



Beef nutrition and health claims

Understanding the regulations

The purpose of this guide

The purpose of this guide is to provide information on claims that can be made in the promotion of the nutrients in lean beef that comply with nutrition and health claims regulations, in the context of a healthy, balanced diet.

The aim is to help:

- Facilitate the communication of scientifically evidenced and accurate nutrition and health messages to consumers in resources and campaigns so consumers can make more informed choices
- Improve understanding about the nutrients in beef and how lean beef can be included in a healthy, balanced diet

BEEF

IS NATURALLY RICH IN PROTEIN AND PROVIDES EIGHT ESSENTIAL VITAMINS AND MINERALS*

*Beef is a rich source of niacin (vitamin B3), vitamin B6, vitamin B12 and zinc and a source of riboflavin (vitamin B2), iron, potassium and phosphorus.

A balanced diet and healthy lifestyle are recommended for good health.

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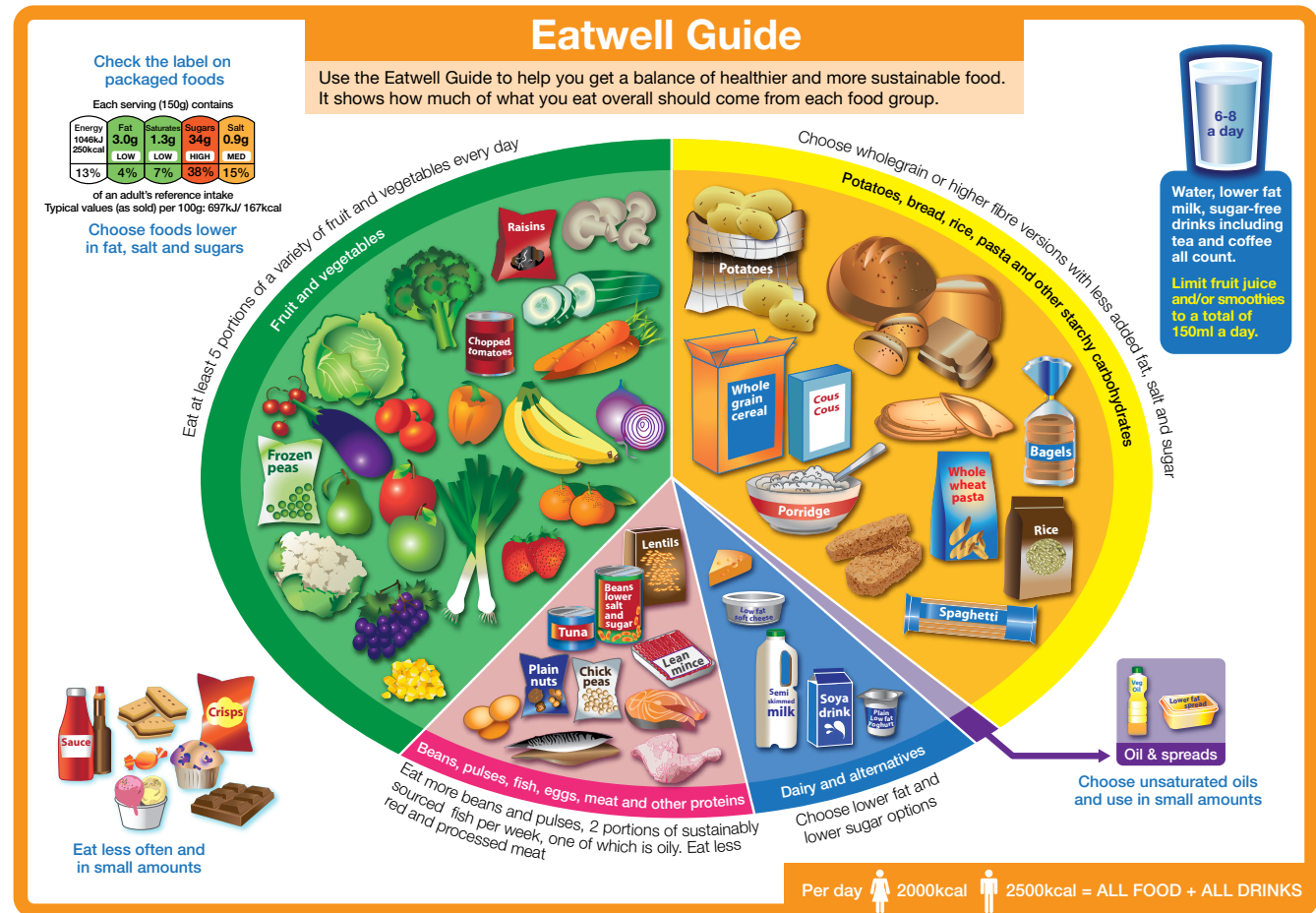
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Beef in a healthy, balanced diet

