SATIETY AND APPETITE CONTROL CLAIMS: GETTING IT RIGHT FOR CONSUMERS

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27 November 2012, Brussels
Workshop on Satiety and Appetite Control Claims: Getting it right for Consumers
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ILSI Europe’s Mission

“To improve public health and safety through the advancement of science”
Driven by Science

ILSI Europe work with renowned experts and they have at least 50% of the positions in Expert Groups, Scientific Advisory Committee and the Board of Directors.

• Close collaboration with key organisations (FDA, EC, National Authorities, etc.)
• Wide network of Experts

Scientific output:
• Peer-reviewed articles in high impact factor journals
• Workshop and symposia with best scientists in the fields
• ILSI Europe sessions at key conferences

Science-driven activities/way of working/approach:
• Portfolio and new activities reviewed by SAC
ILSI Eur Companies in 2012: 62 Members

Abbott Nutrition
Ajinomoto Europe
Barilla G. & R. Fratelli
BASF
Bayer CropScience BioScience
Beverage Partners Worldwide
Bionov
Biosearch Life
Bunge Europe
Campbell Soup Company
Cargill
Carlsberg
Chiquita Brands International
Coca-Cola Europe
Cosucra Groupe Warcoing
Danone
Dicofarm
Dow Europe
DSM
DuPont de Nemours
Firmenich
Givaudan International
H J Heinz
Institut Mérieux
International Nutrition Comp
Kellogg Europe
Kikkoman Foods Europe
Luigi Lavazza
Mars
McDonald’s Europe
McNeil Nutritionals
Mead Johnson Nutrition
Merk Consumer Healthcare
Mondelēz International
Monsanto Europe
Naturex
Nexira
Nestlé
PepsiCo International
Pfizer Consumer Healthcare
Pierre Fabre Dermo Cosmet.
Premier Foods
Procter & Gamble
Puratos Group
Red Bull
Roquette Group
Royal FrieslandCampina
Rudolf Wild
Schwabegroup
Sanofi
Sensus
Solae Europe
Soremartec Italia –Ferrero Grp
Südzucker/BENEÖ Group
Syngenta Crop Protection
Swiss Quality Testing Services
Tate & Lyle
Tereos-Syral
Tetra Pak Research
Ülker Bisküvi
Unilever
Yakult Europe

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Areas of interest

- Assessment of Benefits and Risks
- Societal Aspects
- Food Chain
- Diet, Health and Disease

Public Health and Well-being

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Task Force Portfolio

Assessment of Benefits & Risks
• Addition of nutrients to food
• Emerging Technologies
• Food intake methodology
• Functional foods
• Novel foods and Nanotechnology
• Risk analysis in food microbiology
• Risk assessment of chemicals in food
• Risk assessment of genotoxic carcinogens
• Threshold of toxicological concern

Societal Aspects
• Consumer science

Diet, Health & Disease
• Dietary carbohydrates
• Eating behaviour and energy balance
• Food Allergy
• Metabolic imprinting
• Metabolic syndrome
• Nutrient requirements
• Nutrition and immunity in man
• Nutrition and mental performance
• Prebiotics
• Probiotics
• Weight management in public health

Food Chain
• Emerging Microbiological Issues
• Environment & health
• Packaging materials
• Process-related compounds and Natural Toxins

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EC Projects - Coordinator

  European micronutrient Recommendations Aligned
  WWW.EURRECA.ORG

- BRAFO (2007-2010):
  Benefit and Risk Analysis for Foods
  WWW.BRAFO.EU
EC Projects - Partner/Advisor

- **COSMOS**: Integrated *In Silico* Models for the Prediction of Human Repeated Dose Toxicity of COSMetics to Optimise Safety
- **TDS Exposure**: Total Diet Studies
- **FibeBiotics**: Dietary Fibers supporting Gut and Immune Function
- **NewGeneris**: Newborns and Genotoxic exposure risks
- **NutriTech**: Leader of WP7 on harmonisation, dissemination and stakeholder interaction
- **MoniQA**: Monitor Quality Assurance
Eating Behaviour & Energy Balance (EB&EB) Task Force
Eating Behaviour & Energy Balance TF

- **Created:** March 2006 (originally started as “Appetite Regulation”)

- **Why?**
  - To achieve wider understanding of impact of changing satiety on health outcomes;
  - To generate appropriate scientific methodology for measuring satiety in humans

- **Objectives**
  1. Establish a scientific basis for strategies for consumers to achieve a healthy energy balance and a healthier life;
  2. Bring scientifically substantiated satiety-related messages to consumers through responsible, product innovation and communication.
## EB&EB main scientific questions

1. **What are the physiological & behavioural determinants of energy balance, including appetite control and energy utilisation?**

2. **How can healthy scenarios of energy balance best be achieved in practice, based on current science?**

3. **Where can the science base be leveraged by food industry to help consumers, through product-related innovation and communication?**

4. **How to promote high standards and capabilities for substantiation and responsible communication through product claims?**
Outputs
The Scientific Publications


- Bilman E. et al., 2012. Consumer understanding, interpretation and perceived levels of personal responsibility in relation to satiety-related claims. *Appetite* 59: 912–920;

- Hetherington M.M. et al. Potential benefits of satiety to the consumer: scientific considerations. (*Submitted*)
Today’s workshop

Current state of science in:

- Satiety and appetite control in relation to consumers’ health and well being benefits

- Gastrointestinal targets for foods and ingredients that provide a physiological basis for variation in satiety and appetite control

- Methodologies that can be used to evaluate and substantiate the effects of foods and ingredients on satiety and appetite control

- Consumer interpretation of satiety and appetite claims of food products, do they understand the claim?
EC and other related projects
“Satiety-enhancing foods can help with energy intake and weight control”
University of Liverpool, UK
http://www.satin-satiety.eu/

“Understanding food-gut-brain mechanisms across the lifespan in the regulation of hunger and satiety for health”
Rowett Institute of Nutrition and Health
Aberdeen, UK
http://www.full4health.eu/
The road ahead
“Establish the scientific basis for strategies to achieve a healthy energy balance, and how these can be brought to consumers through responsible, effective commercial innovation and communication”

Eating Behaviour & Energy Balance Task Force
Enjoy the workshop!