



The importance of health claims for the food industry

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The Danish Food Cluster generates value

- Employs approx. **140,000** people in Denmark equivalent to 9 pct. of total employment.
- Exports of the Food Cluster corresponds to approx. **20 pct.** of total Danish exports of goods.
- Strong research base within food technology and nutritional science



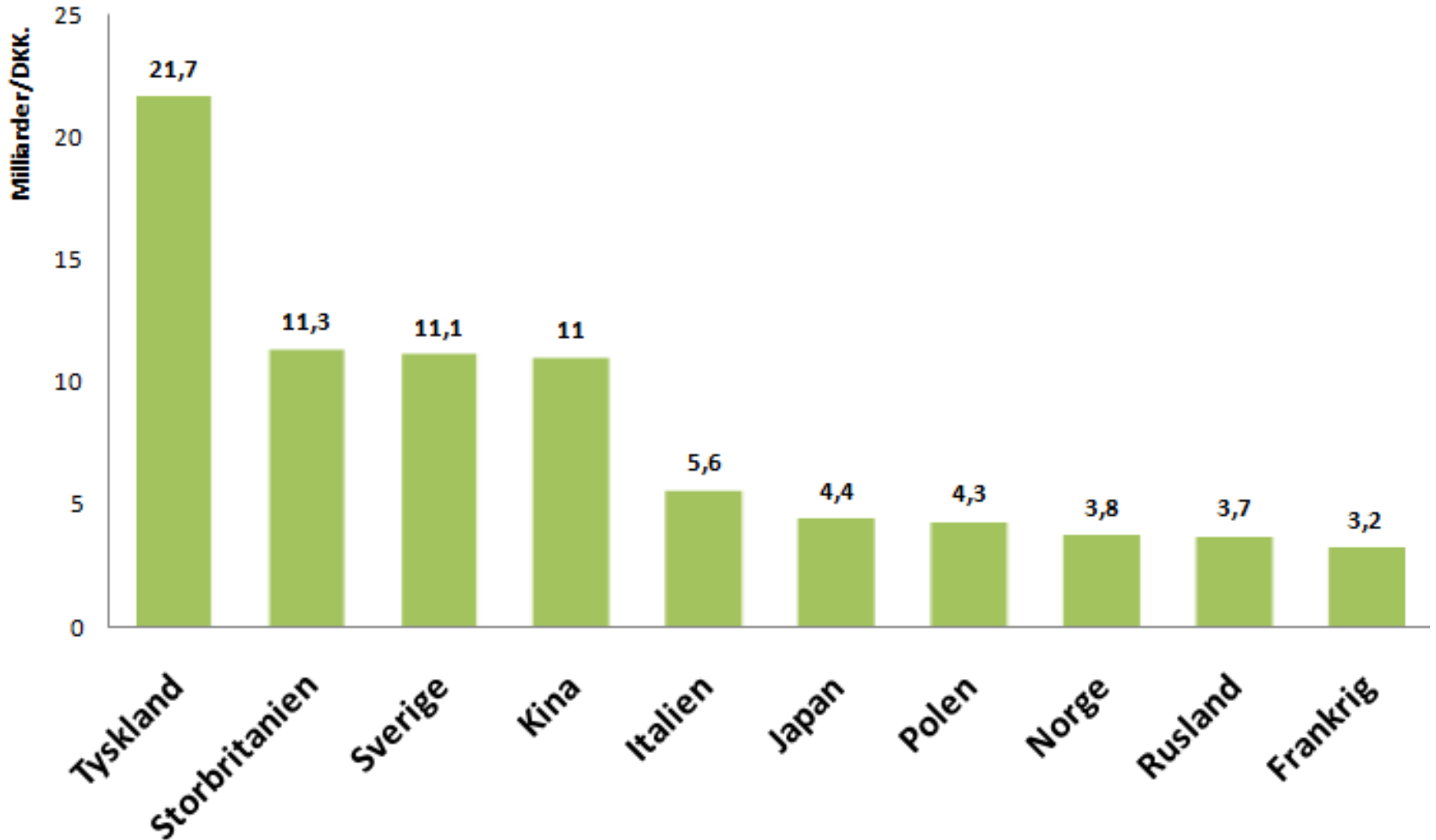
Food cluster with strong competences within:

- Dairy
- Ingredients
- Meat
- Beverages
- Fish
- Bakery Products





Danish food export

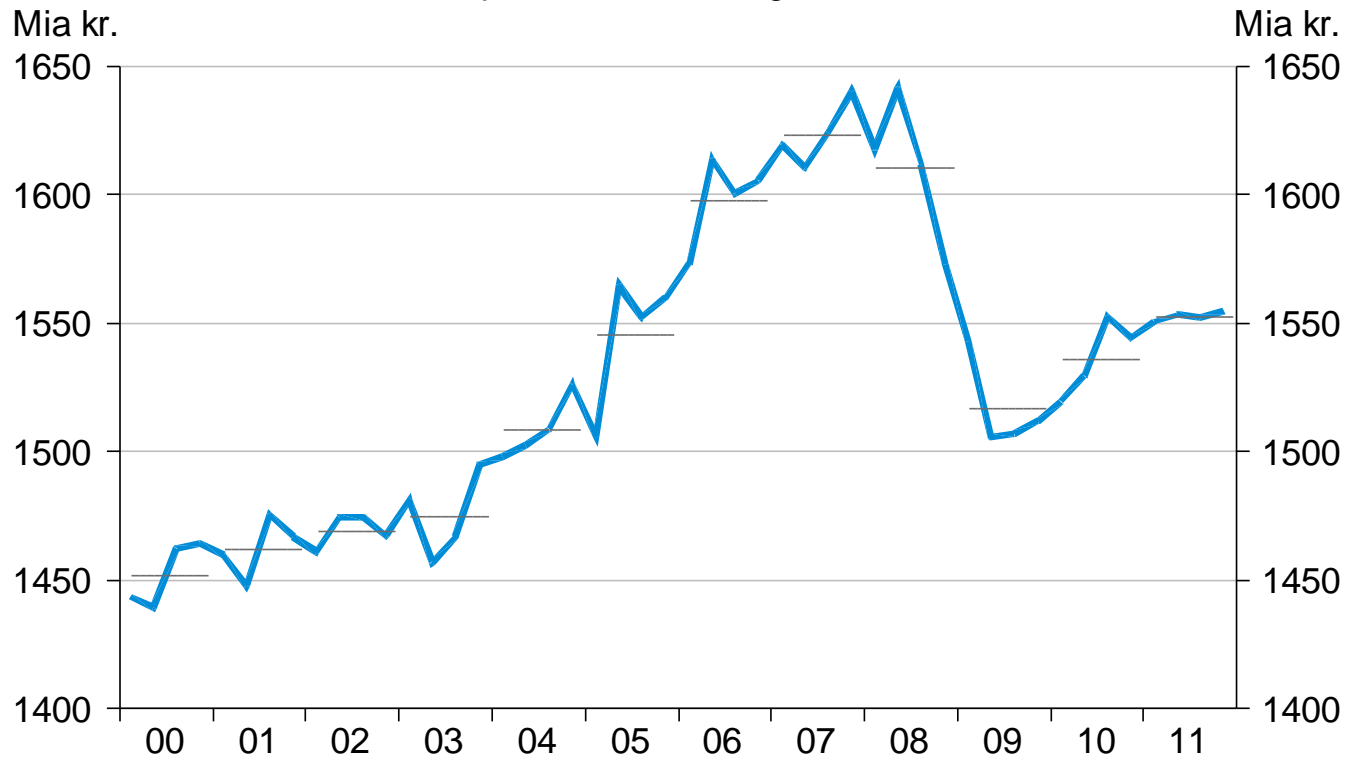


Anm. Kina er inkl. Hong Hong

2011 started out well but.....