No single food or food group can provide everything we need to be healthy. A balanced and varied diet can help provide the range of nutrients our bodies need. One of the conditions of the use of health claims is that they need to include a statement of the importance of a varied and balanced diet and a healthy lifestyle, e.g. 'A balanced diet and healthy lifestyle are recommended for good health'.

Lean red meat is included in the protein food group in the UK government's healthy-eating model, the Eatwell Guide, and some lean beef can be eaten as part of a varied and balanced dietary pattern. Red meat is a good source of protein, iron and other micronutrients. However, it is recommended by the Department of Health and Social Care (DHSC) that people who eat more than 90 g (cooked weight) of red and processed meat a day cut down to 70 g or less (this equates to about 500 g cooked weight or about 700–750 g raw weight per week).

For further information on government guidelines, search 'Meat in your diet' on the NHS website (www.nhs.uk).



The UK's food-based dietary guidelines are represented by the Eatwell Guide, which is a pictorial representation of government healthy eating advice. The guide represents a balanced diet and is applicable to children over five years, adolescents and adults. It does not apply to children under two as they have different nutritional needs.

Source: Public Health England, in association with the Welsh Government, Food Standards Scotland and the Food Standards Agency in Northern Ireland. © Crown copyright 2016

Understanding nutrition and health claims

Background on nutrition and health claims

A regulatory framework ensures that claims regarding health and nutrition in foods are supported by scientific evidence. The objective of such regulations is to ensure that any claim made on a food's labelling, presentation or advertising is clear, accurate and evidence-based and consumers are not misled. Awareness of what these regulations entail is important for people working in or with the food industry, including those working in the marketing and promotion of food products.

Following the departure of the UK from the European Union, the controls applied in the UK (excluding Northern Ireland) from 1 January 2021 are still based on those of the EU but are adopted as separate UK legal requirements. There is now a Great Britain (GB) Register of Nutrition and Health Claims, and approval of new claims is subject to an assessment performed by the UK Nutrition and Health Claims Committee (gov.uk/government/groups/uk-nutrition-and-health-claims-committee).

Working with Trading Standards

Trading Standards is a government service delivered by local authorities that ensures that consumers are protected from unfair trading. A Primary Authority partnership arrangement between AHDB and Buckinghamshire and Surrey Trading Standards was formalised to facilitate an ongoing discussion and agreement on how the scientifically worded authorised claims could be made more consumer-friendly, to aid understanding and interpretation but not mislead or exaggerate (see Consumer understanding – flexibility of wording for health claims on page 11).

Trading Standards approved the reworded health claims in this document for the nutrients in beef as Primary Authority assured advice, which means that, providing a business follows the advice given, it should not be subject to enforcement action. This assured advice was first issued on 27 March 2019 and is subject to regular review (approximately annually). The regular reviews will take into account any changes to legislation, industry practices and feedback received from enforcing authorities.



How to use nutrition and health claims

There are many ways in which the claims in this guide can be used. For example, food labels, shelf-edge and other promotional materials, websites, social media and advertising are all possible channels for communicating the claims. However, it is important that either the wording in the authorised health claims or the approved assured advice is used verbatim. This will help ensure any claims being made are not overexaggerated or the meaning has not been changed, which may mislead the consumer about the health benefits of the nutrients provided by lean beef. The conditions of use set out in the regulations to make the claims must be adhered to, as summarised in this document.

