



FOOD STANDARDS
Australia New Zealand
Te Mana Kounga Kai – Ahitereiria me Aotearoa

FOOD CLAIMS – TRUTH AND MYTH

OUR JOURNEY

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FSANZ

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Introduction to our Australia New Zealand food regulatory system

A partnership between Australia and New Zealand since 1996

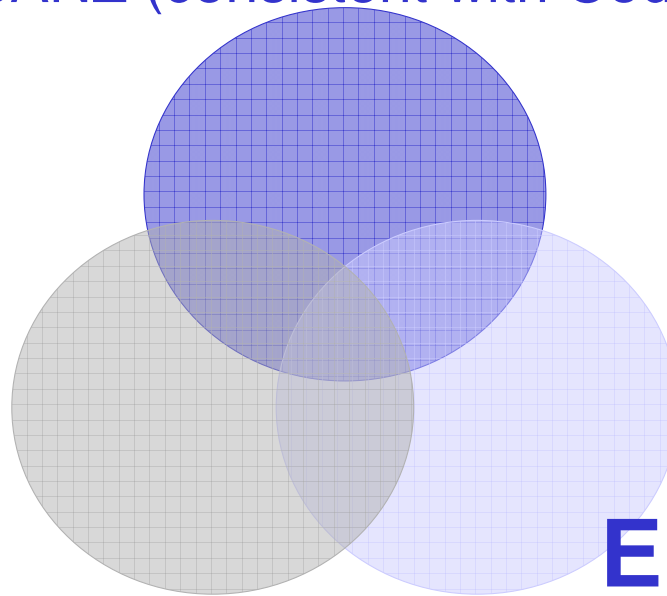
- two countries sharing a common set of food standards
- joint standards recognise interconnection of food businesses and trade between the countries
- collaboration in policy development, standard setting and enforcement



Food regulation framework

Standard setting

FSANZ (consistent with Codex)



Policy

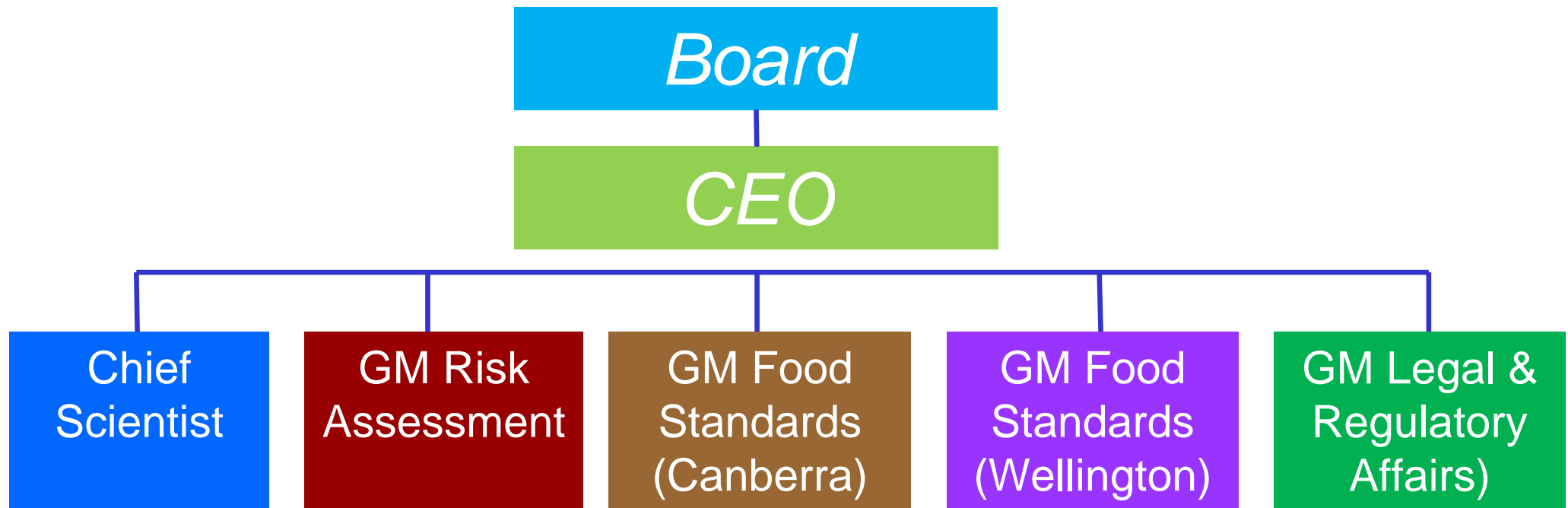
Ministerial Forum
(States/Territories/Aust/NZ)
(health/agriculture portfolios)
FSANZ Act