Udviklingen i BNP

Mia. kr., kædede 2005-priser, sæsonkorrigeret

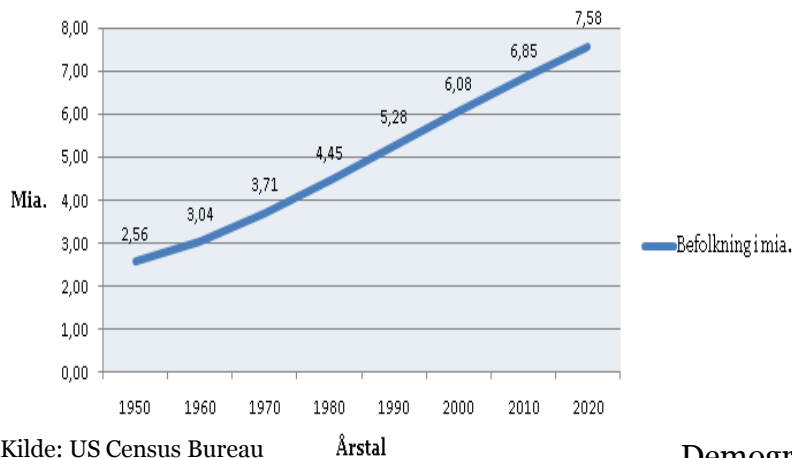


Kilde: Danmarks Statistik



Challenges and opportunities - global perspectives

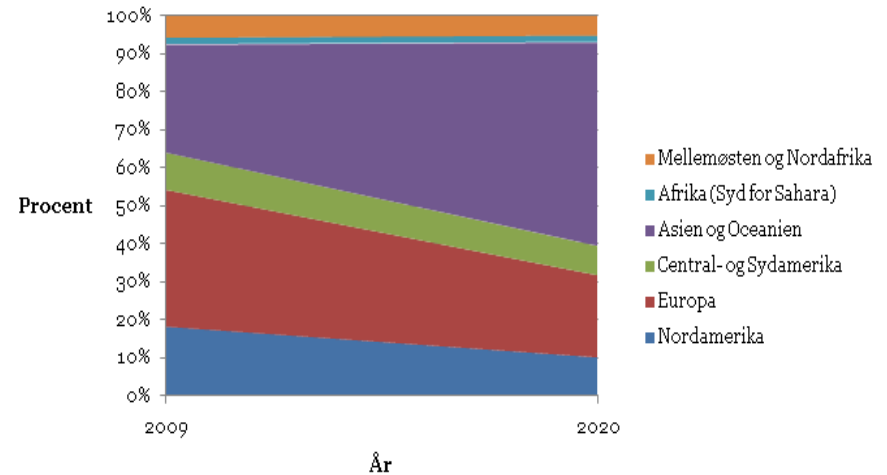
Verdens befolkningsvækst
(i mia.)



