

REPORT ON NUTRITION & HEALTH CLAIMS OF FOOD PRODUCTS

A seminar on Nutrient & Health Claims of Food Products was organized by Protein Foods and Development Association of India on November 8, 2017 at Courtyard Marriot, Mumbai.

The seminar was sponsored by:

- Hindustan Unilever Limited
- DuPont
- Parle

The inaugural session started with a welcoming note by Mr. Bhupinder Singh, Chairman, PFNDAI & MD, Vista Processed Foods. He outlined the objectives of the seminar and also discussed various aspects of the Claims on the Food Products giving its importance.



**Mr. Bhupinder Singh
Inaugurating Seminar**

Dr. N. Ramasubramanian, Director, VR Food Tech gave a brief introduction about the seminar. He spoke about the scope of Health and Nutrient Claims and that the seminar was organized to share a better and a thorough understanding about these Claims.



**Dr. N. Ramasubramanian
Introducing Seminar**

Dr. B. Sesikeran, Ex- Director, NIN, President, NSI addressed the crowd about how claims play a major role among consumer's selection of product. He also added why at all is there a need of claims on food products



Dr. B. Sesikeran

and its significance.

Finally, Mr. Sailesh Venkatesan, Vice Chairman, PFNDAI & MD, Mead-Johnson; concluded the inaugural session by giving positive remarks to start the proceeding sessions by the eminent speakers who were present to put more light on the subject of the seminar.



**Mr. Sailesh Venkatesan
Proposing
Vote of Thanks**

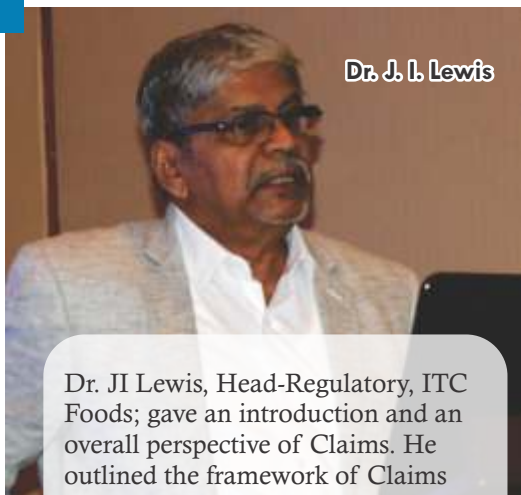
The first session underlining Claims-Global View was chaired by Mr. V. Mohan, Partner Inttl Advocare. He interacted with the crowd sharing his point of view regarding the subject.



Mr. V. Mohan Chairing

Inaugural Session



**Dr. J. I. Lewis**

Dr. JI Lewis, Head-Regulatory, ITC Foods; gave an introduction and an overall perspective of Claims. He outlined the framework of Claims where Nutrition Claims maybe about nutrient content or nutrition comparative one. On the other hand, Health Claims specify about the nutrient function, other beneficial effects and disease risk reduction. He differentiated between the Claims spectrum- Nutrient Content, Nutrient Comparative, Statement of fact, which is not a nutrient content Claim, Dietary Guidelines, Nutrient Function, Other function and Disease risk reduction. He added, that the Nutrient Claims shall not be proposed to prevent but to cure a disease or a health related condition. He also discussed the Clarity of the Evidence and Claim acceptance Processes.

**Mr. Krishna Kumar Joshi**

Mr. K.K. Joshi, Head-Regulatory, ITC Foods; defined Nutrition Claim and explained why is there a need for Nutrition Claim. He discussed how consumers get the Claim information via Education, Media & Advertisements and Food

Product Labels. He added, when a nutrient content claim that is approved/listed or a synonymous claim is made, the conditions specified in the national/international legislation for that claim, should apply. Also, when a Nutrient comparative claim is made, the food shall be different

versions of the same food or similar food being compared and shall be clearly identified. He gave a gist about the Indian & Global Scenario of Nutrition Claims. He highlighted on certain relevant provisions of Claims from Food Safety and Standards. He notified about the FSSAI's process of harmonizing the FSS Standards for regulating the Claims. He listed out certain Prohibited Claims. Further, he mentioned about the trending EFSA- European Food Safety Authority.

The second session emphasized more on Health Claims which was chaired by Mrs. Shilpa Telang with full enthusiasm to hear the perspective of the eminent speakers on specific topics.

**Dr. Jasvir Singh**

Dr. Jasvir Singh, Regulatory, Scientific and Government Affairs Leader- South Asia, Dupont; gave an overview on Structure-Function Claims. He discussed

about some special regulatory requirements and procedures for structure/function claims established by the Dietary Supplement Health and Education Act of 1994 (DSHEA). He explained about Function Health Claims, Risk-reducing Claims and Claims referring to Children's Development. He added, "Health claims" means any representation that states, suggests or implies that a relationship exists between a food or a constituent of that food and health and includes nutrition claims

**Mrs. Shilpa Telang**

which describe the physiological role of the nutrient in growth, development and normal functions of the body. "Nutrition claim" means any representation which states, suggests or implies that a food has particular nutritional properties which are not limited to the energy value but include protein, fat carbohydrates, vitamins and minerals. He also talked about various possibilities in the future of Indian Scenario of Health and Nutrition Claims.

Dr. V. Sudershan Rao, ex- Dy Dir, NIN & Chairman, Additives Panel, FSSAI; talked on Disease Risk Reduction Claims. He mentioned the top ten diseases that are the causes of deaths in India. He gave an insight

of the Disease Risk reduction definitions given by different bodies and countries. Health claims describe a relationship between a food substance (a food, food component, or dietary supplement ingredient), and reduced risk of a disease or health-related condition. (US FDA). He talked about different types of Health Claims. He focused on certain standards and regulations of FDA and US FDA regarding Health Claims. He emphasized on structuring of Health Claims and their conditions.