Enforcement

States/Territories/NZ
FSANZ (monitoring)
Biosecurity (imported foods)
Local government



FSANZ structure

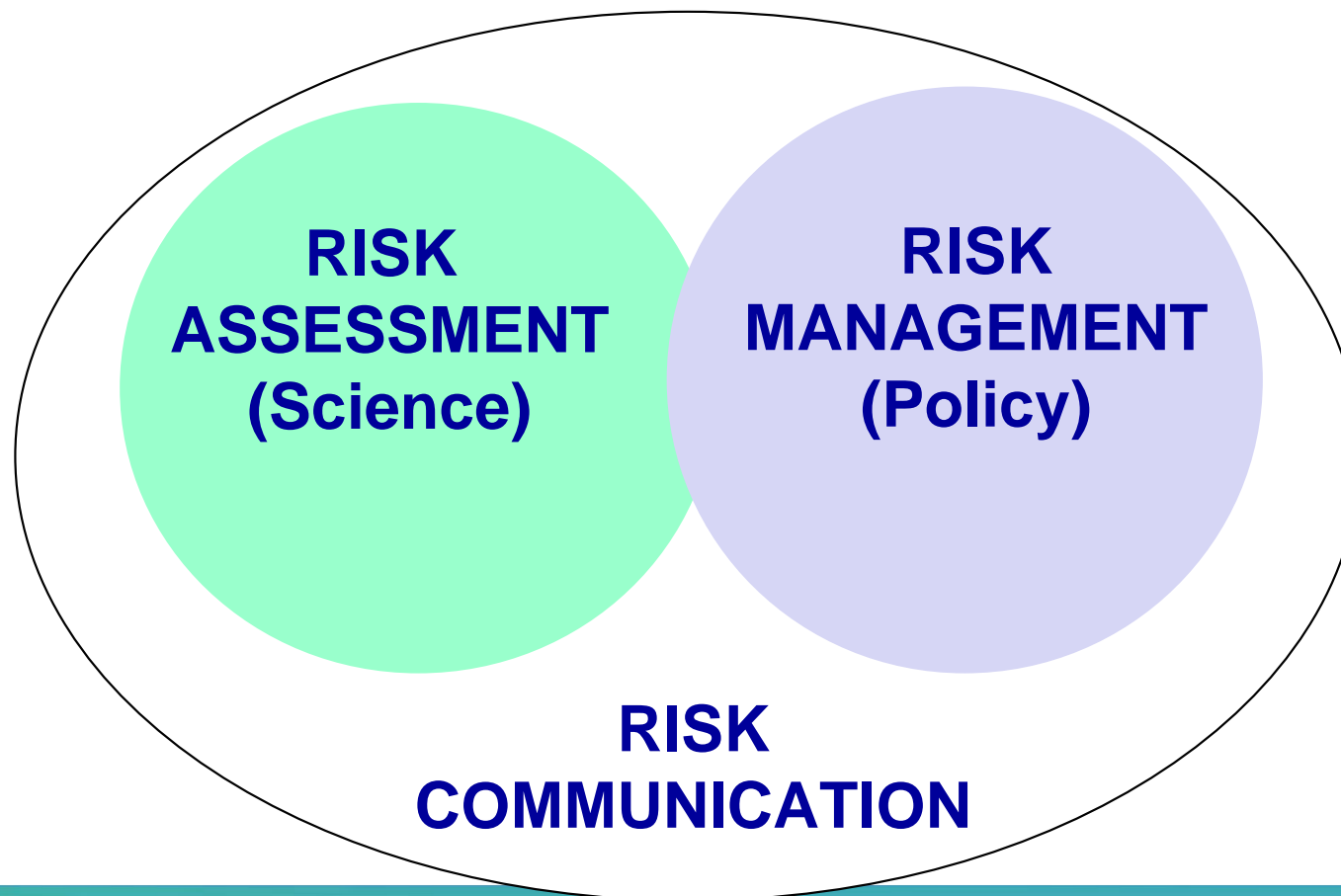


Canberra, Australia
Wellington, New Zealand

130 staff
17 staff



FSANZ approach to standards setting –CODEX model



Open process

Public consultation

Board approval

1.Assessment report

2.Approval report
(draft Standard)

3.Notified to Ministers



Chapter 1 –
General food
standards

Chapter 2 – Food
Product
Standards

Food
Standards
Code

Chapter 3 – Food
Safety Standards
(Australia only)

Chapter 4 –
Primary Production
Standards
(Australia only)



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HEALTH CLAIMS



Why do we need a new Standard?

- Existing transitional Standard narrow, lacks certainty
 - Permits claims related to folate and NTD
 - Prohibits claims relating to
 - disease or physiological condition
 - slimming, weight reduction, therapeutic, medical advice
- Industry wants to innovate
- Enforcement authorities seeking certainty
- Rest of world moving in this direction



Our journey starts with Policy guidance in 2003 and finishes in 2012





Why so long?

Complex project
8 years
6 rounds public
consultation
>500 submissions

- Diverse and divergent views
- Industry – ‘space’ to innovate
 - Jurisdictions – enforceability (certainty, prescription), health protection, and costs
 - Public health advocates – health protection
 - Consumers – choice with confidence



Policy guidance (2003)

- Regulatory measure for voluntary use of nutrition and health claims
- Regulatory requirements for making health and nutrition claims in the one standard
- To allow certain disease risk reduction claims

Generally aims to

- permit health claims where they support healthy food choices
- not mislead consumers
- support innovation



