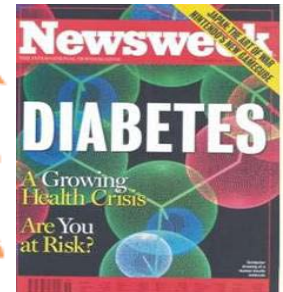
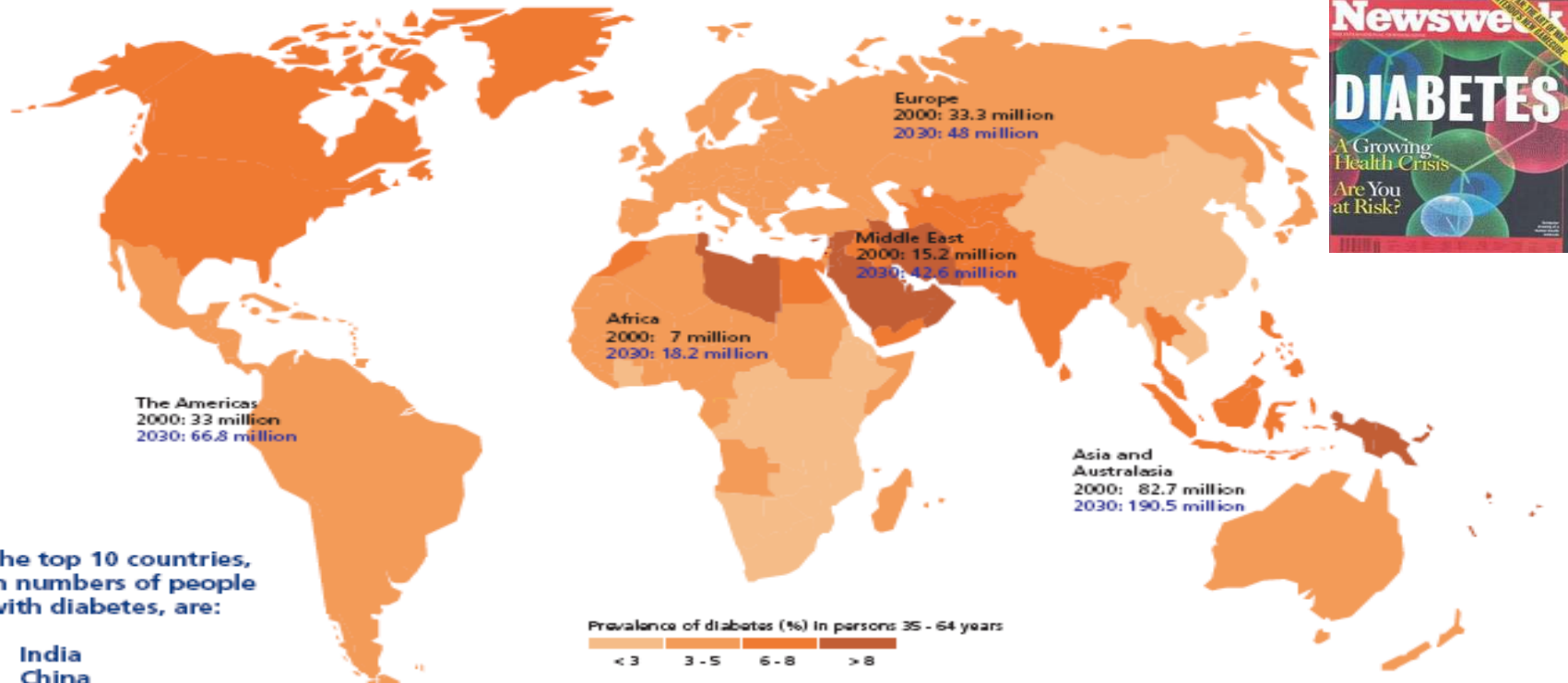
## Malnutrition

- kills 3.5 million Children per year
- reduces productivity of 2 billion people
- accounts for 58% of total mortality !



