

Day 1: Novel Food - Workshop 3
Focusing on contentious products e.g. Noni juice:

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Noni Juice has very recently been evaluated by the Scientific Committee on Food (http://europa.eu.int/comm/food/fs/sc/scf/out151_en.pdf). The Committee concluded that there were no indications of adverse effects from laboratory animal studies on subacute and subchronic toxicity, genotoxicity and allergenicity. The data supplied and the information available to the Committee provided no evidence for special health benefits of Tahitian Noni juice which go beyond those of other fruit juices. Therefore, this conclusion does not constitute an endorsement of respective benefits claimed for *Morinda citrifolia* L. products.

1. What does this type of evaluation mean for the consumer? What are the implications?
2. What will happen such products remain on the market with strong health related information, especially if offered either via the Internet, direct sales or other supply chains?

Can the choice of words influence the perception and interpretation of claims?

4. Are there different perceptions of the same words in different European countries?
5. How can governments better protect consumers from misleading product information? What changes would be needed?
6. What kind of information do consumers need regarding novel foods with added benefits?
7. Thinking about the internal market and knowing that the use of health claims is not common practice in the whole of Europe, what do we think should be done?
8. Do we still feel that there are unjustified claims on the market? Examples?
9. Do consumers feel that government properly fulfils its control and regulatory tasks?
10. Not all products are novel foods. What are the criteria for considering a food novel or not?
11. Some foods contain biologically active substances that could play a role in enhancing health. Should such a food (containing these substances in higher concentrations, than naturally occurring) be considered novel food?
12. Some active substances may have endocrine disruption properties. These are in discussion in the environmental context, but should this be taken into account in the context of food with special properties?
13. Is the formulation of claims part of the novel food approval procedure? If the answer is no, what changes in the procedure would be necessary?