

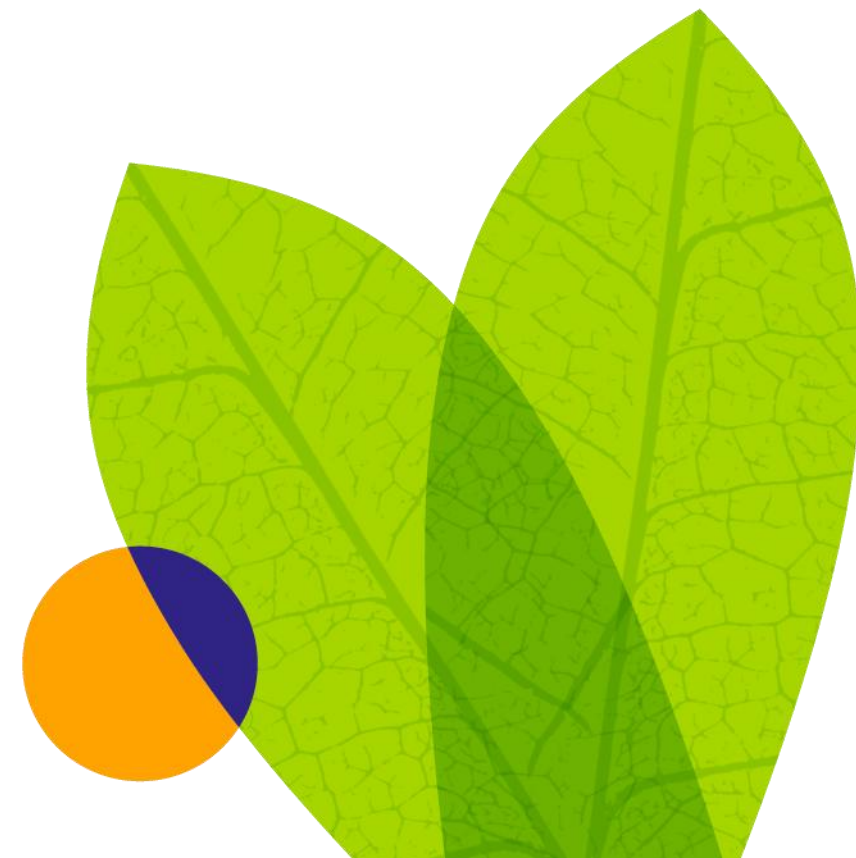


From nutritional claim to consumer

How nutrition and health claims can add value for both producers and consumers, and what opportunities, limitations and questions shape this value.

Piet Lazeroms - Account manager

Tuesday 19th of May



True or False

“From 2021 to 2025, launches of hydration-related functional drinks increased by 26%.”

True!



Source: www.nutritioninsights.com

True or False

“67% of submitted EU health claim applications have been rejected due to a lack of scientific evidence.”

False!

What do the numbers say?

As of 2023:

- Over **260 health claims** have been approved for use in the EU by the European Commission
- More than 70% of evaluated claims have been rejected due to a lack of scientific evidence.
- Some examples of approved claims relate to nutrients like vitamin D (bone health), omega-3 fatty acids (heart health), and fibre (digestive health).



Content

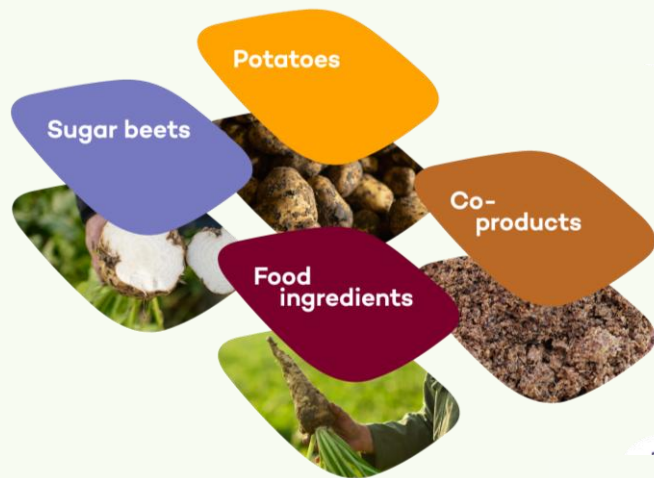
- **True or False**
- **The role of Cosun Ingredients**
- **Opportunities and Challenges of Claims**
- **Market-related practical case**

Cosun supports its customers by translating ingredient opportunities into potential added benefits.