**Dr. V. Sudershan Rao**

Dr. V. Sudershan Rao, further presented on Claim Substantiation where he discussed about the Essentials of a Claim. He said that a claim should be clear in understanding, should be accurate and shall be based on scientific

evidence.

He gave the definition of Health Claims and listed its essential components- one being nutraceutical ingredients and other being health related benefits. He described the process and the criteria for the substantiation of Health Claims given by Codex. He focused on Product led Health Claim, Measurement of Claimed effect and Food safety concerns. He concluded by adding that Substantiation is a basic requirement of making a Health Claim. Observational studies or studies in animal models or in vivo and in vitro studies are not sufficient for substantiation of a health claim.



Dr. B. Sesikeran

The next session on Techno-Legal aspects of Claims was chaired by Dr. B. Sesikeran where he shared the knowledge of purpose of a Claim and its legitimate and illegitimate

meaning. He discussed about various types of Claims and why were health claims allowed at all? He briefed about Scientific evidence and Evidence based review system. Further he put an insight on the studies that evaluate substance/ disease relationship.

Dr. Shatadru Sengupta, Director-Legal, Hardcastle Restraunts; mentioned about the laws specific to Food Claims in the Food Safety and Standards Act, 2006. He also

discussed about the linkage between Claims and Misbranding. He gave some important definitions regarding Claims and their different types. He talked about Risk Analysis and Management in relation to Claims suggesting to Know Your Claim (KYC) and certain Do's and Don'ts in relation to Claims. He shared the 9 General Principles for FBO's making Claims. He mentioned the conditions for Nutrition Claims and certain identical terms that can be used in Claims. He addressed the consequences of non-compliance (false claims), misbranded foods, misleading advertisements, under the FSS Act. Finally, he ended his talk by giving a remark on certain Non-food laws that affect food claims.



Dr. Shatadru Sengupta

After a wonderful talk by all the speakers, a Panel discussion was set up whose members were Dr. JI Lewis, Dr. Prabodh Halde, Head, Regulatory, Marico; Ms. Richa Mattu, Head, Nutrition, South Asia, Hindustan Unilever; DR. Ramasubramanian; Mrs. Shilpa Joshi, Nutritionist & Director Mumbai and Health Care; Mr. Pramod Deodhar of MGP; Dr. Sunil Bhagwat, HOD Chem Engg, ICT, Mumbai & ASCI CCC Member. An interactive discussion took place between the panel members and the guests where their doubts related to Health & Nutrition Claims were answered by the members.

The members shared their individual opinions about what improvement is needed in the regulation of the Food Claims. Also they kept their perspectives about how can be the Claims Justified. A point on how do certain pictures on the food products too indirectly play a role in claiming was raised. It's not just the words or phrases on the food products but also the pictures that influence consumer's behavior of consuming that product.

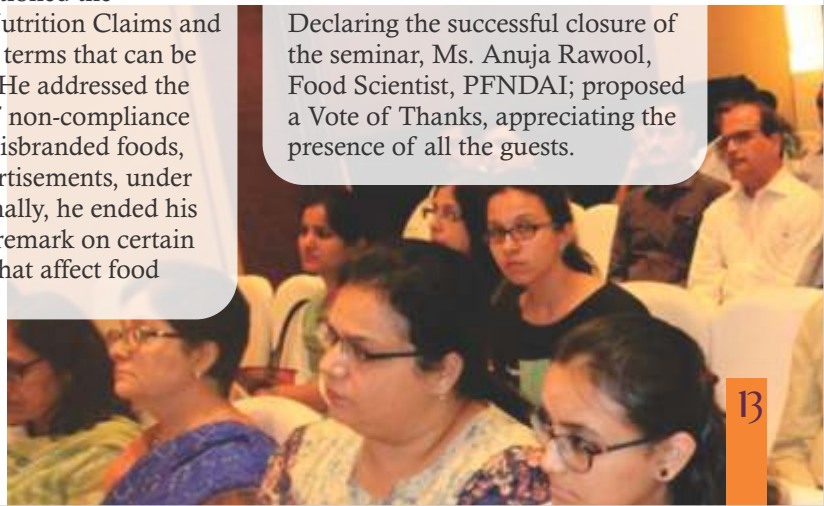
The discussion came to an end creating awareness and a better understanding about Claims among the guests and the delegates present for the seminar.

Declaring the successful closure of the seminar, Ms. Anuja Rawool, Food Scientist, PFNDAI; proposed a Vote of Thanks, appreciating the presence of all the guests.

Ms. Rini Sanyal

Ms. Rini Sanyal, Head, Worldwide Regulatory, Govt & industry Affairs, Herbalife; presented on Claims under Food

Supplement/ Nutraceutical Regulation. She covered how Claim Regulation protects consumer needs. Claiming too much, or if a claim is not properly substantiated, wrongly compared or not supported by enough scientific evidence makes the claim wrong or misleading. She addressed that Claims necessary to market a product in the competitive market may not be always truthfully placed or properly substantiated. She also covered certain details on Food Claims under the FSS Act. She shared her ideas to have a right interpretation of the framework, to understand science and innovation, to not be restrictive just to trade in Regulating Food Claims.





Audience



Dr. Prabodh Halde



Ms. Richa Mattu



Ms. Shilpa Joshi



Audience



Audience



Audience



Audience



Panelists



Audience



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