



# 47 DAYS OF PREVENTIVE MEDICINE

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# BOOK OF ABSTRACTS ЗБОРНИК РЕЗИМЕА



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#### 4. PROVERA NUTRITIVNIH I ZDRAVSTVENIH IZJAVA NA PREHRAMBENIM PROIZVODIMA

#### 4. EXAMINING NUTRITION AND HEALTH CLAIMS ON FOOD PRODUCTS

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**Objectives:** The EU, in the field of marking-labeling of food products, actively applies Regulations 1924/2006 and 432/2012 which harmonize the list of nutrition and approved health claims found on food products. In Serbia there are no health claim rules, and Regulation on labeling and marking of packaged foods ("Sl. list SCG" no. 4/2004, 12/2004 and 48/2004) have clear rules for nutrition claims only. This paper presents research of claims that are found on breakfast cereals and bars.

**Materials and methods:** The research - filling in forms (list of ingredients, nutrition and health claims, allergenic statements, nutrition charts) for each product taken from shelves of two hypermarkets in June 2013 in Belgrade and statistically analyzing the data.

**Results:** The majority of examined products up to 75.63% consisted of muesli, corn flakes, rolled oats and other cereals, while 24.37% were bars. With Serbian and EU regulations on product labeling 26.86% complied, with just the EU and not the Serbian 28.57% and with just the Serbian and not the EU 12.61% and even 31.93% were not properly declared regarding any legislation.

On 49.58% of the products there were nutrition claims, and out of these a large 96.61% correctly used the claims. Health claims were found only on 9.24% of the products, and of these, 81.82% were properly used.

**Conclusion:** It is necessary to educate food producers. Since examining the composition of the products, nutrition claims in this category could have been used on 78.89% of the products and health claims on even 43.73%.

Also, consumer education is necessary so that they would not be misled by improper posting of claims on food products.

**Key words:** Nutrition claims, health claims, food labels, nutrition, declaration,

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