Note: there may be other restrictions on promotion for certain products; for example, products that are high in fats, sugars and/or salt.

The use of nutrition and health claims in foods that may be classified as less healthy is not good practice. This could be products that have red traffic lights on nutritional labelling (i.e. high amounts of fat, saturated fat, sugars and/or salt) and/or foods classified as high in fats, sugars and/or salt (HFSS) by the UK nutrient profiling model used in the legislation of promotion of foods and drinks ([gov.uk/government/publications/the-nutrient-profiling-model](https://www.gov.uk/government/publications/the-nutrient-profiling-model)).

This document is intended for general information purposes only. It is not intended to be legal or professional advice. Please take appropriate action to verify the information provided and to obtain your own legal and/or professional advice when using nutrition and health claims.

Nutrient content for lean beef

The nutrient content for lean beef is sourced from figures published in the UK's McCance and Widdowson's The Composition of Foods Integrated Dataset (CoFID) 2021. All the claims listed in this guide relate to the nutrients in 100 g of 'Beef, lean, average, raw'. These figures were based on average values from 10 different cuts trimmed of fat. As such, the claims for the nutrients in beef do not relate to specific cuts of beef, or for all composite dishes or products containing beef. Cuts and cooking methods used will vary and influence the final nutrient content, e.g. these claims may not be applicable when referring to meals like beef lasagne as per 100 g of the recipe includes other ingredients, which will affect the product's overall nutrient content.

What is a nutrition claim?

A nutrition claim is any claim which states, suggests or implies that a food has specific beneficial nutritional properties. For example:



Rich in calcium



Source of fibre



Low in fat

Under the regulations, conditions of use are set for a food or beverage to be able to make a nutrition claim. These include the need to contain a significant amount of the nutrient. These amounts with respect to beef are described on the next page.

Nutrition claims for macronutrients, salt and energy

Macronutrients are nutrients such as protein, fat and carbohydrate that provide us with energy, which we need in larger quantities compared with micronutrients (vitamins and minerals).

Table 1 illustrates the nutrition claims that can/cannot be made for the macronutrients, salt content and energy in lean beef.

Table 1. Nutrition claims permitted/not permitted for lean beef: macronutrients, salt and energy

Nutrient	Nutrient content of lean beef per 100 g raw*	Nutrition claim	Conditions of use	Nutrition claim permitted?
Protein	23 g	Source of protein	≥12% energy value of the food is provided by protein	✓
		High/rich in protein	≥20% energy value of the food is provided by protein	✓
Salt (Sodium)	0.15 g (63 mg)	Low in salt (Does not qualify for salt-free)	≤0.12 g of sodium, or 0.3 g of salt, per 100 g or per 100 ml	✓
Fat	4.3 g	Low in fat	≤3 g of fat per 100 g	
Saturated fat	1.7 g	Low in saturated fat	≤1.5 g per 100 g	
Energy	129 kcal/542 kj	Low in energy	≤40 kcal per 100 g	

*Public Health England. Composition of foods integrated dataset (CoFID). 2019 05.11.2019; Available from

www.gov.uk/government/publications/composition-of-foods-integrated-dataset-cofid

Ten different beef cuts were analysed to generate these average figures for trimmed lean raw beef. The claims in this guide do not relate to specific cuts of beef and should not be used for veal or offal. The claims relate only to trimmed lean raw beef muscle meat. They cannot be used to describe the beef found in composite dishes and products as the cuts and cooking methods used will vary and influence the final nutrient content.

Nutrition claims for micronutrients

Micronutrients are vitamins and minerals required by the body in small amounts for a variety of essential processes. Most vitamins and minerals cannot be made by the body, so they need to be provided in the diet.



Source of/high in vitamins and/or minerals

According to Article 6 of the assimilated Regulation (EC) No 1925/2006:

Contains or 'a source'

A claim that a food contains, or is a source of, vitamins and/or minerals can only be made where the product contains at least 15% of the nutrient reference value (NRV). NRVs are a guide on the daily amount of energy or nutrient needed to maintain good health in an otherwise healthy individual or group of people.

