

The science behind 5+ A Day: Ensuring the authenticity of claims

Carolyn Lister

23 November 2023



What is authenticity?

authentic adjective

au·then·tic (ə-'then-tik) ó-

[Synonyms of authentic >](#)

- a** : worthy of acceptance or belief as **conforming** to or based on fact
| paints an *authentic* picture of our society
 - b** : conforming to an original so as to reproduce essential features
| an *authentic* reproduction of a colonial farmhouse
 - c** : made or done the same way as an original
| *authentic* Mexican fare
- : not false or **imitation** : **REAL, ACTUAL**
| an *authentic* cockney accent
 - : true to one's own personality, spirit, or character
| is sincere and *authentic* with no pretensions

AUTHENTIC, GENUINE, BONA FIDE mean being actually and exactly what is claimed

<https://www.merriam-webster.com/dictionary/authentic>

Conforming to fact and therefore worthy of trust, reliance, or belief

<https://www.yourdictionary.com/authentic>

authenticity

noun [U]

UK  /,ɔːθen'tɪs.ə.ti/ US  /,ɑːθen'tɪs.ə.ti/

the quality of being real or true:

<https://dictionary.cambridge.org/dictionary/english/authenticity>

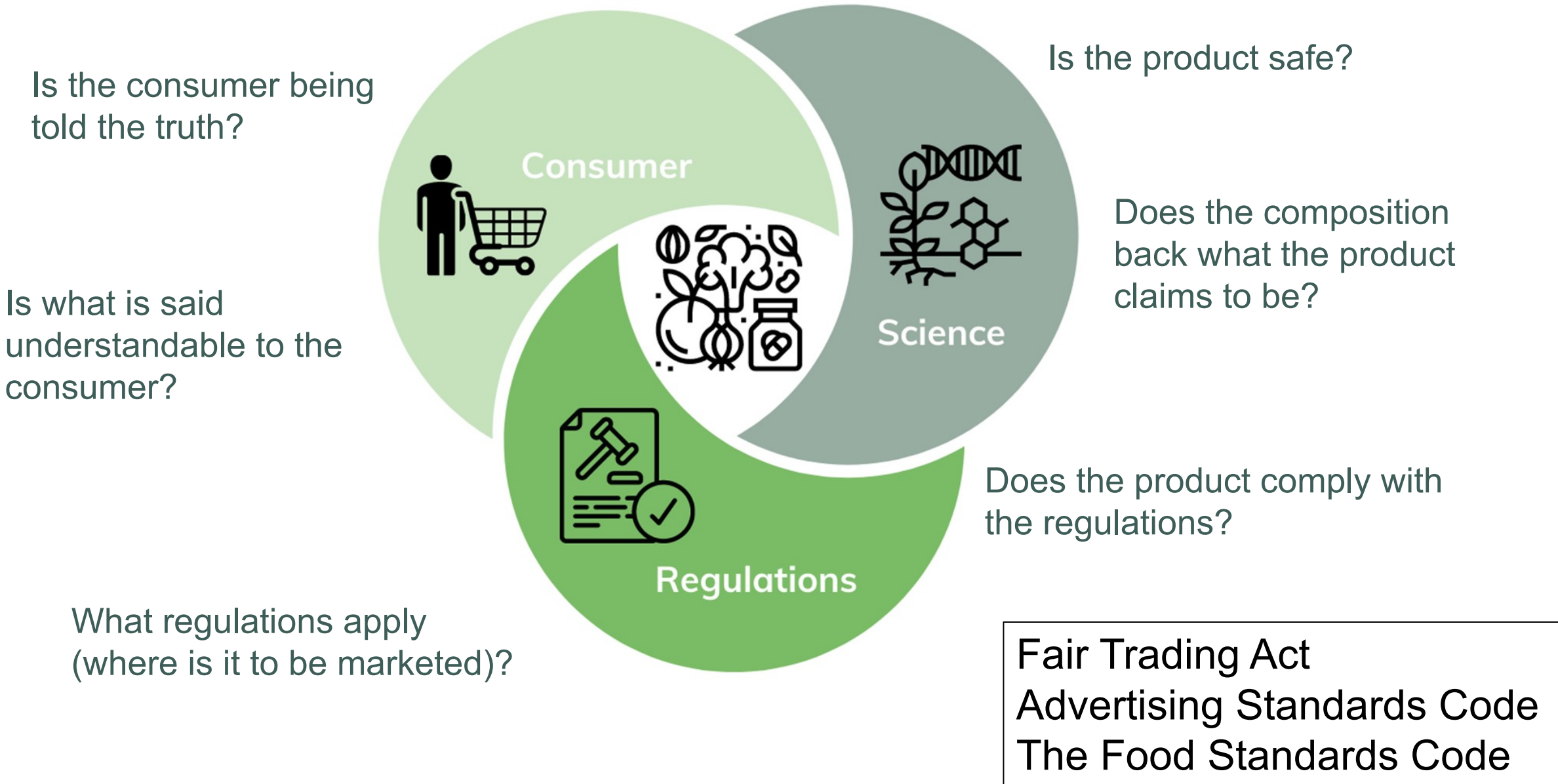
Definitions of *authenticity*

- noun** undisputed credibility

<https://www.vocabulary.com/dictionary/authenticity>

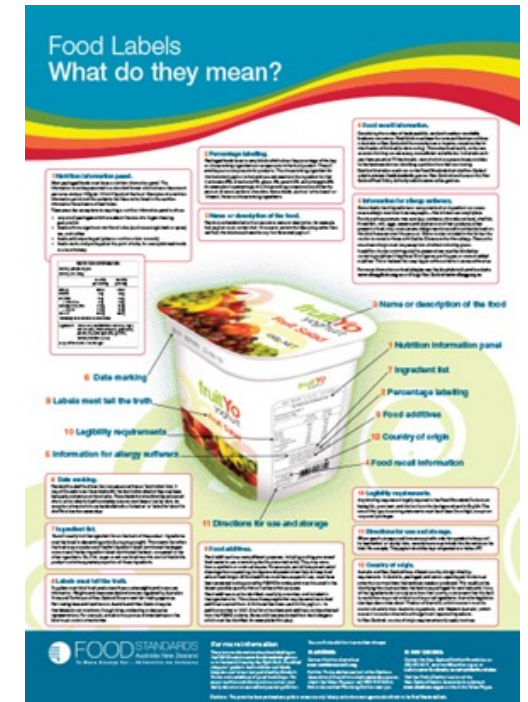


From a food point of view what does authenticity mean?

