



EUROPE - NEWS SCAN

Omega-3 Claims: EFSA Approves Health Claims for Eyes but Denies Approval of Infant Brain Health Claims – 2009/03

The European Food Safety Authority (EFSA) has approved two omega-3 eye health claims submitted by the French arm of Mead Johnson, but denied approval for three additional claims made concerning infant brain health. With this approval, Mead Johnson has become the first company to have an omega-3, eye health infant formula claim approved by the EFSA.

The health claim approvals centered on two of the company's proprietary ingredients, Enfamil and Lipil. The EFSA recognized that omega-3 form docosahexaenoic acid (DHA) could benefit infant visual development up to age 3, but noted that the link between arachidonic acid (ARA) and infant visual development was not firmly established. The EFSA further argued that causality between Enfamil and Lipil and three brain health claims had not been demonstrated despite the fact that Mead submitted more than 30 studies supporting its claim.

The European Union is currently developing an approved list of claims under the EU nutrition and health claims regulation that is due for completion in January, 2010.

Alberta industry needs to pay attention to these developments as they may impact industry's approach to the EU market, including the construction of marketing narratives that promote health claims.

Source: Starling, Shane. "EFSA on omega-3 claims: yes to eye health, no to brain." *NutraIngredients*, March 24 2009. <http://www.nutraingredients.com>

www.agrifoodalberta.ca

Alberta
Canada 