Nutrition Content Claims

- Presence or absence

Source of calcium





General Level Health Claims

- Links to health function, not disease

Calcium
builds stronger bones





High Level Health Claims

- Links to serious disease - risk reduction

Calcium
reduces risk of osteoporosis





Therapeutic Claims

- Links to serious disease - prevention/cure

Calcium
prevents osteoporosis

Not allowed on foods





Building a health claim - two principal elements



Food health relationship

- Substantiated

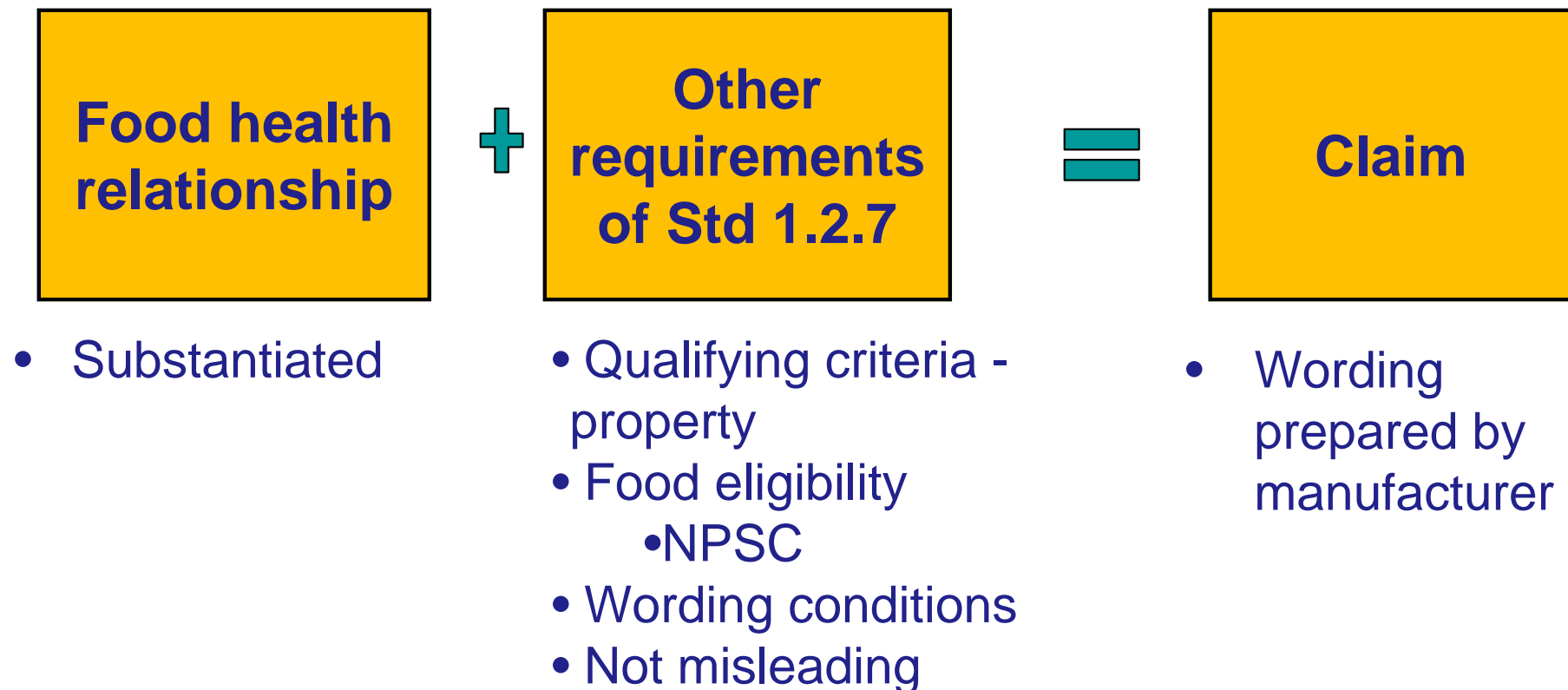
Relationship between a food or property of a food and a health effect:

