

WISHH Midwest Workshop

Health Claims

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What is a Health Claim?

- Identifies the relationship between a food or nutrient and the risk of a disease or health-related condition.
- Approved by the U.S. Food and Drug Administration (FDA)
- Claim can be printed on food labels that meet criteria
- Petition Process
 - Scientific data; meta analyses
 - Comment period
 - Who can apply for health claims?
 - Who benefits?
- Types of health claims
 - Normal: Scientific research shows ...
 - Conditional: Supportive but not conclusive research shows ...

Soy Health Claim

- October 1999 FDA permitted U.S. food manufacturers to label products high in soy protein with the claim:

“Diets low in saturated fat and cholesterol that include 25 grams of soy protein a day may reduce the risk of heart disease. One serving of (name of food) provides (number) grams of soy protein.”

Soy Health Claim

- To qualify for the claim, foods must contain per serving:
 - 6.25 grams of soy protein
 - Low fat (less than 3 grams)
 - Low saturated fat (less than 1 gram)
 - Low cholesterol (less than 20 milligrams)
 - Sodium value of less than 480 milligrams for individual foods, less than 720 milligrams if main dish, and less than 960 milligrams if considered a meal
 - 10% minimum nutrient content requirement for Vitamin A, Vitamin C, iron, calcium, protein, or dietary fiber must be met prior to any nutrient addition for all health claims
- Foods eligible for the new label include soy beverages, tofu, soy-based meat alternatives, soy protein powders and many others

Meeting Health Claim Requirements

- Finished food product must meet all requirements
- Many soy protein products meet the FDA standard for protein content
- To make soy-enhanced foods taste like traditional foods manufacturers add ingredients that nullify the claim
 - Nasoya's Extra Firm has more protein than the FDA recommendation, but it also has more fat.

Read Labels Carefully

- Identify products that meet FDA heart healthy claim
- Boca compares meatless alternatives to meat products



per serving

	Fat	Saturated Fat	Cholesterol	Calories	Sodium	Soy Protein	Carbohydrates	Dietary Fiber	Sugar
Cooked Beef Hamburger	13g	5g	65mg	190	55mg	0g	0g	0g	0g
BOCA All American Flame Grilled	4g	1g	<5mg	110	360mg	9g	5g	3g	0g
Breaded Chicken Patties	13g	3g	30mg	200	390mg	0g	11g	1g	2g
BOCA Spicy Chik'n Patties	6g	1g	0mg	150	600mg	8g	12g	2g	2g
Pork Italian Sausage	18g	6g	55mg	230	650mg	0g	1g	no data	no data
BOCA Italian Sausage	6g	0g	0mg	130	650mg	9g	6g	1g	2g
Pork Sausage Links	14g	4g	30mg	160	360mg	0g	2g	0g	<1g
BOCA Breakfast Links	3g	0.5g	0mg	70	330mg	6g	5g	2g	2g
Cooked Ground Beef	10g	4g	50mg	160	50mg	0g	0g	0g	0g
BOCA Original Ground Burger*	0.5g	0g	0mg	60	270mg	9g	6g	3g	0g

*Meets FDA heart healthy claim.

Upcoming Health Claims

■ Qualified Cancer Claim

- the consumption of soy protein-based foods may reduce the risk of certain types of cancer, including breast, prostate, and colon cancer
- Submitted by Solae in June 2004
- Review and decision timeline

■ Example of Qualified Health Claim

- “Supportive but not conclusive research shows that eating 1.5 oz of walnuts per day, as part of a low saturated fat and low cholesterol diet, and not resulting in increased caloric intake may reduce the risk of coronary heart disease. See nutrition information for fat and calorie content.”

