

Harnessing the Health Claims Standard

Opportunities in marketing the healthy angle of foods

SYDNEY: Tuesday 21 November 2017 / 8:30AM FOR 9AM - 1PM

CLIFTONS CONFERENCE CENTER, Level 13 / 60 Margaret St, Sydney NSW 2000

MELBOURNE: Thursday 23 November 2017 / 8:30AM FOR 9AM - 1PM

CLIFTONS CONFERENCE CENTER, 1/440 Collins Street, Melbourne, VIC 3000



What it's about

Mandatory compliance with the Health Claims Standard

- » Are you prepared?
- » What opportunities are there for your products and marketing?
- » Have you considered the potential of functional foods?
- » Or whether any of your products are in fact 'special purpose' foods?
- » Or how to reformulate your products, how to make health claims or how to improve their Star Rating?

Learn from Charles Fisher, a compliance expert and facilitator from FoodLegal, who will show you that the Health Claims Standard is something to be excited about, not feared. Limit the risk and legal liability for your products and learn how best to design and market your products.

Testimonials about this Workshop from recent participants:

"Fantastic information and great examples, very applicable to industry"
Participant from a vitamin supplements company

"Met our needs well regarding actionable insights and alternative approaches"

Participant from a large food company

"Great animated relevant workshop"
Participant from a food company

"A very professional and highly informative workshop"

Participant from a dairy Processing company

"Excellent user-friendly guide to help navigate the new health claims standard and future opportunities to explore for all food manufacturers"

Participant from a nutrition consultancy

"Great knowledge; Facilitator very interactive; questions addressed, and ran on time!"

Participant from an international food group

What we cover

- » How the Health Claims Standard applies to your products and campaigns
- » How functional foods and special purpose foods can utilise various advantages;
- » How the Health Claims Standard interacts with other laws such as the Australian Consumer Law and the Therapeutic Goods Act;
- » What you must do to substantiate health claims that have not been FSANZ-approved;
- » Methodological approaches for Health Claims;
- » Exploring alternative marketing methods in light of the new Health Claims Standard;
- » The impacts of the Health Star Rating System and Nutrient Profiling Scoring Criterion issues
- » The impact of the Health Claims Standard on foods, food ingredients, complementary medicines, functional foods, health supplements, dietary supplements, special purpose foods, raw, cooked and processed foods
- » Is it a nutrition claim or a general level health claim?
- » Can I claim to be "<...> free" anymore?
- » Can I market my product as "raw"?
- » What about innovative/novel substances?
- » How does the Health Star Rating system affect my product?
- » What about sodium reduction claims?
- » When can I use a health-related endorsement?
- » What can be said in relation to "slimming" or "weight loss" problems?
- » Should I market my product as a food or complementary medicine?
- » What opportunities are there for me? What if my product does not meet the nutrient profiling criterion score?
- » How can special purpose foods or other food product categories create opportunities for food business?