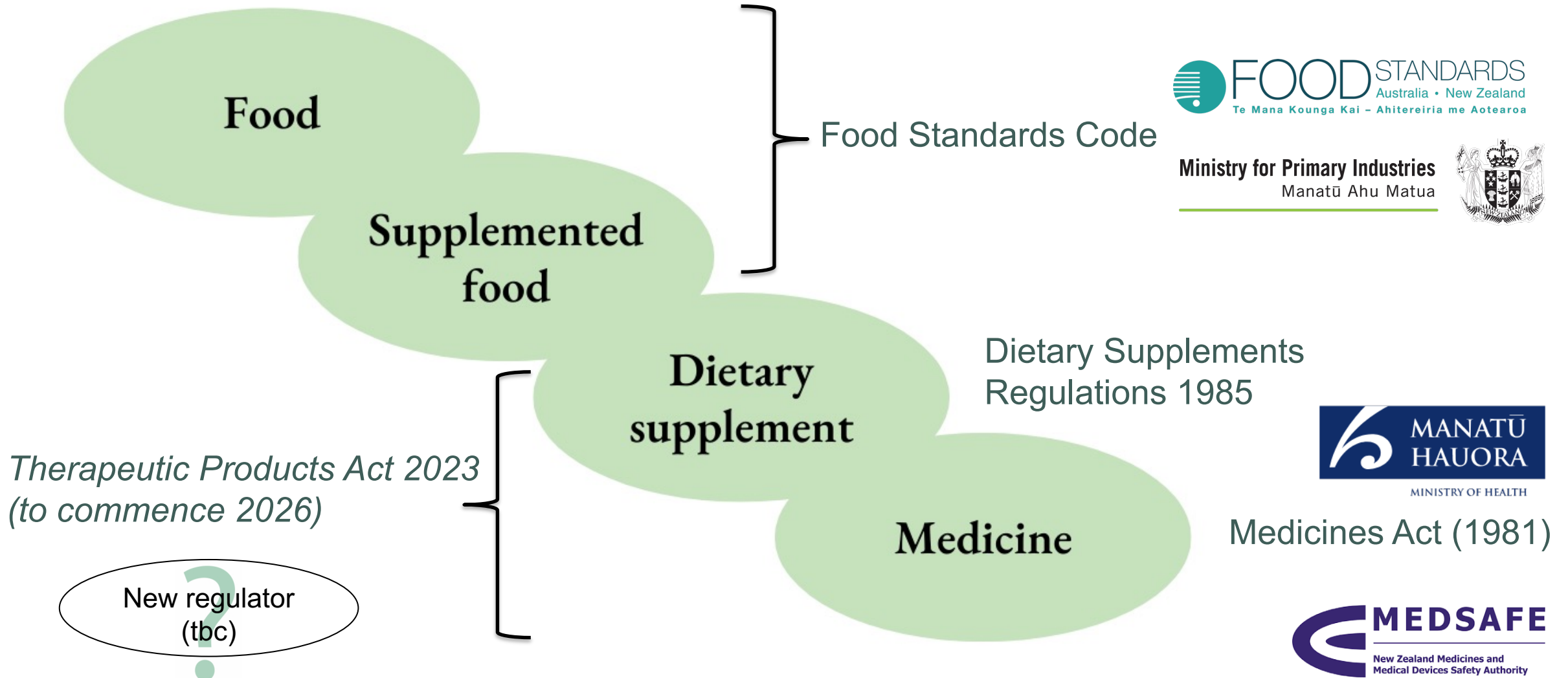


Checking the authenticity of nutrient content & health claims

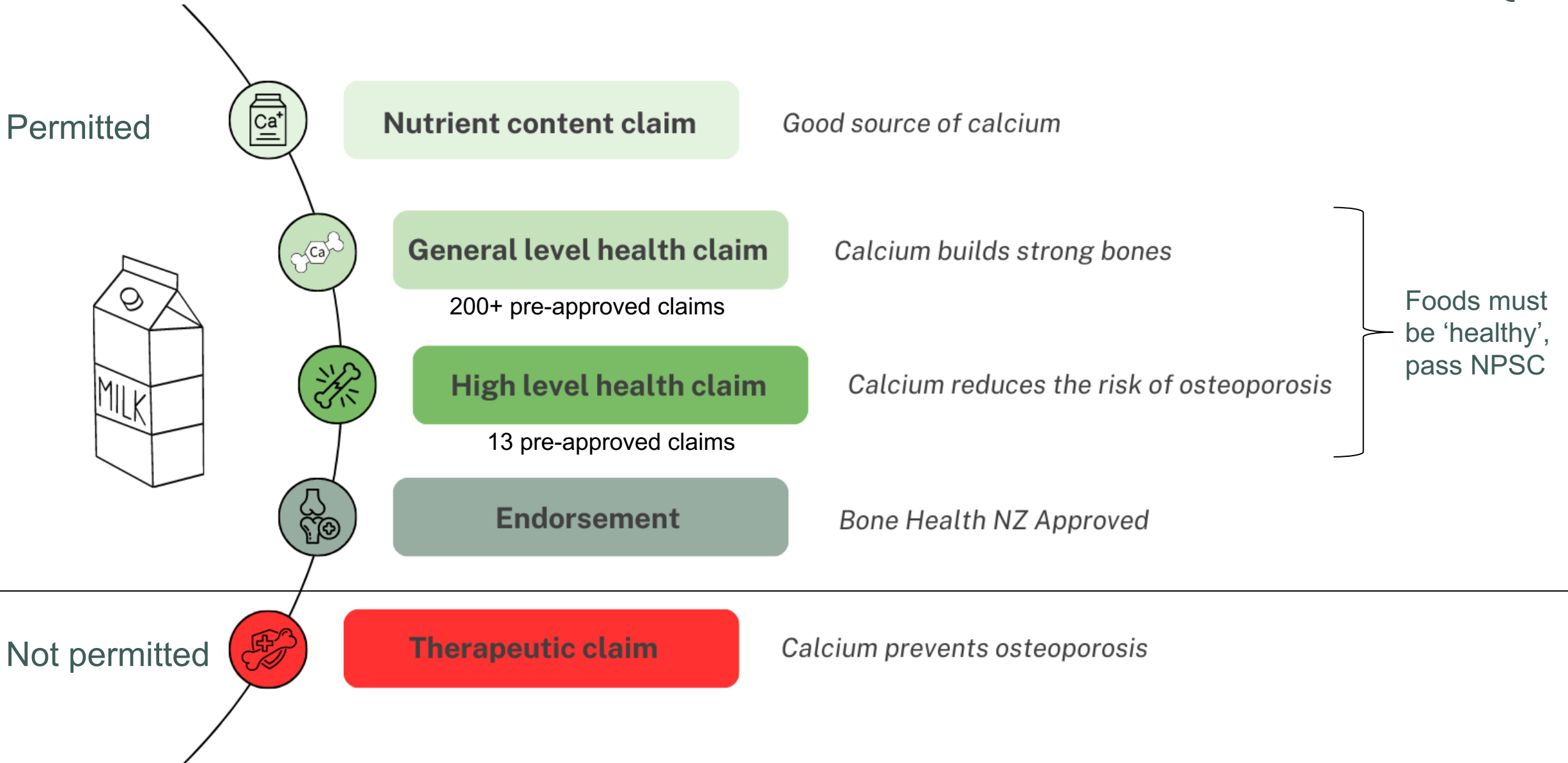
- All claims are required to be supported by scientific evidence
- In New Zealand all foods making nutrient content and health claims must comply with FSANZ regulations
- Product claims apply to/impact on:
 - naming/branding
 - Nutrition Information Panel (NIP)
 - other label requirements
 - other forms of advertising and promotion



