

Claims on Prepackaged Food for Infants and Young Children in Hong Kong – Findings from Joint Study with Consumer Council

供嬰幼兒食用的預先包裝食品的聲稱- 與消委會合作進行的研究結果

Centre for Food Safety
食物安全中心

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Regulatory Control on Nutrition Labelling & Nutrition Claims in Hong Kong

本港有關營養標籤及營養聲稱的規管

- Come into force since 1 July 2010
- Focuses on the nutrition labelling & nutrition claim requirements of general prepackaged foods but not applicable to food intended to be consumed principally by children under the age of 36 months
- 自2010年7月1日起生效
- 集中規管一般預先包裝食物的營養標籤及營養聲稱，並不適用於擬主要供不足36個月大的幼兒食用的食物



Public Health and Municipal Services Ordinance (Cap. 132), Section 61

《公眾衛生及市政條例》第132章第61條

- If any person gives with any food sold by him, or displays with any food exposed for sale by him, a label, whether or not the same is attached to or printed on the wrapper or container, which falsely describes the food; or is calculated to mislead as to its nature, substance or quality, he shall be guilty of an offence.
- 任何人如使用或展出對食物作出虛假說明的標籤或預計會在食物的性質、物質或品質方面誤導他人的標籤，即屬違法。該條例亦規定，任何人如發布或參與發布包含對食物作出虛假說明的宣傳品，即屬違法。



Background 背景

- CFS and the Consumer Council have conducted a study to examine the current situation of nutrition labelling and related claims in foods intended to be consumed principally by infants and young children
- 中心聯同消費者委員會合作進行研究，探討市面有關擬主要供不足36個月大的幼兒食用的食物提供營養標籤及相關聲稱的情況
- To facilitate the development and implementation of local guidelines and develop advice for the trade and consumers
- 協助制訂及推行適用於本地的指引，並為食物業界和消費者提供建議
- Result was published in Choice Magazine and released on CFS website on 16 April 2012
- 研究結果已於2012年4月16日刊登於選擇月刊，並於中心網頁公布



Products Involved 相關產品

- Collected 117 samples of prepackaged foods products commonly available in the local market
- Intended for consumption by infants and young children (≤ 36 months)
- Excluded Infant formula
- Sampling period: Aug to Sept 2011
- 抽取117款市面較常見的預先包裝食物樣本
- 擬供36個月以下大嬰兒及幼童食用
- 不包括嬰兒奶粉
- 抽取樣本時間：2011年8月至9月



Findings on Claims 聲稱方面的結果

- Nutrient function claims and/or other health claims were found on 33 products
- 4 claims lack internationally recognised scientific substantiation
- 1 sample label may cause confusion to consumers
- In evaluation, considered:
 - criteria for evaluating the scientific substantiation of health claims as suggested by Codex
 - evaluation opinions, decisions and guidelines from competent authoritative bodies and major regulatory authorities (e.g. EU)
- 33款產品載有營養素功能聲稱及/或其他健康聲稱
- 4項聲稱未有國際公認的科學證據支持
- 1款樣本的標示容易令消費者產生混淆
- 在評估聲稱時:
 - 考慮食品法典委員會建議的評估健康聲稱科學證據的準則
 - 參考其他權威組織及主要規管機構（例如歐盟）等的有關評估、決定及指引



4 Claims Lack Internationally Recognised Scientific Substantiation

4項未有國際公認的科學證據支持的聲稱

- Vitamin E and immunity 維生素E與免疫力
- Choline and eye development 膽鹼與眼睛發育
- Probiotic and immunity 益生菌與免疫力
- Probiotic and allergy 益生菌與過敏症



Vitamin E and Immune Support ?

維生素E與免疫功能？

- Vitamin E is a fat-soluble vitamin, naturally present in cereals, nuts etc; proven to have antioxidant property

維生素E屬脂溶性維生素，天然存在於穀類、果仁等，已證實具抗氧化功能

- A cause and effect relationship between dietary intake of vitamin E and maintenance of normal immunity cannot be established

膳食中攝取的維生素E與維持正常免疫功能之間的因果關係未能確立

• Zinc and Vitamin E for natural immune support

• Vitamin E and Zinc for Natural Immune Support



Choline and Eye Development?