e.g. calcium and bone mineral density

e.g. vit C and iron absorption



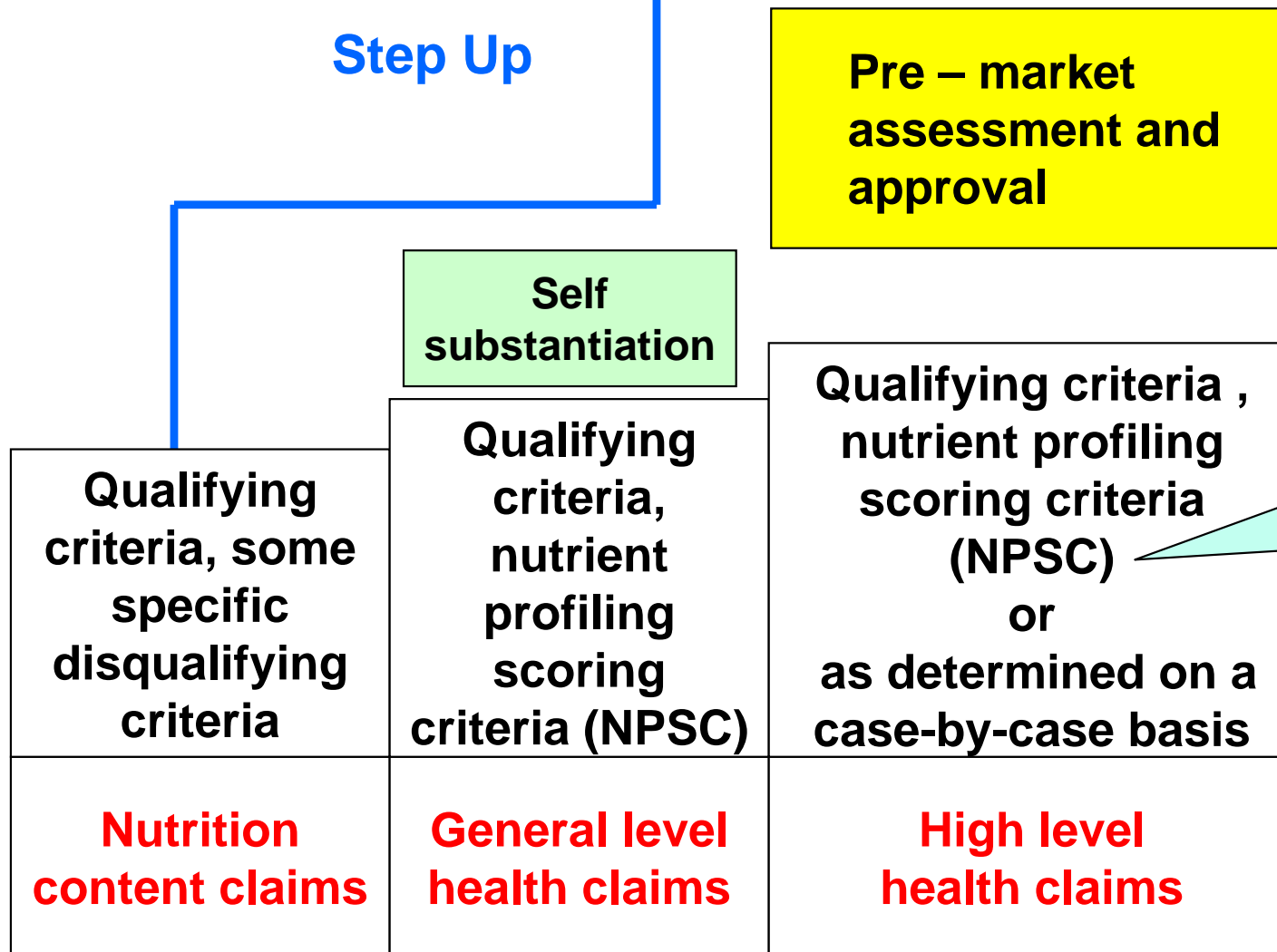
Building a health claim - two principal elements





