

California Prunes Presentation on
EU Nutrition and Health Claim
Regulations
with EFSA (European Food Safety
Authority) providing the science
scrutiny
Process and Delivery
Of the Prune Health Claim



EU's new regulations:
Why do we need them?

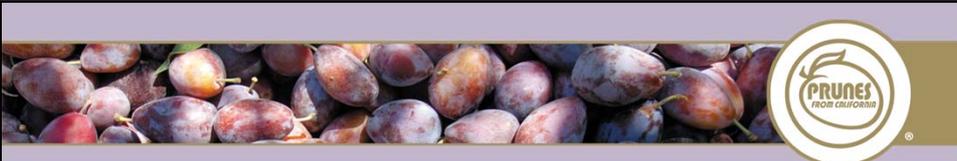
*Designed to protect consumers from misleading
labelling/claims which as a consequence distinguishes
natural healthy foods/products from the less healthy
foods*





What do the EU Health/Nutrition Regulations enforce....

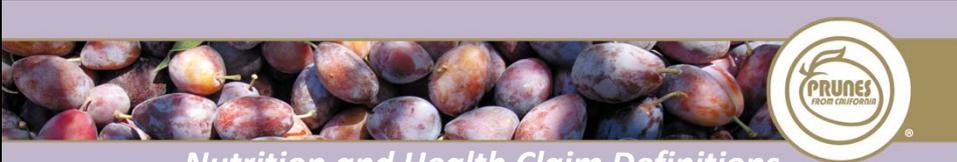
- Aims to add criteria to general prohibition on misleading the consumer
- For all foods & drinks, any consumer communication media
- Claims must be pre-authorized by the Commission
- Now in force across all EU Member States *in addition to* national rules
- All foods bearing nutrition claims must fulfil minimum *nutrient* criteria or thresholds



How will the Regulations be implemented?

- The EU Commission is running the Authorised Register of health claims that is freely available on the web
- Each product must have an independent nutritional breakdown to produce and underpin any nutrition claims/nutrient function claims*.
- Each Member State will apply these new regulations through their own processes ie: in the UK it is through Trading Standards Officers.
- Some Member States are being more proactive than others in implementation speed and severity of fines but all EU Member States are bound by these new EFSA Regulations.

* Each country of origin is required to verify their own nutrient composition and one origin cannot rely on the composition of another origin as evidence.

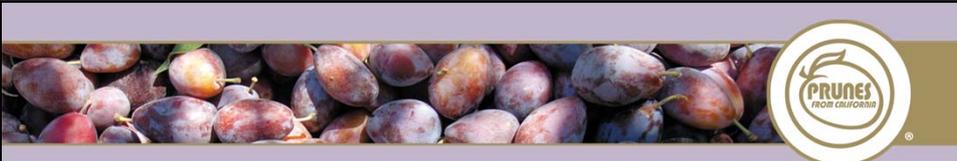


Nutrition and Health Claim Definitions

What is a 'Claim'

Any message or representation which states, suggests or implies that a food has particular characteristics. There are three types of claims:

- 1 Nutrition Claims**
Any suggestion that a food has particular beneficial nutritional properties due to its energy, nutrients, or other substances
- 2 Health Claims**
Any suggestion of health relationship:
 - **Function – Article 13;**
 - **Disease-risk reduction -Article 14;**
 - **Children's health & development Article 14**
- 3 Medicinal Claims**
Any reference to prevention, treatment or cure of disease is **PROHIBITED**



SO What are the new implications of the regulations for prune packaging within the EU?

It is no longer possible for PRUNE packaged product/ literature/ website copy to carry health or nutrition claims that are not compliant with the EU regulations.

All communications materials including:

- Packaging Labels
- Point of Purchase materials
- Websites
- Trade & consumer PR materials
- Advertising





What did we do:

California Prune Board commenced an Article 13 (Fast Track Generic Process) Function related Digestive Health claim in September 2007

As a result of 6 years work on the original submission (and including updated dossier submission) CPB have worked to track and review the submission process to a successful conclusion on 12th June 2013.

In Brussels the EU Commission announced the Official Authorisation of Health claim for:

Prunes contribute to normal bowel function.

The claim may be used only for food which provides a daily intake of 100 g of dried plums (prunes). In order to bear the claim, information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 100 g of dried plums (prunes).