New Zealand regulatory frameworks



What claims does FSANZ Standard 1.2.7 allow?



The importance of understanding nutrient composition



- New Zealand Food Composition Database (NZFCD) is jointly owned by PFR and the Ministry of Health:
 - data available at no cost
 - aligns with FSANZ regulations on pre-approved nutrient content claims



Food details



Kumara, Orange, flesh, raw

FCDB food ID	X1055		
Alternate name(s)	Sweet potato orange		
Scientific name	<i>Ipomoea batatas cv. Beauregard</i>		
Food group	Vegetables and pulses		
Serving Size	<input type="text" value="135"/> g	<input type="button" value="Update"/>	<input type="button" value="Reset"/>
Recommended Serving Size	1 kumara = 135 g		

select component set to display

Potential Nutrient Claims

print this page save as CSV

If data is to be used for food labelling it is your responsibility to ensure you comply with FSANZ labelling requirements. The potential nutrient claims provided here are based on conditions specified by FSANZ as at 1 June 2018. We make no assurances of legal compliance and should you intend making any claim on labels, promotional material or elsewhere it is your sole responsibility to ensure you meet current regulatory requirements.

* Percentage daily intakes are based on an average adult diet of 8700 kJ as specified by FSANZ.

■ denotes no data available

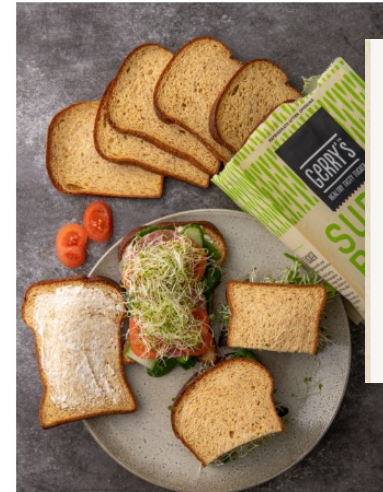
NUTRIENT	UNIT	QUANTITY PER SERVE	%DI* PER SERVE	QUANTITY PER 100 g	POTENTIAL CLAIM
NIP					
Energy, FSANZ	kJ	412	5 %	305	
Protein	g	1.5	3 %	1.1	
Fat, total	g	0.3	0 %	0.2	
Fat, saturated (SFA)	g	0.07	0 %	0.05	
Carbohydrate, available	g	20.8	7 %	15.4	
Sugars, total	g	12.4	14 %	9.2	
Dietary fibre	g	2.8	9 %	2.1	Source
Sodium	mg	16	1 %	12	
OTHER POTENTIAL CLAIMABLE					
Potassium	mg	500		370	Source
Riboflavin (vitamin B2)	mg	0.22	13 %	0.16	Source
Vitamin A, FSANZ	µg	397	53 %	294	Good Source
Vitamin B6 (pyridoxal phosphate)	mg	0.30	19 %	0.22	Source
Vitamin C (ascorbic acid)	mg	4.0	10 %	3.0	Source

Examples of claim breaches



Cheat death.

The antioxidant power of pomegranate juice.



SUPER LOW CARB-HIGH PROTEIN BREAD

Gerry's Super Bread is crammed with healthy ingredients like Hemp and Lupin – a wonder food uniquely high in protein and dietary fibre.