# Global Health Trends

## Prevalence of diabetes



The top 10 countries, in numbers of people with diabetes, are:

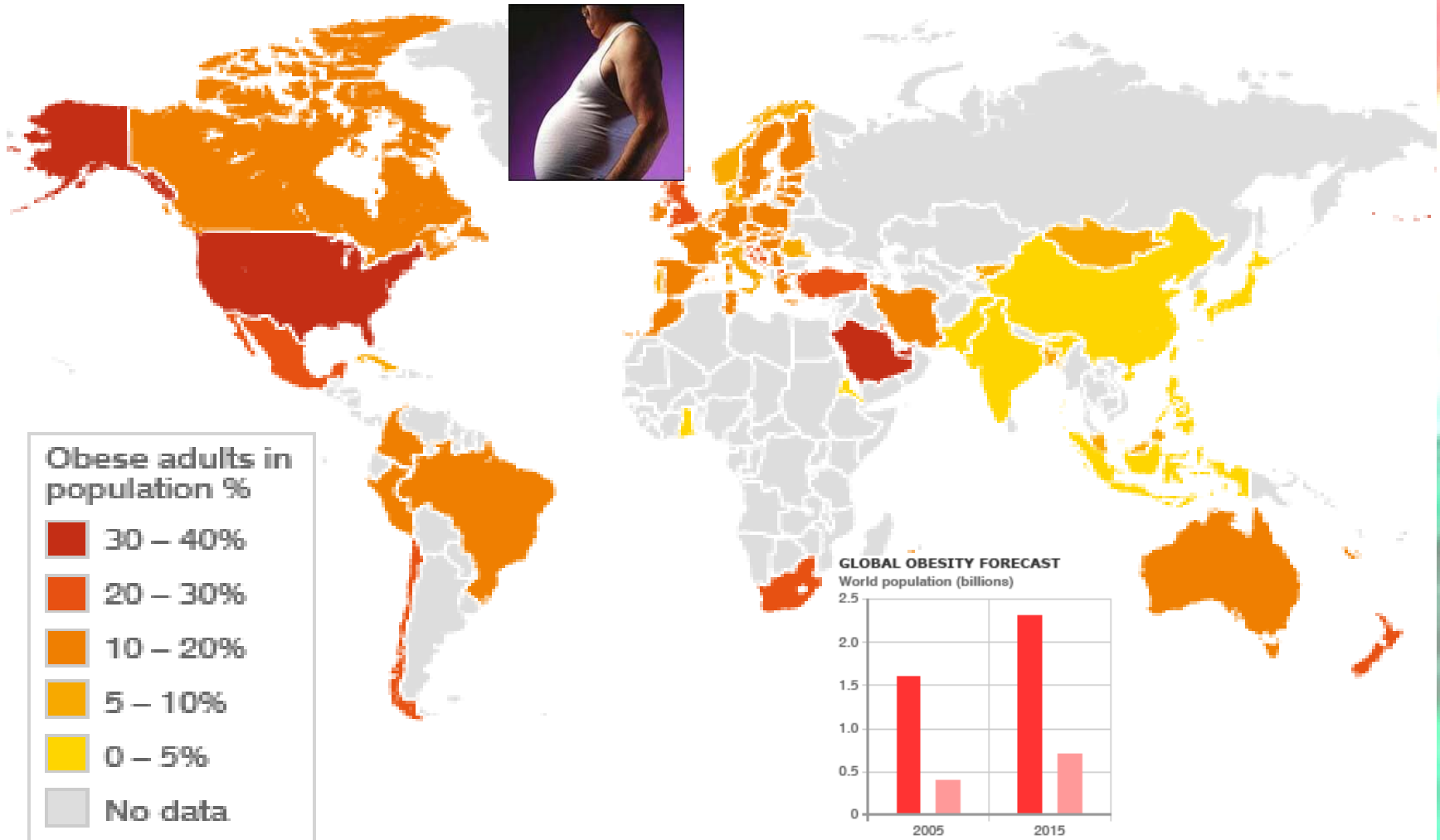
- India
- China
- USA
- Indonesia
- Japan
- Pakistan
- Russia
- Brazil
- Italy
- Bangladesh

Source: Wild et al, 2004

Year		2000	2030
<b>Ranking</b>	<b>Country</b>	<b>People with diabetes (millions)</b>	
1	India	31.7	79.4
2	China	20.8	42.3
3	United States of America	17.7	30.3