Prunes are now the only natural, whole and dried fruit to achieve an authorised ruling;

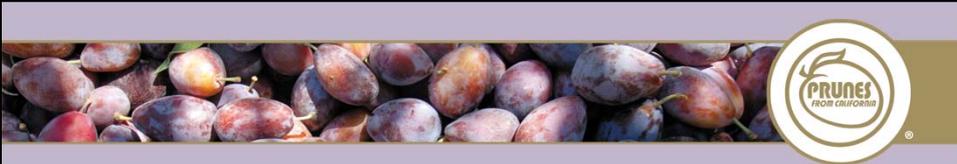
‘Eating prunes is officially beneficial for digestive health’



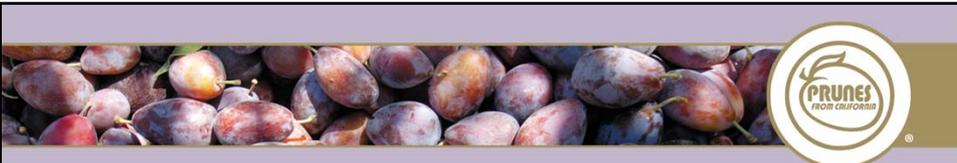

How did we do it: Timeline of Activity

September 2007 –	Original ‘fast track’ application submitted
February 2010 –	EFSA published opinion stating ‘insufficient evidence’ to judge the claim This was not unexpected by the California Prune Board – additional studies/evidence that had been conducted in the meantime by CPB relating to digestive health were being collated in preparation for such an opportunity for resubmission
September 2011 -	After much liaison with UK FSA and EU contacts the full revised /updated dossier was submitted to EFSA (routed via the French Member State as requested by EU but all work compiled by CPB)
December 2011 –	UK Department of Health confirmed the California prune claim to be ‘pending’ as part of further assessment.
June 2012 –	Health claim confirmed as approved by EFSA and sent on to The Commission for final Authorisation
June 2013 -	Full Approval of the health claim confirmed by EU Commission





California Prunes
European Food Safety Authority
The Marketing Results



New nutrition & health claim regulations
are good news for 'real' healthy food!

But

*Only if you are compliant and prepared to take
full marketing advantage of any claim!*



Marketing results to date:

Worldwide markets were hit by the press release of the EU/UK newswire. Articles appeared in the following countries (within 24 hours of release):

EU (East and West), Russia, USA, India, Canada, Singapore, Denmark, Belarus, Cyprus and Portugal

- Over 159 articles worldwide (online and print)
 - 20 dedicated health articles
 - 30 trade publications
 - 109 consumer publications online and printed
- UK BBC Radio interview; CPB staff interviewed reaching over 205,000 listeners
- Providing a **media reach of over 81 million** covering Trade, Consumer and Health professional publications



Consumare prugne secche fa bene
La dichiara l'Eu con una regolamentazione sui etichettati

Чернослив является единственным сухофруктом, possessing свойства которого подтверждены в ЕС

Лрехи и сухофрукты
Европейское агентство по пищевым стандартам: чернослив помогает пищеварению

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FERTENA
L'unico integratore alimentare a base di prugne secche



Essentially Catering @MagazineEC 17 Jun
After 6 year application process by @CaliforniaPrune eating prunes is officially beneficial for digestive health confirms EU Commission

Scotfoodinnovation @scotfoodinnov 13 Jun
Boweled over! Prunes win official EU health claim passage nutraingredients.com/Regulation/Bow... via @NutraEurope
Retweeted by California Prunes

Gemma Critchley RD @dietnoborders 12 Jun
@CaliforniaPrune congratulations! prunes help your bowels!
bit.ly/13X11uz
View conversation

Today Topics @newhealthtopics 14 Jun
Prunes Benefit Digestive Health Says European Food Standards Agency: Eating prunes is... goo.gl/tb/l5RTf

Gemma Critchley RD @dietnoborders 12 Jun
Prunes officially have a health claim for bowel digestive health - if you eat 100g daily! bit.ly/13X11uz
Expand

Food Beverage News @foodbevnews 12 Jun
Prunes #benefit digestive #health says European Food Standards Agency [@shares/wPjrk](https://www.facebook.com/shares/wPjrk) @CaliforniaPrune
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Retailer Promotional Opportunities

Retailers are aware of the added value/promotional opportunities of products that hold a health claim. Major UK retailer Holland and Barrett ran a full national promotion based on the approval of the prune health claim.