A good source of protein and a low-GI food, lupin sustains energy levels for longer without spiking blood sugar which may suit diabetics.

BEER

Is the national beverage where vigor and health are the rule and nervousness the rare exception.

Malt is a food, half digested, hops are a tonic. A little alcohol---there is but a trifle in beer---is an aid to digestion.

But insist on a pure beer--a beer that is well aged. You will find this in



PRIMO---the true home beer



8 HEALTH BENEFITS OF EDEN ORCHARDS CHERRY JUICE

- AIDS SLEEP
- IMPROVES HEART, KIDNEY & LIVER HEALTH
- IMPROVES IMMUNITY
- ANTI INFLAMMATORY
- EASES DIGESTION
- GREAT FOR ARTHRITIS
- FUEL OF ANTIOXIDANTS & VITAMINS
- PROTECTS AGAINST MUSCLE DAMAGE



Ministry takes action over Ārepa 'unsubstantiated' health claims

Susan Edmunds • 10:06, Nov 02 2023

Stuff

business



Ārepa promises to help brains work better.

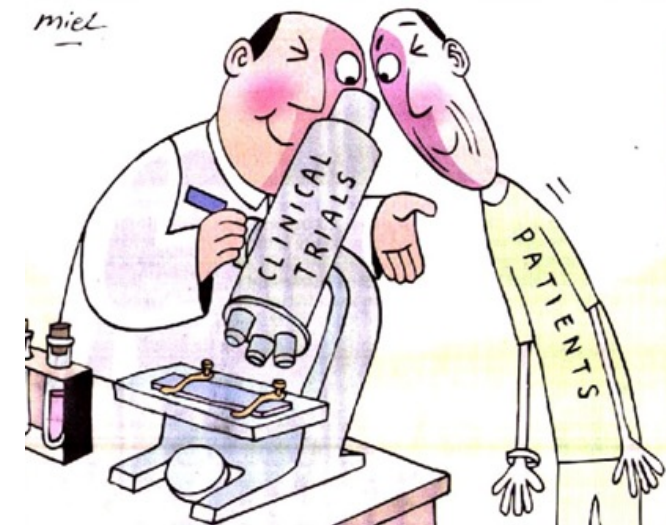
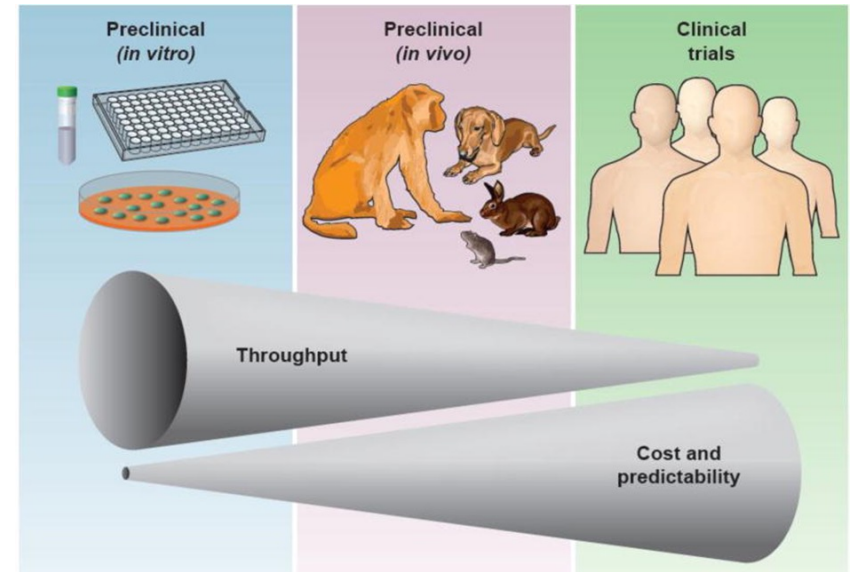
"Brain drink" manufacturer Ārepa has been told to remove the health claims on its drinks, in what the Ministry of Primary Industries says is an unusual move.

The company makes drinks that promise neurological support and to "make brains work better", using ingredients such as blackcurrant, pine bark extract and L-theanine.

New science – what can we say?