Step – up approach (2008) – self substantiation

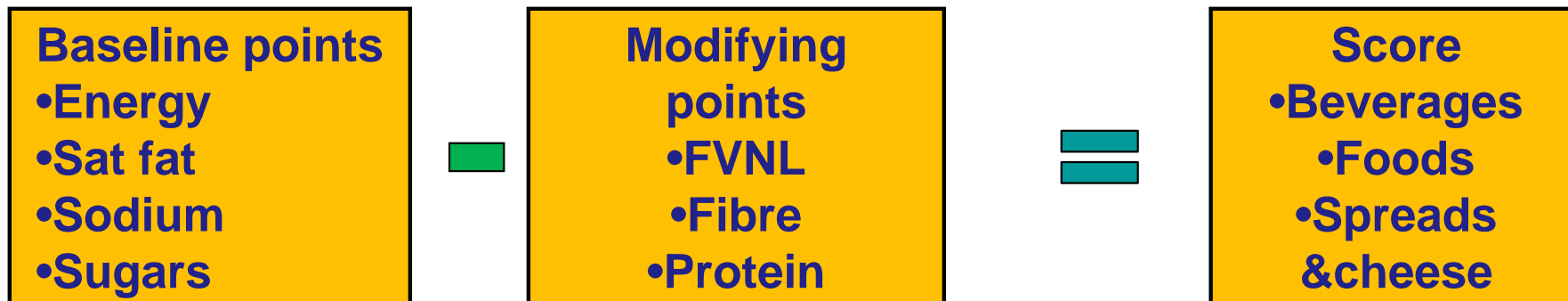
Step Up



**NPSC -
nutrient
profiling - for
