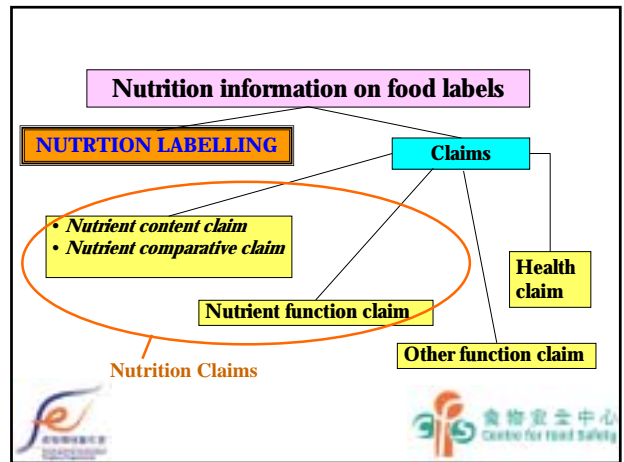


Regulation of Claims

NL Technical Meeting
March 2008



Claims

- Generally adopt Codex principles
- Adopt claims commonly used in the local context and considered useful for the local population
 - * e.g, “low sugar”, “low protein”



Nutrient Content Claims

- Need to comply with conditions set out in the schedule
- E.g. Low fat: Solid food containing not more than 3 g of fat per 100 g of food or liquid food containing not more than 1.5 g of fat per 100 ml of food
- For “source” and “high” claims on protein, vitamins and mineral, the conditions should be based on Chinese NRVs.



Nutrient Content Claims

Adopts Codex conditions

- Energy (low, free)
- Fat (low, free)
- Saturated (low, free)
- Cholesterol (low, free)
- Sugar (free)
- Sodium / Salt (low, very low, free)
- Protein (source, high)
- Vitamins and Minerals (source, high) (for those with Chinese NRVs)
- Dietary fibre (source, high)



Nutrient Content Claims

Other permitted nutrient content claims:

- Low sugar - Solid food containing not more than 5 g of sugars per 100 g of food or liquid food containing not more than 5 g of sugars per 100 ml of food
- Low protein - Not more than 5% of energy value of the food



Nutrient Content Claim

- For exemption on *Spring water and mineral water (including both natural mineral water and an artificial imitation of natural mineral water)*, “source of minerals” or “high minerals” will not be treated as a nutrient content claim.



Nutrient Comparative Claim

Claims Conditions

- Adopt principles established by Codex
- 1. The foods being compared should be different versions of the same food or similar foods. The foods being compared should be clearly identified;
- 2. A statement of the amount of difference in the nutrient content related to the same quantity should be given in close proximity to the nutrient comparative claim;



Nutrient Comparative Claim

Claims Conditions (cont.)

- 3. The comparison should be based on a relative difference of at least 25% in the nutrient content between the compared foods. For micronutrients, a 10% difference in the NRV would be acceptable; and
- 4. The comparison should be based on a minimum absolute difference in the nutrient content equivalent to the figure defined as “low”, “free” or as a “source” in the Table of Conditions for Nutrient Content Claims.



Nutrient Function Claim

- Describes the physiological role of a nutrient in growth, development and normal functions of the body; for examples –
 - ✦ Calcium builds strong bones
 - ✦ Protein helps build and repair body tissues
- Relevant scientific substantiation and scientific consensus



Nutrient Function Claim

Nutrient content requirements

- consumption suggested – meet “source” condition
- consumption suggested – meet “low” or “free” condition



Comments/Suggestions on Claims

- Comments and suggestions from trade at previous technical meetings and from enquiries.
- Not considered as claims:
 - ✦ De-caffeinated
 - ✦ No hydrogenated oil
 - ✦ Probiotic / Live yoghurt culture
 - ✦ Gluten-free / Lactose-free
 - ✦ “No added”
 - ✦ Front-of-the-pack nutrient declaration



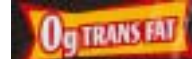
Comments/Suggestions on Claims

- Will not consider -
 - Claims on individual fatty acids (e.g., DHA/EPA, Omega-3)
- Currently under consideration:
 - “% fat free” (Permitted in USA, Canada; must meet “low fat” condition)



Comments/Suggestions on Claims

- Currently under consideration:
 - “Trans fat free / Zero trans fat” (Permitted in Canada and Malaysia with different conditions)
 - Factual statement of nutrients (e.g., “Contains x gram of Y”) (allowed in some countries, but must quantify the amount of nutrients contained)



Comments/Suggestions on Claims

- The Administration remains open to other claims and are ready to adopt them if they are widely adopted internationally.



- ENDS -