Cosun Ingredients

Farmers cooperative:

- ✓ Among our ingredients
- Plant based proteins
- Prebiotic fiber
- Plant-based meat alternatives



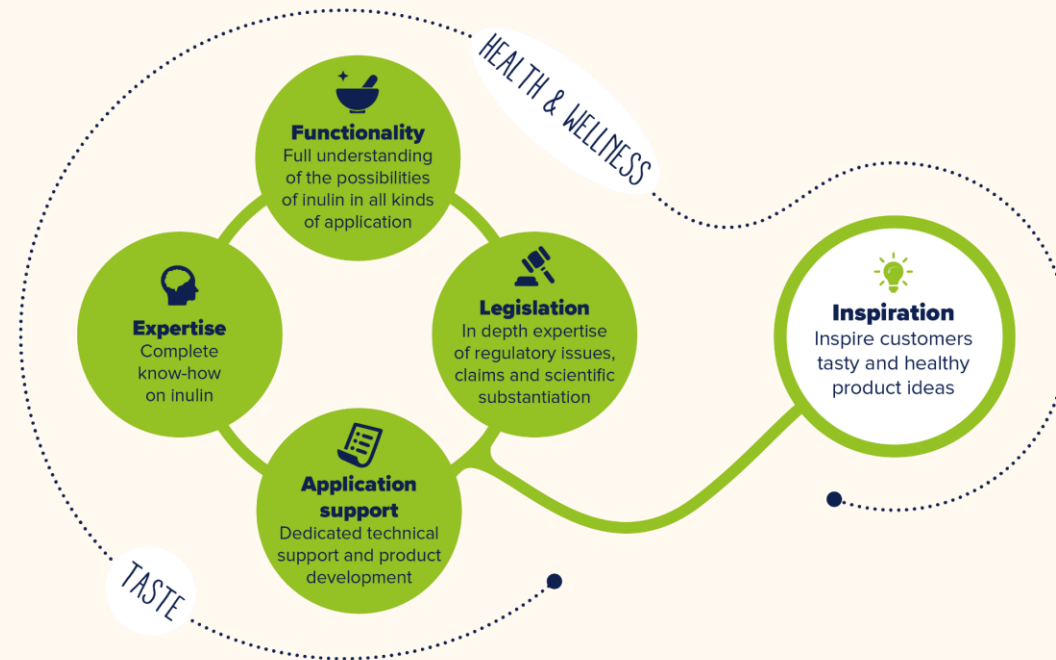
Nutrition & Health Science & Regulation

Scientific department

- Clinical trials
- Regulatory affairs



Business development and Account management



Translating a health claim into product packaging is not a straightforward process



Authorized digestive health claim for native chicory inulin EC 1924/2006

- Health claim on pack: *Chicory inulin contributes to normal bowel function by increasing stool frequency*
- A consumer-friendly message/logo may accompany the digestive health claim, e.g. ‘*Supports digestive health*’; ‘*Chicory inulin is a prebiotic*’ ; ‘*Good for your gut*’

Conditions

- Information on pack that effect is with daily intake of 12 gram chicory inulin, plus number & size of servings to achieve this (e.g. 2 x 6 g). *Serving size representative for food so as not to encourage excess consumption.*
- If complete dose is not in the food, explain on pack, e.g. ‘*the beneficial effect is obtained with a daily consumption of 12-gram inulin – obtained by combining this product with other products/sources of chicory inulin*’. **Acceptable for less strict national authorities.

1. Market-related practical case

Today's goal:

- I. The goal of this session is to build a shared understanding, based on our different views and perspectives, of the roles that nutrition and health claims can play for both producers and consumers, without being perceived as misleading.
- II. We will explore the key opportunities, limitations and questions that shape how these claims add value in practice.



2. Market-related practical case

Scenario:

- I. A Dutch producer of fruit juices/drinks, sold under retail and private label brands, is presented with an ingredient, with the promise to tap into the growing fiber trend with room for nutrition claims such as “source/high fiber”, no added sugar, and even health claims for gut health.
- II. The formulation technical and regulatory basis are in place.
- III. At the same time, the market shows that health benefits and fibers only appear in adjacent categories like concentrated shots, fresh juices or fermented drinks, but not in mainstream fruit juices and drinks.



3. Market-related practical case

To brainstorm:

1. What information should be presented to or gathered by the producer to inspire/decide whether to continue with this ingredient?
2. Assuming they got this information: How could the producer use it in practice, and which considerations and advice should be presented internally to the decision-makers for a new product launch?

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