foods carrying
health claims**

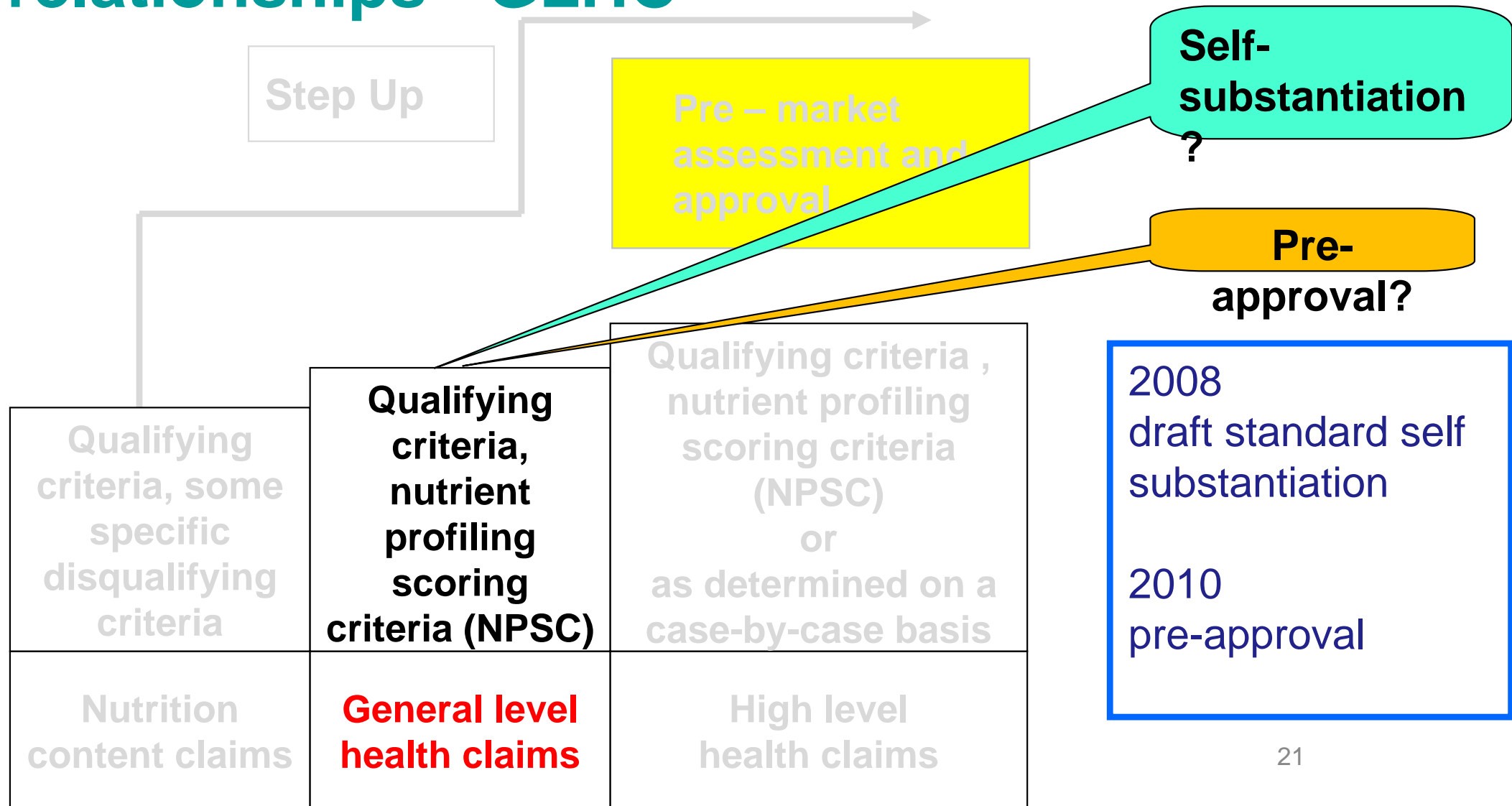


Nutrient profiling scoring criteria (NPSC)