# Global Health Trends

## THE GLOBAL OBESITY PROBLEM



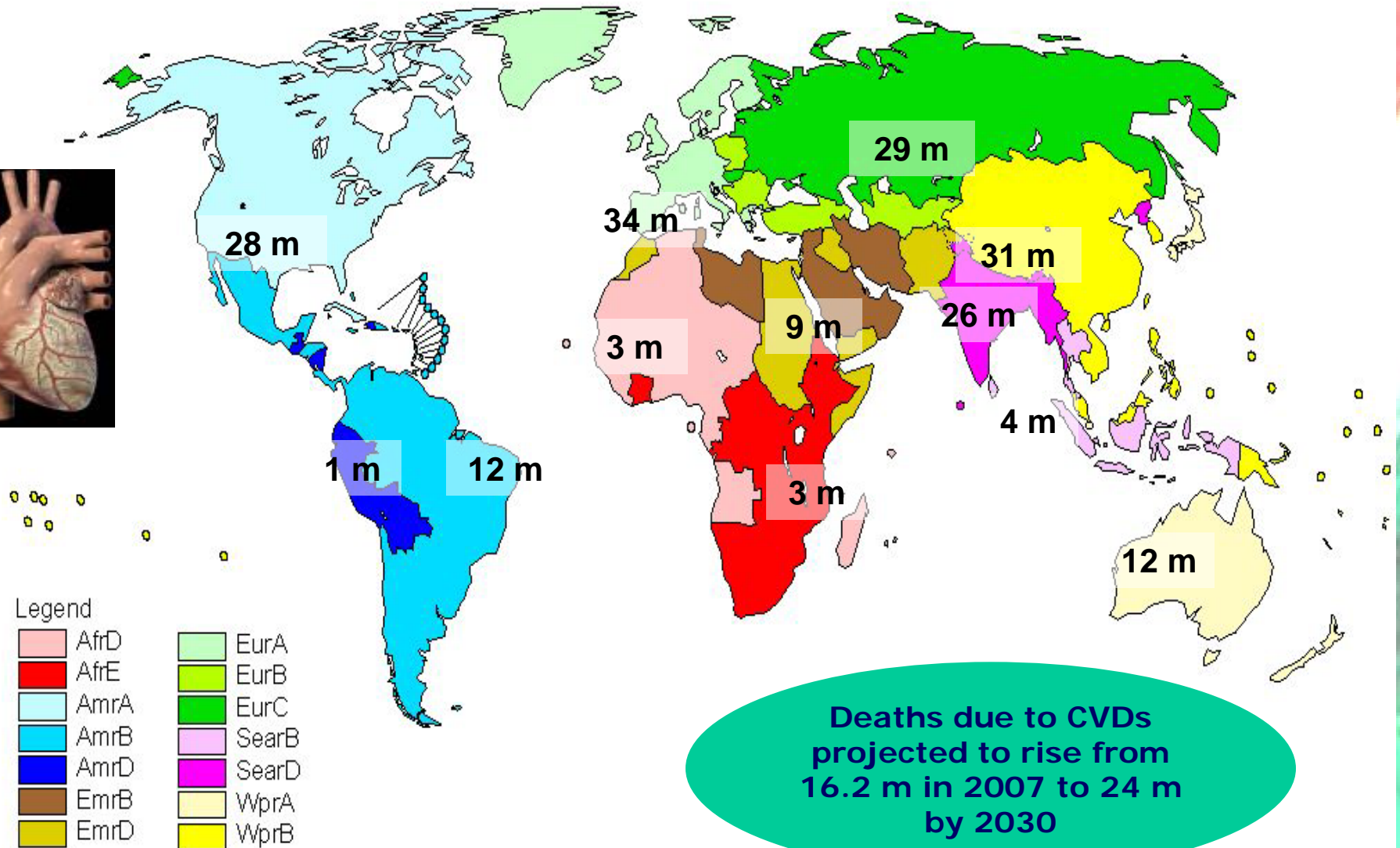
An obese adult is classified as having a Body Mass Index equal to or greater than 30