High in or 'a rich source'

A claim that a food is high in, or a rich source of, vitamins and/or minerals can only be made where the product contains at least 30% of the NRV.

Table 2 illustrates the nutrition claims that can be made for the micronutrients in lean beef.

Table 2. Nutrition claims permitted for lean beef: micronutrients

Permitted claims	Nutrient	Nutrient content of lean beef per 100 g raw	Nutrient reference value (NRV)
Rich source	Niacin (vitamin B3)	5 mg	16 mg
	Vitamin B6	0.53 mg	1.4 mg
	Vitamin B12	2.0 µg	2.5 µg
	Zinc	4.1 mg	10 mg
Source	Riboflavin (vitamin B2)	0.21mg	1.4 mg
	Iron	2.7 mg	14 mg
	Potassium	350 mg	2,000 mg
	Phosphorus	200 mg	10 mg

For the full list of nutrition claims, go to www.gov.uk/government/publications/great-britain-nutrition-and-health-claims-nhc-register



BEEF IS RICH IN NIACIN (VITAMIN B3), VITAMIN B6, ZINC AND VITAMIN B12

BEEF IS A SOURCE OF RIBOFLAVIN (VITAMIN B2), IRON, POTASSIUM AND PHOSPHORUS

A comparison may only be made between foods of the same category, taking into consideration a range of foods from that category. The difference in the quantity of a nutrient and/or the energy value shall be stated and the comparison shall relate to the same quantity of food.

A claim stating that a product has an 'increased' nutrient content compared with another product, or any claim likely to have the same meaning for the consumer, may only be made where the product meets the conditions for the claim 'source of' and the increase in content is at least 30% compared with a similar product. Similarly, a claim stating that the content in one or more nutrients has been 'reduced', e.g. reduced saturated fat, may only be made where the reduction in content is at least 30% compared with a similar product – except for sodium, or the equivalent value for salt, where a 25% difference shall be acceptable.

However, the conditions in the regulations do not allow increased vitamin or mineral claims, or an equivalent nutrition claim, such as 'as much nutrient as product x', or any claim to have the same meaning. Comparative claims should state the difference, not the similarity, in the quantity of a nutrient or energy value.

The use of the words natural/naturally

The regulations allow for use of the terms 'natural' or 'naturally' where a food naturally meets the conditions of use of a nutrition claim. For the nutrients that beef is a source/rich source of, as defined by the regulations, the terms natural/naturally can be used in marketing communications, such as 'lean beef is naturally low in salt' or 'lean beef provides vitamin B6 naturally'.

AHDB 'umbrella nutrition claims' for the nutrients in beef

Based on nutrition claims that can be made for the nutrients in lean beef, AHDB has developed a series of combined or 'umbrella claims', when nutrients in beef are listed together.

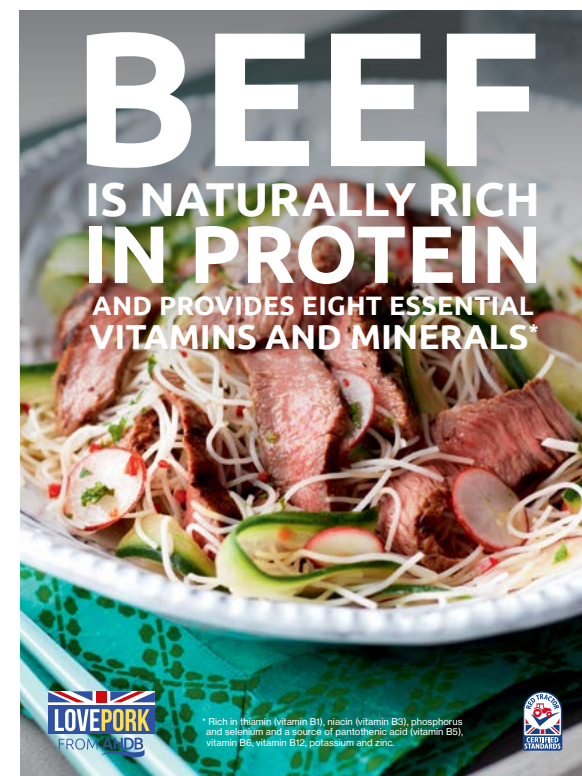
Examples of 'umbrella claims':