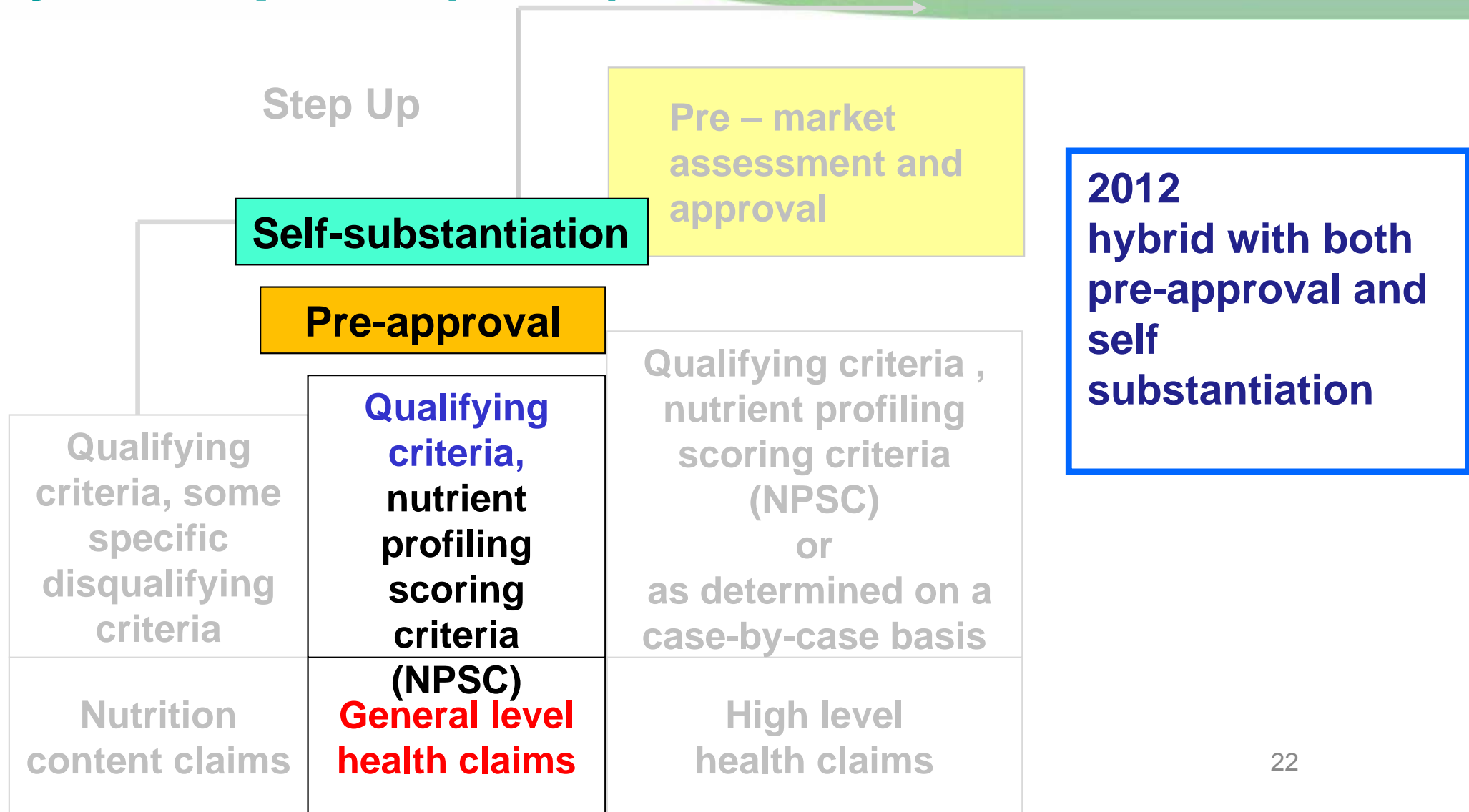


Approval of food health relationships - GLHC





Hybrid option (2012)





