



**Smart Regulatory Solutions**

# Food Export Considerations

Accessing global markets

HVN Science of Food Webinar Series

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Cosmetics, foods, supplements,  
medical devices

Regulatory strategy and compliance



**Smart Regulatory Solutions**



**MARKET  
CONSIDERATIONS**



**REGULATORY  
STRATEGY**

**TOPICS**



Formulation



Labelling



Claims



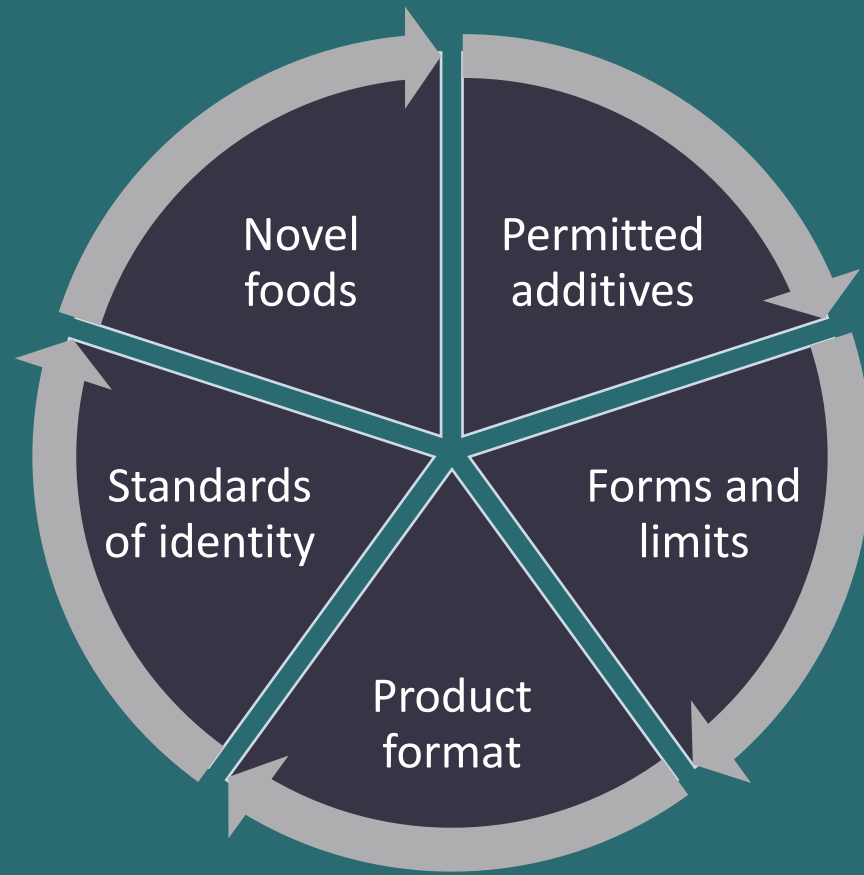
Manufacturing Certification



Market Access

# MARKET CONSIDERATIONS





# FORMULATION





**Is there are history of consumption  
as a food in the target market?**

New Zealand native plants



**Highly refined/concentrated or  
isolated products**

Plant part vs isolated/concentrated flavonoid

**NOVEL FOODS**



- **Pre-market approval**
  - Application process, time and cost
  - Minimum safety requirements
  
- **Application processes varies by market**
  - USA
  - EU
  - China

# NOVEL FOODS





# LABELLING





NUTRITION INFORMATION		
Servings per package: 25		
Serving size: 15 g		
	Average Quantity per Serving	Average Quantity per 100 g
Energy	384 kJ	2560 kJ
Protein	4.4 g	29.3 g
Fat, total	7.6 g	50.7g
- saturated	1.5 g	10.0 g
Carbohydrate	2.0 g	13.3 g
- sugars	0.9 g	6.0 g
Sodium	41 mg	273 mg