Kilde: US Census Bureau

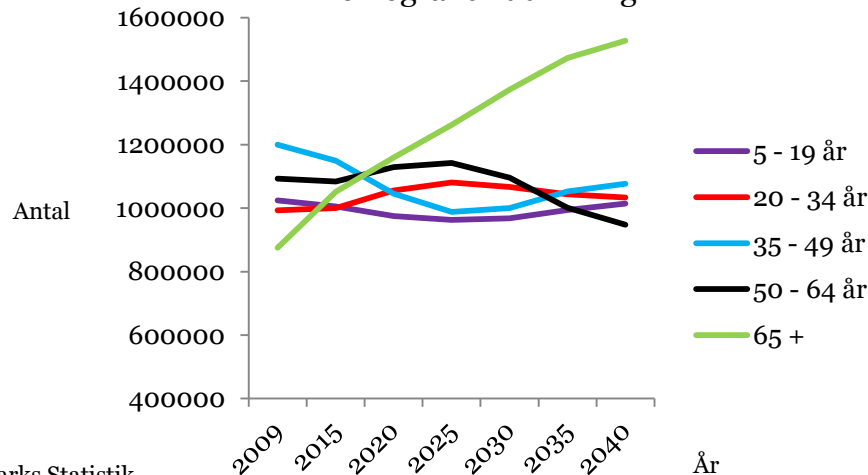
Årstal

Middelklassens udvikling 2009-2020



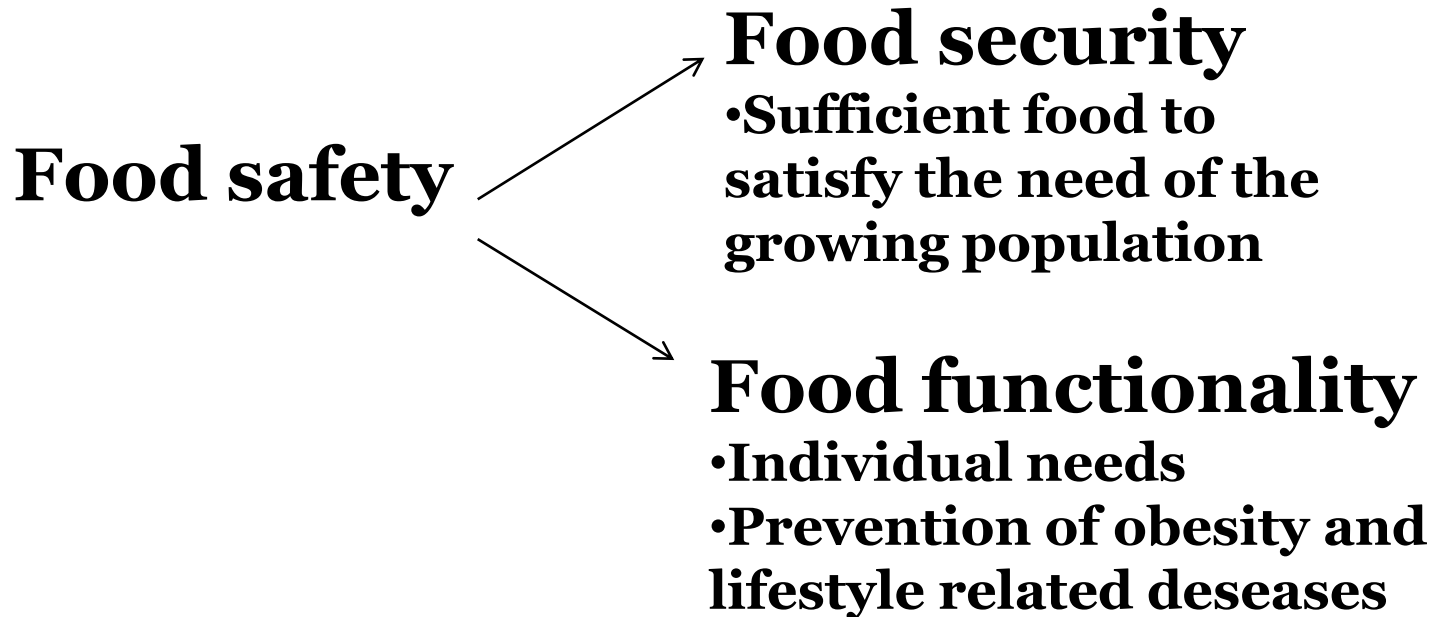
Kilde: OECD

Demografisk udvikling



Kilde: Danmarks Statistik

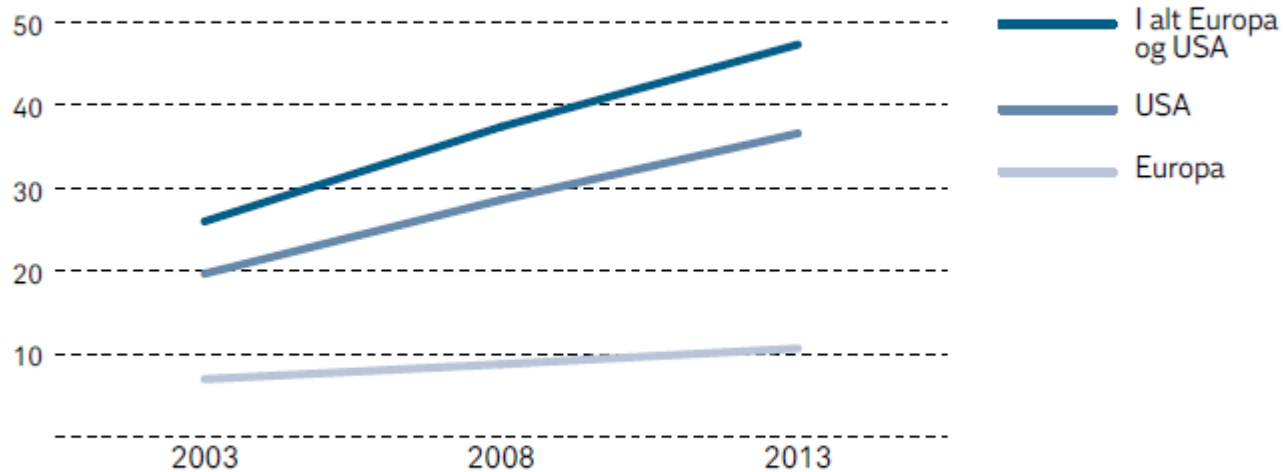
The focus in food demand is changing





Increasing demand for healthy products

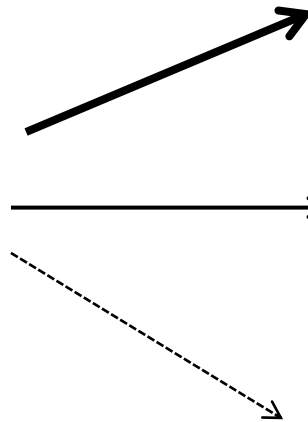
Salg af sundhedsfremmende fødevarer i Europa og USA (mia. USD)



Kilde: Business Insights

Health claims support communication to the consumer