- Beef is naturally rich in protein, low in salt and provides eight essential vitamins and minerals, (niacin (vitamin B3), vitamin B6, vitamin B12, zinc, riboflavin (vitamin B2), iron, potassium and phosphorus)
- Beef is rich in three essential vitamins (niacin (vitamin B3), vitamin B6 and vitamin B12)
- Beef is a rich source of zinc and a source of iron, potassium and phosphorus
- Beef contains four essential dietary minerals (iron, zinc, potassium and phosphorus)
- Beef contains four essential vitamins (niacin (vitamin B3), vitamin B6, vitamin B12 and riboflavin (vitamin B2))

Note: when using a general 'umbrella claim' (e.g. provides eight essential vitamins and minerals), the named nutrients must be listed or signposted somewhere. If preferred, or short of space, this can be a smaller footnote with an asterisk, but it still must be legible to the consumer, as demonstrated below.

Beef is naturally rich in protein and provides eight vitamins and minerals*

*Beef is rich in niacin (vitamin B3), vitamin B6, vitamin B12 and zinc and is a source of riboflavin (vitamin B2), iron, potassium and phosphorus.



Health claims for beef

What is a health claim?

A health claim states, suggests or implies that a relationship exists between a food category (e.g. meat), a food (e.g. beef) or one of its constituents (e.g. potassium) and health. Only health claims that are on the list of authorised health claims in the GB register can be used. The health claims relating to the nutrients in lean beef are detailed in this guide.

The health claims all relate strictly to the nutrients in lean beef. Health claims must therefore only be made for the nutrient and cannot be used for beef itself.

General requirements for making a claim

To make a claim, the following principles apply:

- Only health claims listed as authorised in the applicable register, or claims that would have the same meaning to the consumer, may be used in marketing communications
- Marketing communications that contain nutrition or health claims must be supported by documentary evidence to show they meet the conditions of use associated with the relevant claim, as specified in the applicable register
- Claims must be presented clearly and without exaggeration
- The average consumer should understand the beneficial effects expressed in the claim
- A statement indicating the importance of a varied and balanced diet and a healthy lifestyle must accompany a health claim (not a requirement for a nutrition claim on its own), e.g. 'A balanced diet and healthy lifestyle are recommended for good health'

Claims should not:

- Be false, ambiguous or misleading
- Give rise to doubt about the safety and/or nutritional adequacy of other foods
- Suggest that health could be affected by not consuming the food
- Refer to a rate or amount of weight loss
- Encourage or condone excessive consumption of a food
- Imply that a balanced diet cannot provide appropriate quantities of nutrients
- Refer to recommendations of individual doctors or health professionals (health claims that refer to the recommendation of an association are acceptable only if that association is a health-related charity or a national representative body of medicine, nutrition or dietetics)
- Refer to changes in bodily functions which could give rise to, or exploit, fear in the consumer, either through text, pictorial, graphic or symbolic representations
- Be medicinal or claim to treat clinical vitamin or mineral deficiency
- State or imply that a food prevents, treats or cures human disease (reduction-of-disease-risk claims are acceptable if authorised on the applicable register)
- Condone or encourage poor nutritional habits or an unhealthy lifestyle in children (Note: there are also other rules to protect children on the ASA website)

Consumer understanding – flexibility of wording for health claims

Some flexibility of the authorised wording for health claims is possible, provided the aim is to help consumer understanding. Any adapted wording must have the same meaning for the consumer as the authorised claim in the register. For example, to make messages more consumer-friendly, it is acceptable for the word ‘contributes’ to be replaced with either ‘helps’ or ‘supports’.

However, taking an authorised health claim which refers to ‘normal function’ and rewording it to refer to ‘improved’ or ‘increased’ function is likely to be seen as exaggerating the claim.