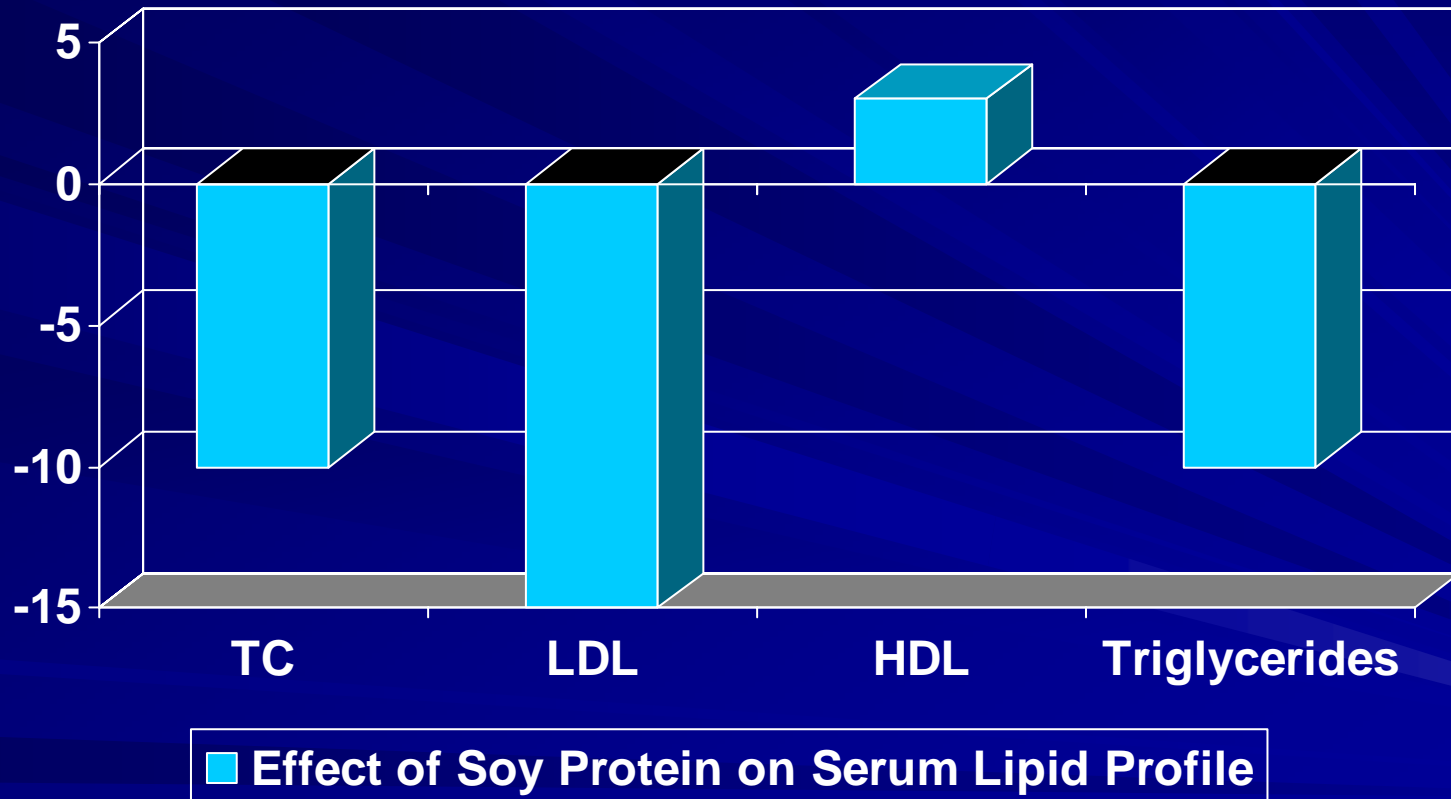
Allergen Labeling

- Food Allergen and Labeling and Consumer Protection Act, March 2004
 - Requires food labels to identify eight major food allergies
 - Milk, eggs, fish, crustacean shellfish, peanuts, tree nuts, wheat and soybeans
 - Help consumers with allergies recognize products that they should avoid

Non-FDA Approved “Claims”

- Many companies refer to health/nutritional benefits of soy based on research
- Marvik Nutrie from India
 - Digestion – Keeps digestive system regular and healthy
 - Pregnancy – Fulfills all nutritional needs of pregnant women
 - Heart – Low fat, keeps your heart healthy
 - Studies for the past 30 years suggest that consumption of soya protein selectively decreases total and LDL (bad) cholesterol and maintains HDL (good) cholesterol in individuals with elevated/normal blood cholesterol levels.

Detailed Component Profile



Comparing Soy to Lentils in Bangladesh

Nutrients in 100 Grams of Common Pulses								
	Energy	Protein	Oil	Calcium	Iron	Carotene	Vit. B-1	Vit. B-2
Pulse	kilo calories	grams	grams	Milligrams (mg)	mg	Mg	mg	mg
Soybean (whole)	432	43.2	19.5	240	11.5	426	0.73	0.39
Chickpea (dhal – split)	372	20.4	5.6	56	9.1	129	0.48	0.18
Blackgram (dhal)	347	24.0	1.4	154	9.1	38	0.42	0.37
Mungbean (i.e. green gram, dhal)	348	24.5	1.2	75	8.5	49	0.72	0.15
Kesari (i.e. Bengal gram or grass pea, dhal)	345	28.2	0.6	90	6.3	120	0.39	0.17
Lentil (dhal)	343	25.1	0.7	69	4.8	270	0.45	0.20
Fieldpea (whole)	315	19.7	1.1	45	5.1	39	0.47	0.19
Pigeonpea (dhal)	335	22.3	1.7	73	5.8	132	0.45	0.19

Sources: Khokan and Horlings 1987: 43; Nafziger 2003; Please do not reprint or recopy without permission of the authors.

From: 8th Symposium on Chinese Dietary Culture

Social Context and Diet: The Political Economy of Changing Soy Production and Consumption in the United States and Bangladesh, Christine M. Du Bois, Johns Hopkins University

Soy and New Food “Movements”

■ Low Carbohydrate Foods:

- Reduce your carbohydrate (carb) intake -- white flour and sugar -- and increase your intake of high quality protein sources (such as meat, fish and beans).
- New “low carb” or “carb friendly” foods use significant quantities of soy protein
 - Soy protein isolate

Supplements vs Soy Foods

- Isoflavones - genistein, daidzein, and glycitein - are found almost exclusively in soy
- Considered by many to be responsible for the observed health benefits
 - Isoflavones used in supplement form (pills)
- Others believe health benefits are maximized when the isoflavones are consumed as part of soy protein.
- Health claims based on foods containing soy protein, not on isoflavone pills

What Do Health Claims Mean?

- Powerful marketing tool
- Increased consumer awareness
- New soy enhanced products
 - 700 + food products in 2003
- Expanded consumption of soy foods
 - 10% plus annual growth annually

Improved Consumer Awareness

- The 2002 National Report: Consumer Attitudes About Nutrition
 - 41 percent of consumers know about specific health benefits of soy (heart health)
 - Increased awareness of some other health benefits of soy relief of menopause (18 percent), cancer prevention benefits (16%) osteoporosis (4%).
- More Americans are seeking soy products
 - 44% in 2003
 - 31% in 2002,
 - 26 % in 2001
- More women consume soy
 - 2 to 1