SOURCE: World Health Organization, 2005



# Global Health Trends

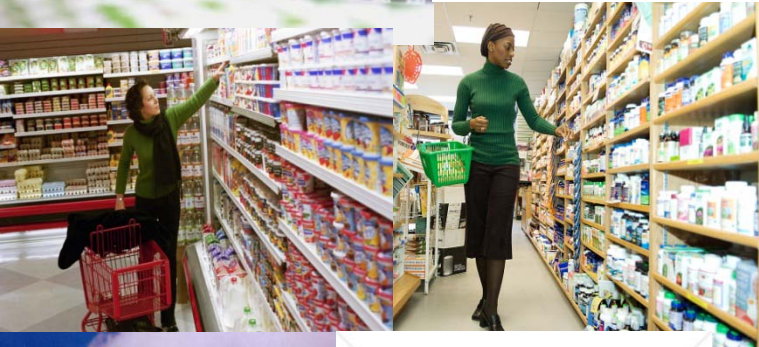
## Prevalence of CVD



# Labeling & Claim-Importance



**Information –  
Consumers, Regulators,  
Trade**



***Product  
Details***

**Competitive  
Advantage**



***Informed  
choice***





# Labeling





# Labeling components- CODEX

Stan 1-1985



# Guidelines on Nutrition Labeling-

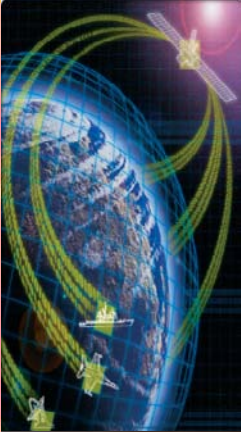
CAC/GL 2-1985

Nutrition Labeling-description intended to inform the consumer of nutritional properties of a food

Nutrient Declaration - Standardized statement or listing of the nutrient content

Nutrient declaration **mandatory for foods for which nutrition claims are made**

Nutrient declaration is voluntary for all other foods.





# Nutrient declaration

- Nutritional Information per 100 gm or /serving or /portion of the product provided with the number of serving or portion

- a) Energy kcal
- b) Protein g
- c) Carbohydrate g
- d) Fat g

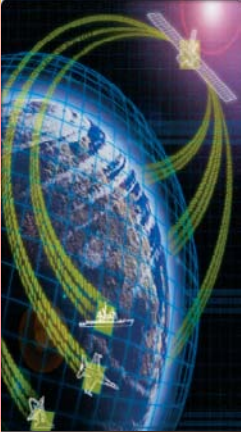
- If the claim is made on amount/type of carbohydrates including starch & dietary fibre then declaration of Carbohydrate...  
*Of which Total sugars...*

- If claim is made on amount & Type of Fatty acid, declaration of

- (i) Saturated fatty acid g
- (ii) Trans fatty acid g
- (iii) Poly unsaturated fatty acid g
- (iv) Monounsaturated fatty acid g
- (v) Cholesterol g

- If a claim is made on Vitamins and minerals contents, then declaration of

- I. Vitamins SI Units
- II. Minerals SI Units



# Nutrient declaration- USFDA

## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

Amount Per Serving

Calories 250      Calories from Fat 110

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 1.5g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

\* Percent Daily Values are based on a 2,000 calorie diet.  
Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

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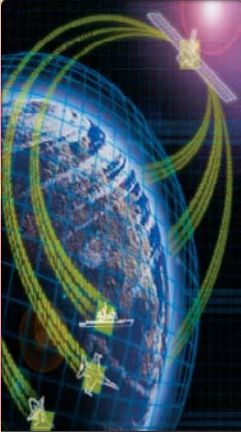
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# Labelling- Key Messages