An example of acceptable consumer wording is demonstrated below:

Authorised health claim: Vitamin B12 contributes to the normal function of the immune system.

Adapted wording: Vitamin B12 helps the immune system to work normally.



Health claims: assured advice for consumers

Using the principle of flexibility that the regulations permit, in this section AHDB provides the authorised health claim alongside adapted wording that has been approved by Trading Standards as assured advice (see Working with Trading Standards, page 5) for use in consumer communications on the health benefits of the nutrients found in beef. Where there is more than one option, you can choose the wording most appropriate for your purpose. However, you must use the adapted wording as shown, e.g. use either ‘Protein helps muscle growth’ or ‘Protein supports muscle growth’.



Health claims by nutrient

Naturally rich in protein

Authorised claim

Protein contributes to a growth in muscle mass

Protein contributes to the maintenance of muscle mass

Protein contributes to the maintenance of normal bones

Protein is needed for normal growth and development of bone in children

Adapted wording for consumers

Protein helps muscle growth

Protein supports muscle growth

Protein helps maintain muscle mass

Protein helps maintain normal bones

Protein supports bone health

Protein is needed for normal growth of children's bones

Protein supports bone health in children



**BEEF IS
NATURALLY RICH IN
PROTEIN**

**PROTEIN HELPS MAINTAIN
MUSCLE MASS
AND MUSCLE
GROWTH**

**PROTEIN IS
NEEDED FOR THE
NORMAL GROWTH
AND DEVELOPMENT OF
CHILDREN'S BONES**

Naturally rich in vitamin B6

Authorised claim

Vitamin B6 contributes to normal energy-yielding metabolism

Vitamin B6 contributes to normal functioning of the nervous system

Vitamin B6 contributes to normal psychological function

Vitamin B6 contributes to normal red blood cell formation

Vitamin B6 contributes to the normal function of the immune system

Vitamin B6 contributes to the reduction of tiredness and fatigue

Vitamin B6 contributes to the regulation of hormonal activity

Adapted wording for consumers

Vitamin B6 helps the body release energy from food

Vitamin B6 helps us get energy from food

Vitamin B6 helps normal energy production in the body

Vitamin B6 helps the nervous system work normally

Vitamin B6 supports normal psychological function

Vitamin B6 helps the normal formation of red blood cells

Vitamin B6 helps the immune system work normally

Vitamin B6 plays a role in the normal function of the immune system

Vitamin B6 helps reduce tiredness and fatigue

Vitamin B6 helps regulate hormonal activity



BEEF IS
NATURALLY RICH IN
VITAMIN B6

VITAMIN B6
HELPS THE
BODY RELEASE
ENERGY
FROM FOOD AND HELPS THE
NERVOUS
SYSTEM WORK
NORMALLY

Naturally rich in niacin (vitamin B3)