Typical Values	Per 100g/ml
Energy	kJ/kcal
Fat of which saturates	g g
Carbohydrates of which sugars	g g
Protein	g
Salt	g

## Nutrition Facts

8 servings per container  
Serving size **2/3 cup (55g)**

Amount per serving  
**Calories 230**

	% Daily Value*
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 1g	5%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 160mg	<b>7%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
<b>Protein</b> 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

## Nutrition Facts Valeur nutritive

Per 1 cup (250 mL)  
pour 1 tasse (250 mL)

	% Daily Value*
	% valeur quotidienne*
<b>Calories 110</b>	
<b>Fat / Lipides</b> 0 g	<b>0 %</b>
Saturated / saturés 0 g	0 %
+ Trans / trans 0 g	
<b>Carbohydrate / Glucides</b> 26 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 22 g	22 %
<b>Protein / Protéines</b> 2 g	
<b>Cholesterol / Cholestérol</b> 0 mg	<b>0 %</b>
<b>Sodium</b> 0 mg	<b>0 %</b>
<b>Potassium</b> 450 mg	<b>10 %</b>
<b>Calcium</b> 30 mg	<b>2 %</b>
<b>Iron / Fer</b> 0 mg	<b>0 %</b>

\*5% or less is a **little**, 15% or more is a **lot**  
\*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

Nutrition Information 營養資料	
Per 100g/ 每100克	
Energy/ 能量	436kcal/ 千卡 (1831kJ/ 千焦)
Protein/ 蛋白質	11g/ 克
Total fat/ 總脂肪	16g/ 克
- Saturated fat/ 飽和脂肪	7g/ 克
- Trans fat/ 反式脂肪	0g/ 克
Carbohydrates/ 碳水化合物	62g/ 克
- Sugars/ 糖	2g/ 克
Sodium/ 鈉	730mg/ 毫克

## 栄養表示

栄養成分表示 (100gあたり)	
エネルギー	252kcal
たんぱく質	0g
脂質	0g
炭水化物	62g
食塩相当量	0g

# LABELLING





What is a nutrient content claim?

Contains / source of / high in



What is a health claim?

Benefit for human health



Avoid therapeutic claims

Diabetes, colds/flu, IBS

# CLAIMS



- **When is it a health claim?**
  - Permitted wording
  - Application process
  - Evidence dossier
  - Individual market requirements
- **How to communicate research?**

**CLAIMS**





Globally cohesive products



Understand target market complexity



Maximizing investment



Maintain consumer proposition

# REGULATORY STRATEGY

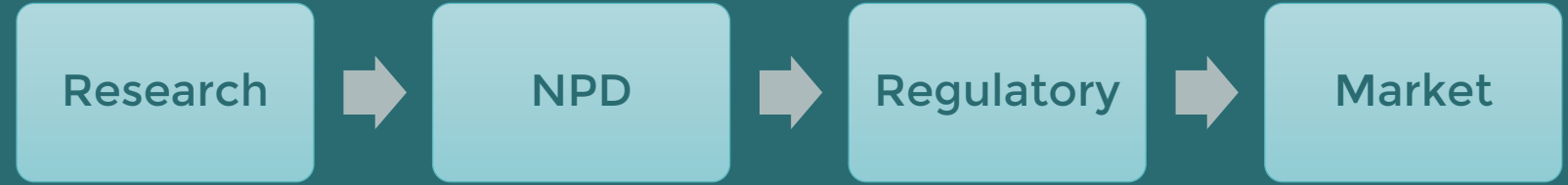


- What is the regulatory landscape?
- Which markets are key?
- Are there registration requirements?
- What are the expectations for scientific studies?
- How can the proposition be communicated?
- How do I fit in?

# REGULATORY STRATEGY



Traditional Model:



Alternative Approach:



# REGULATORY STRATEGY





Benefits for investment in science and consumer insights



Flexible NPD process for efficient product design



Ability to choose distribution partners



Integrated regulatory knowledge

# REGULATORY STRATEGY



# Thank You

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