P

• PRACTICAL

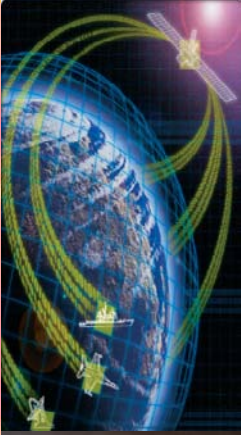


# Claims



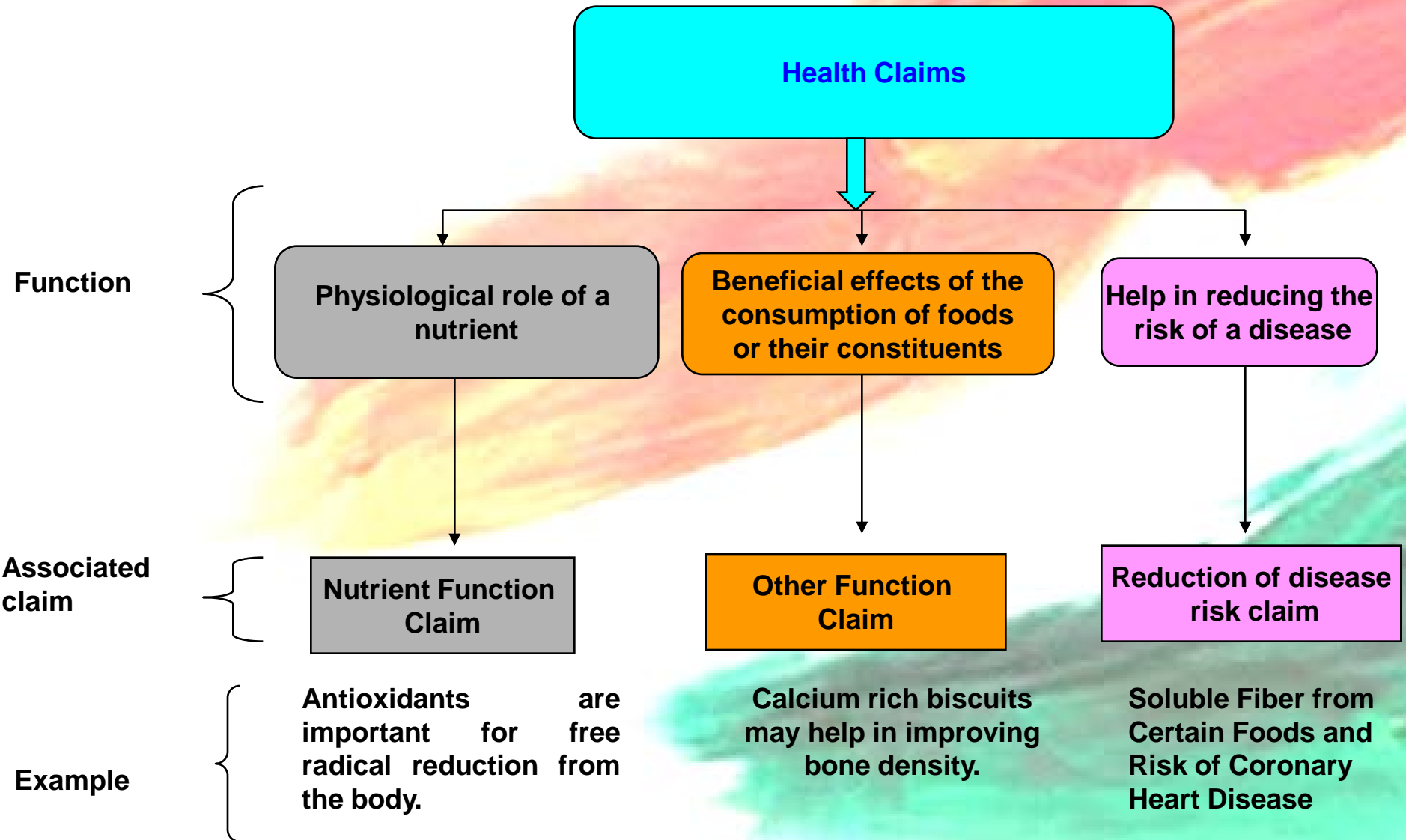


# Guidelines for use of Nutrition & health claims- CAC/GL 23-1997





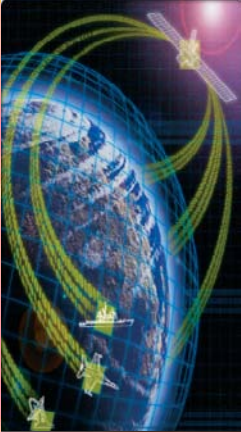
# Guidelines for use of Nutrition and health claims- CAC/GL 23-1997