Substantiation of food health relationships GLHC

Pre-approved

- Schedule in proposed Standard
- 200+ at gazettal
- Drawn from various sources
- JHCI, EFSA, Health Canada
- Commitment to adopt more

And

- By application – special process



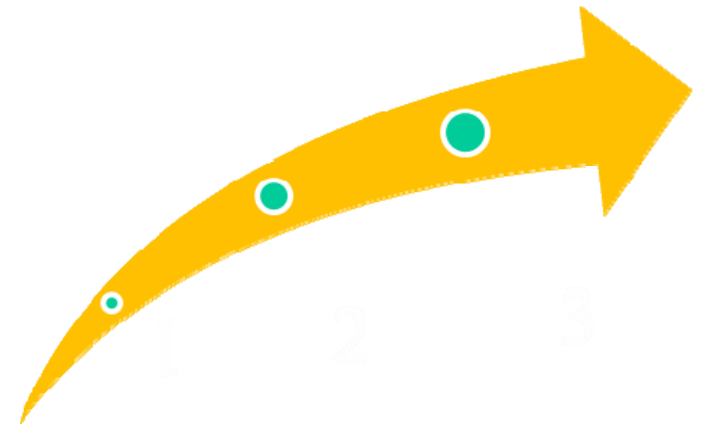


Substantiation of food health relationships

GLHC – structured process

Self substantiation

- Substantiation requirements in Standard
- Guidance to sit outside Standard
- Company to prepare dossier
- Dossier to be available to enforcement authorities
- Requirement to notify
 - Food health relationships to be on public listing
 - Responsible officer to authorise
 - Register to be held by FSANZ





Substantiation – principles - general

- ✓ Systematic review
- ✓ Broad evidence base – favourable, unfavourable
- ✓ Tabulating evidence/studies
- ✓ Assessing power and quality of studies
- ✓ Some human studies required
- ✓ Causality to be shown
- ✓ Target population stated
- ✓ Weighing of evidence/conclusion
- ✓ Comprehensive documentation – dossier
- ✚ Interaction with consumer law





Transition!

- Transition period 3 years proposed.
- Allow industry to adjust products, claims
- Consideration of existing claims in market – food businesses to provide dossiers to FSANZ
- Guidance material to be available
- FSANZ further evaluating approved claims from other jurisdictions.





Nearing the journey's end - have we achieved all our goals?

- Enormous challenge – not possible to meet all needs of all stakeholders
- Standard reflects a range of stakeholder viewpoints
 - Flexibility for industry
 - Certainty for jurisdictions
 - Confidence for consumers
 - Supports healthier food choices for public health





Last steps?

- Consultation - completed
- Finalise report and draft Standard
- Report to FSANZ Board – Oct 31



- Notify Ministers by October 31, 2012
- Consideration within 60 days
 - Accept
 - Amend
 - Reject



Then.....



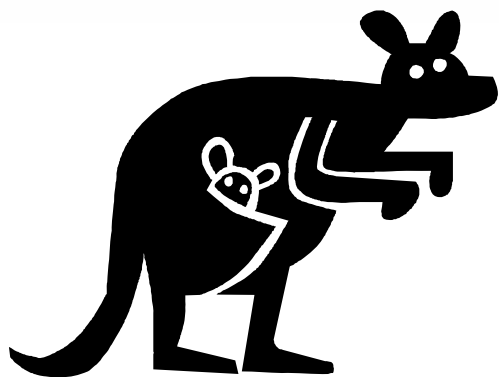
New Year, Sydney

The Sevens, Wellington

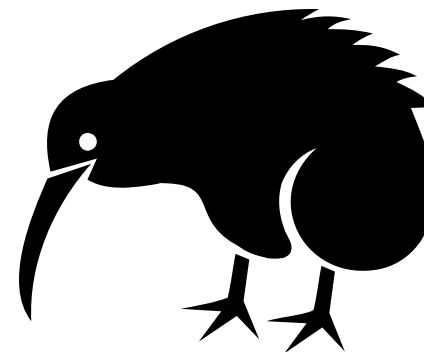




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Thank You



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