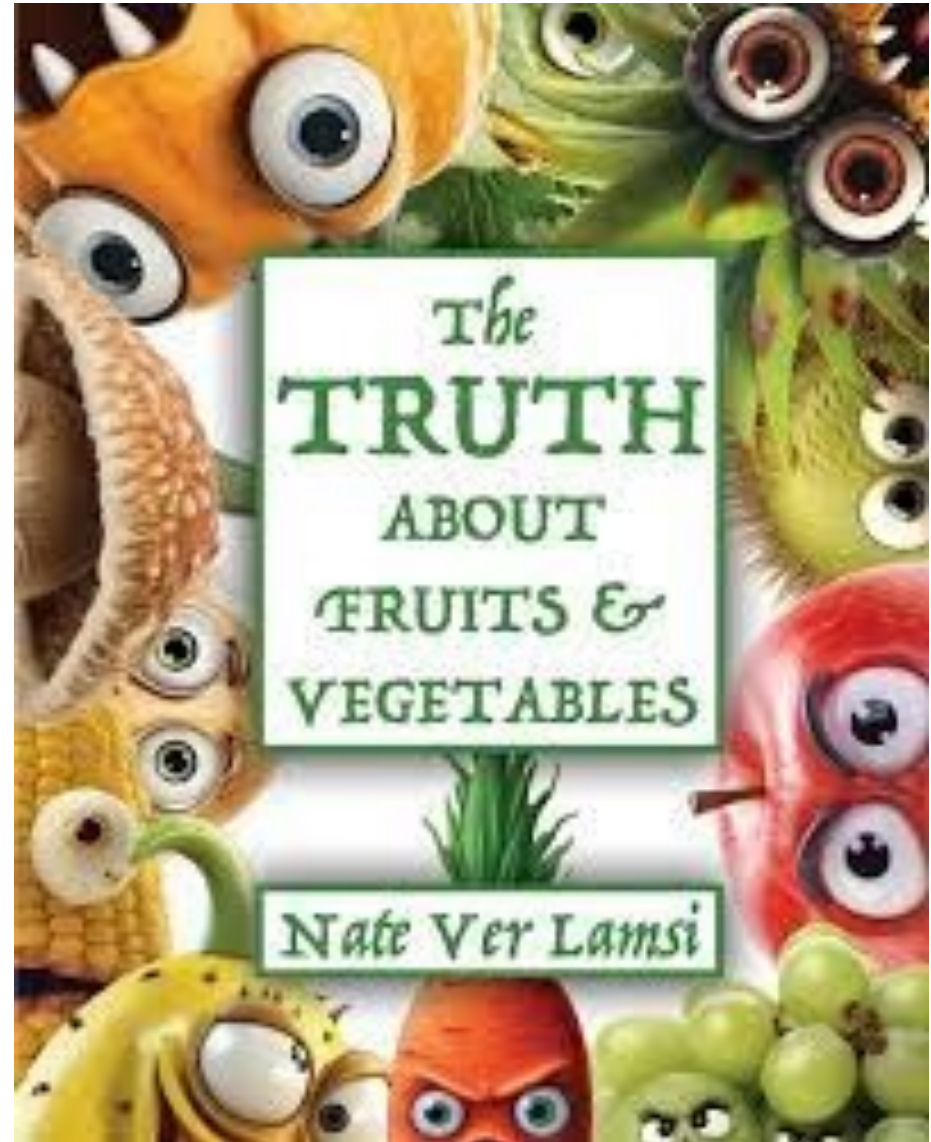


- Products have to use pre-approved claims or substantiate the evidence
- In education and non-product specific promotion it is possible to talk about health benefits outside the regulations
- Still need caution not to make false promises – food is not a cure for disease
- Health areas backed by human clinical trials are ‘safer’ than where only test tube studies have been completed
- Not all clinical trial evidence is robust and needs careful scrutiny before using the information



Take home messages

- New Zealand has a robust regulatory system to ensure a safe food supply and consumers are not misled
- Health claims is one area where there is a need to watch for companies 'stretching the truth'
- Any claims/messages should be backed by robust science
- Consumer trust in claims is critical – don't promise what can't be delivered





Plant & Food[™]
Research
Rangahau Ahumāra Kai

Thank you

Carolyn.lister@plantandfood.co.nz

plantandfood.co.nz     

A smart green future. Together.

DISCLAIMER: While every effort has been made to ensure the information in this presentation is accurate, The New Zealand Institute for Plant and Food Research Limited (Plant & Food Research) cannot guarantee its accuracy and does not give any assurance as to the suitability of any such information for any particular use. Plant & Food Research will not be liable in any way for any loss, damages or costs which may be incurred by any person in relation to this information.