Functional Food in Focus:
Weight regulation and satiety

Functional Food in Focus - Kick off -meeting
Oslo, June 8, 2006
Marjatta Salmenkallio-Marttila
Weight regulation and satiety
Background (1)

• During the past 20 years, obesity has risen dramatically → increased risk of adverse health consequences
  Overweight and obesity are thought to be important risk factors for many chronic diseases like type 2 diabetes, cardiovascular disease and many cancers

• The identification and communication of food properties that are linked with body fat accumulation may help in prevention and management of overweight and obesity

• Supply of functional foods with weight regulation related health claims would
  • increase consumption of healthy foods
  • contribute to the improvement of public health
  • lead to decreased healthcare costs
Weight regulation and satiety

Background (2)

• The functional food market is considered as the fastest growing branch of food industry

• New EU-legislation will permit the use of weight regulation and satiety related health claims on foods
  • New business opportunities for Nordic food business sector
  • Nordic countries need common practices for assessing the evidence for weight regulation and satiety related claims

The project aims to support Nordic food industry in taking full advantages of opportunities emerging from the fast growing functional food market and possibilities to use weight regulation and satiety related health claims in marketing.
Weight regulation and satiety

Objective

- create a common Nordic platform for substantiation of health claims in the field of weight regulation and satiety

- to have common practices in Nordic countries for assessing the evidence for weight regulation and satiety related claims, which would give a competitive edge to the Nordic industry

The expected outcome is to assist Nordic food industry to exploit business opportunities that new EU-legislation will allow in respect to use of weight regulation and satiety related health claims.
**Organization of project**

- 1.9.2006-30.8.2008
- The total budget for two years is 3 334 120 NOK - 1 667 060 NOK per year

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<th>Finland</th>
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<th>Denmark</th>
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<td>VTT, (co-ordination)</td>
<td>University of Lund, Functional Food Science Centre</td>
<td>KVL, The Royal Veterinary and Agricultural University</td>
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<td>University of Kuopio</td>
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<td>Atria</td>
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<td>Fazer Bakeries</td>
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<td>Danske Slagterier (Danish Bacon &amp; Meat Council)</td>
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Deliverables

a) **Collection of available data**
   - Measures that are related to subjectively rated appetite, actual food intake or body weight
   - Biomarkers to serve as a basis for weight regulation and satiety related health claims on foods

b) **Evaluation of the methodology used with respect to suitability in substantiation**
   - Identification of most relevant functions or markers with respect to substantiation of weight regulation and satiety related health claims
   - Evaluation of reliability and validity of existing methodology and need of new methodologies

c) **Workshops**
   - To promote interaction between researchers, industry and authorities
   - To create consensus documents on biomarkers, methodology and substantiation process of weight regulation and satiety related health claims
Dissemination

d) Dissemination
• Internal web-pages
• Information on a-d is disseminated for industry
• ‘Consensus document’ is published in professional journals within Nordic Countries
• Methodological comparison will be published in scientific forum

e) Possible actions towards EFSA and ILSI
• Communication with EFSA (European Food Safety Authority) and ILSI (International Life Sciences Institute) to implement the Nordic views on substantiation and other matters regarding weight control and satiety
Collaboration

Consumer acceptance & trust
  • Workshops
  • Consumer study

Human testing of foods
  • University of Lund, Functional Food Science Centre
  • Workshops

GRAINITY
  • Cereal fibres in regulation of satiety

MARIFUNC
Congresses

• Next week (15-16.6.2006) Nordic Obesity Meeting, Island
  http://www.it-conferences.is/nom2006/

• 10th International Congress on Obesity, 3-8.9.2006, Sydney, Australia
  http://www.ico2006.com/

• International Food & Health Innovation Conference 25-27.10.2006, Malmö, Sweden