

Label claims on conventional foods in the USA

Introduction
What is claim:
nutrient content,
structure/function and
health (CFR 21)?

Nutrient content claims describe the level of a nutrient or dietary substance in the product, using terms such as *free*, *high*, and *low*, or they compare the level of a nutrient in a food to that of another food, using terms such as *more*, *reduced*, and *lite*.

Structure/function claims describe the role of a nutrient or dietary ingredient intended to affect normal structure or function in humans, for example, "calcium builds strong bones."

Health claims describe a relationship between a food, food component, or dietary supplement ingredient, and reducing risk of a disease or health-related condition.

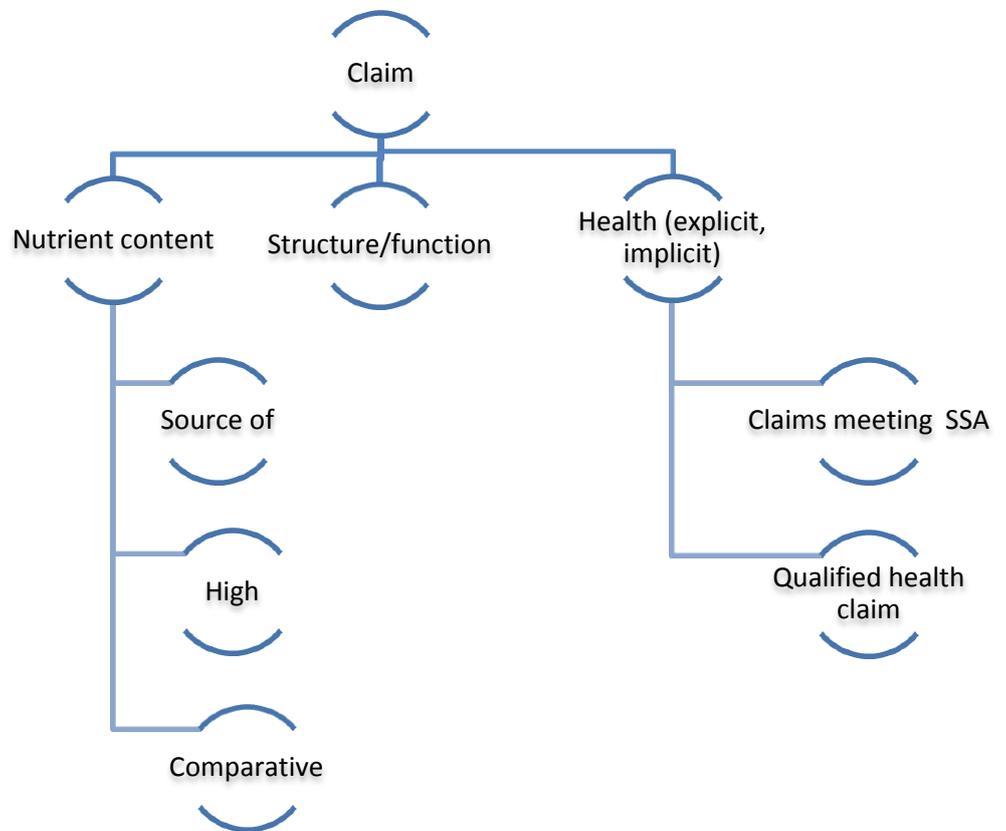
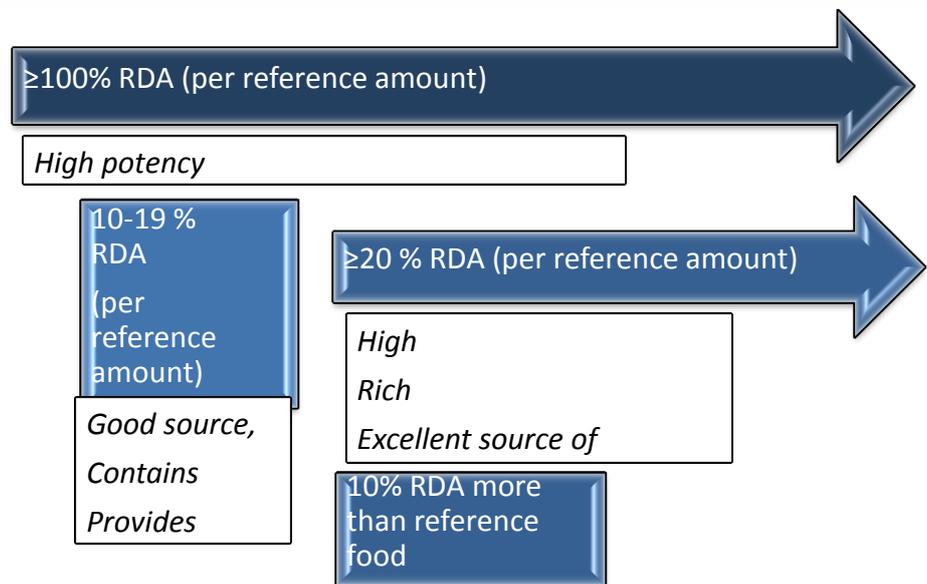


Figure 1: Types of claims in the USA

Nutrient content claims



More, fortified, enriched, added, extra, plus

Figure 2: Conditions for nutrition content claims

Reference amounts are defined in CFR 21 101.12. For beverages, reference amount is 240 ml or 8 fl oz. Exception are sport drinks, where reference amount can be 12 fl oz.

Structure/ function claims

FDA does not require conventional food manufactures to notify FDA about their structure/function claims and disclaimers are not required for those foods. The claims must be truthful and not misleading.

Health claims

There are two types of health claims; claims meeting Significant Scientific Agreement (SSA) and qualified health claims. The first group needs to be petitioned and approved by the FDA. Qualified health claims are based on less scientific evidence, but as long as they are not misleading, they are considered as benefit for the consumer. From minerals in Purac portfolio, calcium has an approved claim on reduction of osteoporosis risk in the USA. The condition for its use, among others, it to contain high amount of calcium. Companies are free to use this claim, taking into account conditions established in the approval (CFR 21 101.72 E).

Conclusions

Nutrient claims can be used when the food contains the amount of minerals defined. (see figure 2) The manufacturer is responsible for ensuring the accuracy and truthfulness of structure/function claims since they are not pre-approved. Health claims are allowed only when a petition has resulted with SSA claim or a qualified claim approval.