

Day 1: Novel Food – Workshop 1

Focusing on claims

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Functional food – definition

Is it correct to speak about a particular group of food – so called functional food – isn't each food functional by nature? What does 'functional' mean in this new context?

2. Why is there such interest in introducing this particular group of food?
3. Lifestyle: The speaker (Mr. Verschuren) talked about changes in lifestyle. What is meant by this assumption? What are the implications?
4. A yellow spread is only a part of a diet and therefore may play an important role in lifestyle, however, can a food alone make people change a lifestyle – what is the opinion?

Monitoring

5. National governments confirmed at the last novel food meeting in Brussels that they would take care about the applications of certain active ingredients in food and that the food manufactures would be responsible for a post launch monitoring. What does such post launch monitoring include?

It seems that there is an over explosion of phytosterol applications.

6. Is it possible to handle this in the internal market structure, taking into consideration that the scientific committee on food has already warned that people should not consume more than 1-3 g plant sterols a day?

Do we need to be concerned about cumulative intakes, particular with regard to particular vulnerable groups, such as children? Can we be sure that sufficient care is taken from all perspectives?

Perception of food claims

How can the benefits be communicated to consumers?

9. Is the consumer able and prepared to understand such messages?
10. Are there different national traditions and expectation in different member states?
11. Can the choice of words influence the perception of claims? Are there different perceptions of the same words in different European countries?
12. What kind of information do consumers need and understand?
13. Thinking about the internal market and the knowledge that the use of health claims is not common practice in the whole of Europe, what do we think should be done?