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Regulatory Food-like Natural Health Products As Foods

**CNS food-healthworkshop
May 23, 2012, Vancouver**



Canada 

Food-NHP Interface: Introduction

- Small proportion of products regulated as Natural Health Products (NHPs) that are packaged, perceived, and consumed as foods
- Because of the restrictions in the Food Regulations, and the compliance policy associated with the NHP regulations (enabling immediate market access):
 - Food products with added vitamins and minerals, caffeine, or with certain health claims sought and were able to gain market access as NHPs
 - A very small proportion (54 products) have been fully assessed and received approval as NHPs



Approach followed

- A phased transition is underway by HC
 - beginning with the transition of caffeinated energy drinks
 - additional categories are being transitioned (as of April 17)
- The transition process is expected to be complete by December 2012



Approach followed

- Collaborative approach with the impacted industry
 - HC will provide regular updates, and will continue to work with affected stakeholders throughout this process
- Learning from initial transition of caffeinated energy drinks
 - HC will work to develop category-specific guidance (similar to the CED-specific guidance document)
- Continued engagement with health professional/consumer groups



Consideration: the need for consumer education

HC will be working on education material as part of broader healthy eating messages to let consumers know about these foods and how best to incorporate them into their overall diet and potential supplement use



Consideration: health claims

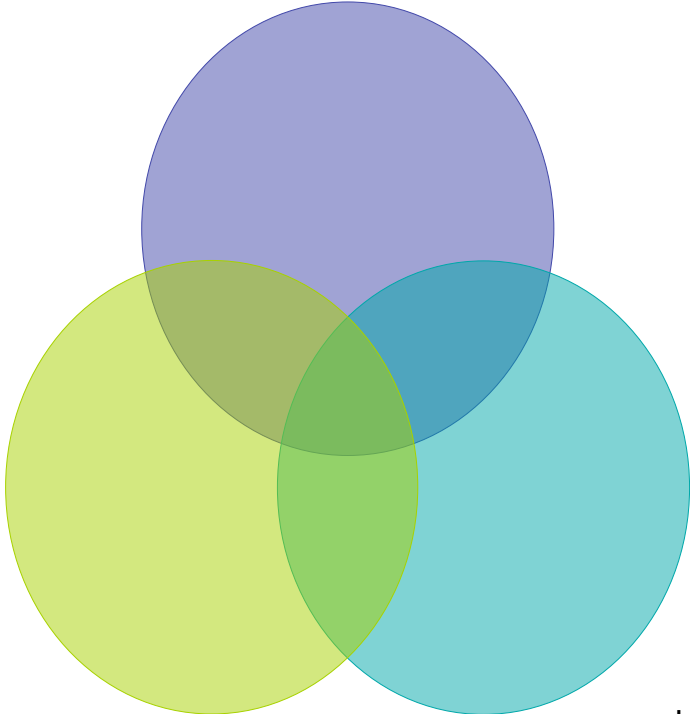
- food/nhp transition: health claims that have been used in the NHP context will generally not be an impediment for these products
- HC will work with any companies interested in reviewing or assessing their claims
 - AAFC also works closely with industry



Health Claims, Novel Foods & Ingredients Initiative

Health Canada

- policy, standards, regs.
- premarket approval process
- guidance documents



AAFC Research Branch

- fill research gaps
- consistency of effect
- strength of association

AAFC FRID

- issue identification
- sector plans and priorities
- knowledge transfer & outreach



Issue Identification

- Work with stakeholders to identify emerging regulatory issues
- Input into Health Canada's definitions/standards/protocols
- Input into interdepartmental committees and working groups on issues impacting food industry



Sector Plans and Priorities

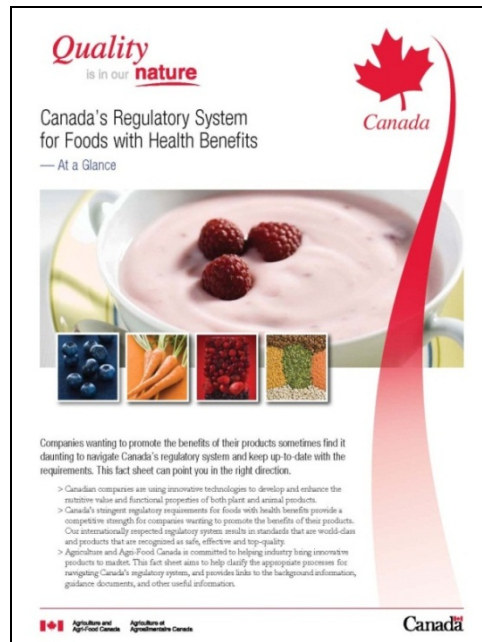
- Collaborate with sector groups to identify Canadian products with specific potential health attributes
- Identify areas of scientific consensus related to health claims, novel foods and ingredients
- Develop a decision making tool for sector groups and SMEs

The screenshot shows the 'Canadian Food Health Claim Roadmap' web application. At the top, it features the Canadian government logo and contact information for Agriculture and Agri-Food Canada. The main navigation bar includes 'Steps', 'Tracks' (Regulatory, Science, Market, Business), and a 'Font Size' control. The 'Regulatory' track is selected, displaying the question 'Is there a Health Claim Potential?'. Below this, a list of steps is shown: 1: Health Claim Potential?, 2: Natural Health Product?, 3a: Novel Food?, 3b: Novel Fibre?, 3c: Food with Added Vitamins and Minerals?, 3d: Food Additive?, and 4: Nutrient or Health Claim?. The main content area provides a preliminary overview of regulations and examines scientific research. It lists four tracks: Regulatory Track (review definitions and requirements), Science Track (gain understanding of scientific information), Market Track (estimate potential size and attractiveness), and Business Track (create a framework to compare market opportunity to resource requirements). A 'Next' button is provided to continue with the Regulatory Track.



Knowledge Transfer and Outreach

- Provide mentorship and advice to industry on navigating the regulatory system as it relates to a particular claim or product
- Factsheets and reports:
 - to build understanding of regulatory processes and requirements
 - options to support or replace a health claim



Knowledge Transfer and Outreach

- Webcasts series - Health Claims in Canada
- E-bulletin to communicate regulatory related updates
- Web portal to provide information and links to food policy and regulatory issues

The screenshot shows the Agriculture and Agri-Food Canada website. At the top, there is a navigation bar with the Canadian flag, the text 'Agriculture and Agri-Food Canada' and 'Agriculture et Agroalimentaire Canada', and the 'Canada' logo. Below this is a banner with a red maple leaf and the text 'Agriculture and Agri-Food Canada www.agr.gc.ca'. The main content area is titled 'Food Policy and Regulatory Issues' and includes a paragraph about the role of the food regulatory environment. There are several sections: 'Features' with a link to the 'Canadian Food Health Claim Roadmap', 'Current issues' with a link to 'current policy and regulatory issues', and a 'Browse by Type' section with various categories like 'Subjects A-Z', 'Economic and Market Information', etc. There is also a 'Stay in Touch' section with links for 'Email Subscription' and 'RSS Feeds'.



Please contact the Food Directorate at SMIU-UGDI@hc-sc.gc.ca should you have any questions regarding the food/nhp transition process

Please contact the Food Regulatory Issues Division of Agriculture and Agri-Food Canada at INFO.FRID-DEIRA@agr.gc.ca for more information on their activities such as knowledge transfer and outreach





고맙습니다 谢谢 !תודה!
mahalo *děkuji*

Thank You

شكرا *köszönöm* *gracias*
Ευχαριστώ *merci*
どうもありがとう *danke*