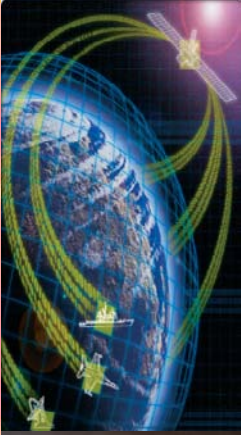
# Claim Substantiation Process : Systematic Review



# Criteria of Substantiation- Key Features

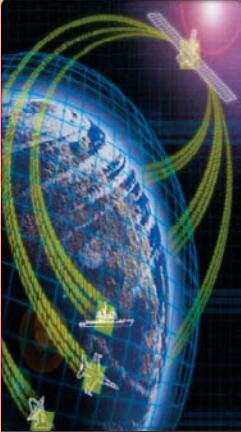


# Criteria of Substantiation- Key Features



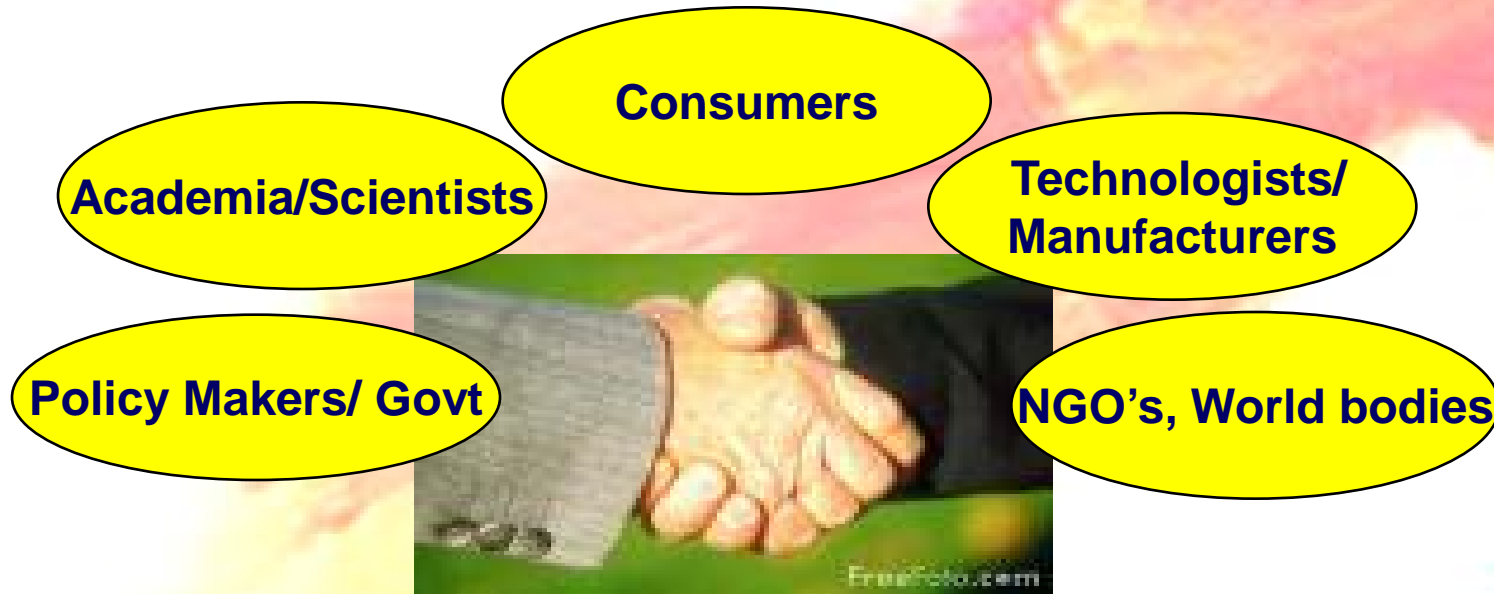
# Claims - Key messages

- **Nutrition & Health claims – a necessity to educate & differentiate**
- **Science based Regulatory guideline helps both Regulators and industry**
- **Substantiation guideline enables clarity & common ground**
- **Onus of responsibility on manufacturer to ensure the claims substantiation enabling self regulation**





# Effort priorities



**Win-Win Partnership  
to ensure safe product & informed choice  
for Consumers**