Food for better health and wellness



Nutrition modification

Addition of nutrients and other substances

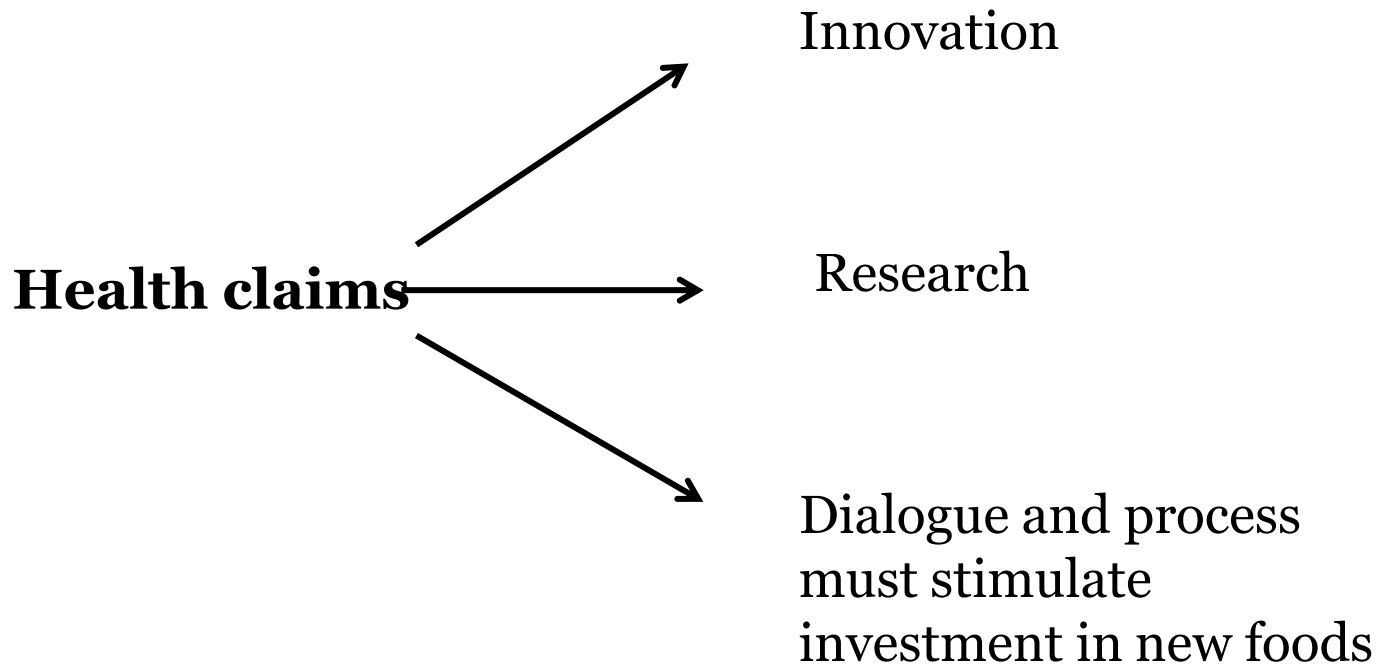
Innovations / new products



Health claims need to be....

- Trustworthy approval
 - Claims evaluated by EFSA
 - More credible than most other sources
- Understandable implementation
 - Flexibility in terms of wording
 - Possibility to explain

Health claims are incentives for the food industry:



Create a supporting environment for health claims

