

## **Day 1: Novel Food – Workshop 2**

### **Focusing on new products**

**Chair:** ESTHER KOK

**Rapporteur:** GITTE GROSS

Functional foods targeted towards improving the balance and activity of the intestinal microbiota are currently the largest segment of the functional food market in Europe, Japan and Australia.

1. Can we be sure that all foods claiming to have the potential to improve the balance and activity of the intestinal microbiota do so?
2. What can be done to ensure that the consumer is not misled into purchasing products without beneficial potential: do we need pre-market clearance of the products and the claims?
3. Do many consumers have particular problems with the intestinal tract? – Is there a real problem? What's the evidence?
4. Do all, some or no consumers need these products?
5. Could these products be classified as for particular nutritional needs?

An understanding of the mechanisms by which probiotics exert beneficial effects on human health allows the selection of strains with the appropriate traits for hypothesis-driven clinical studies.

6. Can we be sure that all active substances are still active at the place in our body where they should be active?

An understanding of the most appropriate methods to communicate the benefits of functional foods to consumers and the influence of health messages on consumer choice is essential to ensure that products are appropriately applied and targeted to benefit specific populations

7. What is the difference between probiotic, prebiotic and synbiotic products? Do we need them all? Should consumers be concerned to select the appropriate type or is there little functional difference?
8. How can the benefits be communicated to consumers taking into consideration the likely consumer perception?

How to create and sustain trust between manufacturers and consumers

9. Given the regulatory system in place and, in particular, the capability of government to control the market situation, are consumers adequately protected from misleading information?
10. The 'medicinal' effects of food may be difficult for consumers to accept – is this something that we want this for food products? Isn't this instead a question of products for particular nutritional needs?
11. Should we mix food and medicines that are usually administered via doctor's prescription?
12. Are yoghurts containing sterilised microorganisms still yoghurts? Legally speaking is this the right denomination for such products?