膽鹼與嬰幼兒眼睛發育？



- Choline is a component in the common neurotransmitter, acetylcholine, of the central nervous system; it is also an essential component for cell membrane synthesis; choline is important for brain development

膽鹼是一種中樞神經系統中常見的神經傳導物質乙醯膽鹼中的成分，亦是構成細胞膜的重要成分；膽鹼對腦部發育有一定重要性

- Pending support by internationally recognised scientific evidence for claims related to dietary intake of choline and eye development in human infant and young children

有關從膳食中攝取膽鹼對人類嬰幼兒眼睛發育的作用及其相關的聲稱，仍有待國際公認的科學證據支持

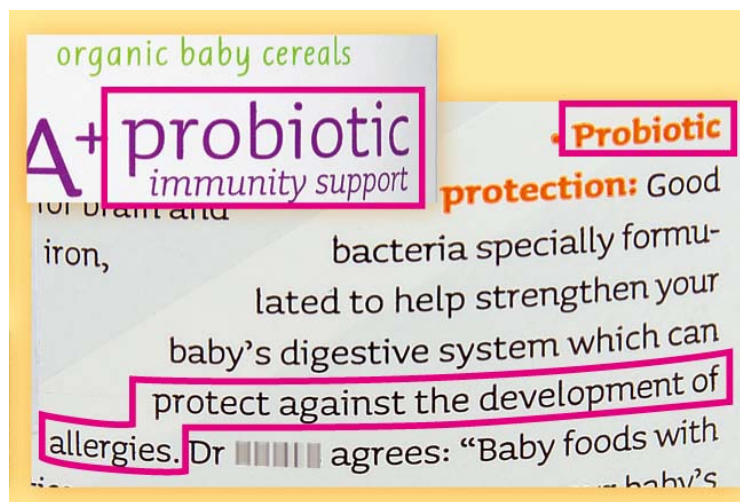


Probiotics and Immunity and Allergy?

益生菌與免疫力及過敏症？

- Internationally recognised scientific evidence showing the microorganisms contained in that sample can support immunity is not yet available; cannot establish that food can prevent allergy

暫時未有國際公認的科學證據支持該樣本所含的微生物能有效支援免疫力，亦未能確立相關食物可預防過敏症的發生



1 Sample Label May Cause Confusion to Consumers

1款樣本的標示容易令消費者產生混淆



- Such presentation might lead the consumers to associate DHA with immunity

標示手法容易令消費者聯想到產品的DHA與增強抵抗力的關係

- Suggest traders to beware of the presentation of product labels, to avoid causing confusion to the consumers

建議業界製備食物標籤時，須小心留意表達方式，以免令消費者產生混淆



Investigation and Follow-up

調查與跟進

- The CFS is conducting follow-up investigations against the relevant products on whether they may have been calculated to mislead the consumers
- Traders had been required to provide scientific evidence for supporting the claims in concern
- 食物安全中心正跟進有關產品，是否有蓄意誤導消費者之嫌
- 中心已要求業界提供支持該聲稱的科學證據



Reminders to trade 對業界的提示

- Claims of prepackaged food should only be made when there is substantiation on its truthfulness based on 2 principles:
 1. When a claim is made on the function of specific substance(s), the quantity of the substance(s) in the food product must be sufficient to provide the said function
 2. The claim should be based on scientific substantiation and scientific consensus
- Traders are strongly recommended to avoid using claims which are controversial, even if they have been supported by individual studies. Such claims might confuse consumers and might lead to complaint and criticism
- 預先包裝食物只應在有証據支持聲稱的真確性的情況下，才作出有關聲稱。其原則如下：
 1. 如就特定物質的功能作聲稱，該物質在食物中的含量須足以提供有關功能
 2. 該聲稱須以科學證據和科學共識為基礎
- 中心強烈建議業界避免作出有爭議性的聲稱(雖然這些聲稱或有個別研究支持)。這些聲稱可能令消費者感到混淆，並可能引起投訴或批評

~Thank you 謝謝~