Authorised claim

Niacin (vitamin B3) contributes to normal energy-yielding metabolism

Niacin (vitamin B3) contributes to normal functioning of the nervous system

Niacin (vitamin B3) contributes to normal psychological function

Niacin (vitamin B3) contributes to the maintenance of normal mucous membranes

Niacin (vitamin B3) contributes to the maintenance of normal skin

Niacin (vitamin B3) contributes to the reduction of tiredness and fatigue

Adapted wording for consumers

Niacin (vitamin B3) helps the body release energy from food

Niacin (vitamin B3) helps us get energy from food

Niacin (vitamin B3) helps normal energy production in the body

Niacin (vitamin B3) helps the nervous system work normally

Niacin (vitamin B3) helps normal psychological function

Niacin (vitamin B3) supports normal psychological function

Niacin (vitamin B3) helps maintain normal mucous membranes

Niacin (vitamin B3) helps maintain normal skin

Niacin (vitamin B3) helps reduce tiredness and fatigue



**BEEF IS
NATURALLY RICH IN
NIACIN
(VITAMIN B3)**

**NIACIN (VITAMIN B3)
HELPS US GET
ENERGY
FROM FOOD AND HELPS THE
NERVOUS
SYSTEM WORK NORMALLY**

**NIACIN (VITAMIN B3)
HELPS REDUCE
TIREDNESS
AND FATIGUE**

Naturally rich in vitamin B12

Authorised claim

Vitamin B12 contributes to the reduction of tiredness and fatigue

Vitamin B12 contributes to normal energy-yielding metabolism

Vitamin B12 contributes to normal functioning of the nervous system

Vitamin B12 contributes to normal psychological function

Vitamin B12 contributes to normal red blood cell formation

Vitamin B12 contributes to the normal function of the immune system

Adapted wording for consumers

Vitamin B12 helps reduce tiredness and fatigue

Vitamin B12 helps the body release energy from food

Vitamin B12 helps us get energy from food

Vitamin B12 helps normal energy production in the body

Vitamin B12 helps the nervous system work normally

Vitamin B12 helps/supports psychological function

Vitamin B12 helps the normal formation of red blood cells

Vitamin B12 helps the immune system work normally

BEEF IS
NATURALLY RICH IN
VITAMIN B12

VITAMIN B12
HELPS THE
BODY RELEASE
ENERGY
FROM FOOD AND HELPS
TO REDUCE
TIREDNESS

VITAMIN B12
HELPS THE
IMMUNE SYSTEM
AND NERVOUS SYSTEM TO
WORK NORMALLY

Naturally rich in zinc

Authorised claim

Zinc contributes to normal cognitive function

Zinc contributes to normal fertility and reproduction

Zinc contributes to the maintenance of normal bones

Zinc contributes to the maintenance of normal hair

Zinc contributes to the maintenance of normal nails

Zinc contributes to the maintenance of normal skin

Zinc contributes to the maintenance of normal testosterone levels in the blood

Zinc contributes to the maintenance of normal vision

Zinc contributes to the normal function of the immune system

Zinc contributes to the protection of cells from oxidative stress

Adapted wording for consumers

Zinc helps with normal cognitive function

Zinc helps with normal fertility and reproduction

Zinc helps maintain normal bones
Zinc supports normal bone health

Zinc contributes to the maintenance of normal hair

Zinc helps maintain normal nails

Zinc contributes to the maintenance of normal skin

Zinc helps maintain normal testosterone levels in the blood

Zinc helps maintain normal vision

Zinc helps the immune system work normally

Zinc helps protect cells from oxidative stress



BEEF IS NATURALLY RICH IN ZINC

ZINC HELPS THE IMMUNE SYSTEM TO WORK NORMALLY AND HELPS MAINTAIN NORMAL BONES, VISION, HAIR, NAILS AND SKIN

Natural source of riboflavin (vitamin B2)

Authorised claim

Riboflavin (vitamin B2) contributes to normal energy-yielding metabolism

Riboflavin (vitamin B2) contributes to normal functioning of the nervous system

Riboflavin (vitamin B2) contributes to the maintenance of normal red blood cells

Riboflavin (vitamin B2) contributes to the maintenance of normal skin

Riboflavin (vitamin B2) contributes to the maintenance of normal vision

Riboflavin (vitamin B2) contributes to the protection of cells from oxidative stress

Riboflavin (vitamin B2) contributes to the reduction of tiredness and fatigue

Adapted wording for consumers

Riboflavin (vitamin B2) helps energy production in the body

Riboflavin (vitamin B2) helps the body release energy from food

Riboflavin (vitamin B2) helps us get energy from food

Riboflavin (vitamin B2) helps the nervous system work normally

Riboflavin (vitamin B2) supports normal red blood cells

Riboflavin (vitamin B2) helps maintain normal skin

Riboflavin (vitamin B2) helps maintain normal vision

Riboflavin (vitamin B2) helps protect cells from oxidative stress

Riboflavin (vitamin B2) helps reduce tiredness and fatigue

BEEF IS
A NATURAL SOURCE OF
RIBOFLAVIN

RIBOFLAVIN
(VITAMIN B2) HELPS
ENERGY PRODUCTION
IN THE BODY AND HELPS
TO REDUCE TIREDNESS
AND FATIGUE

RIBOFLAVIN
(VITAMIN B2) HELPS THE
NERVOUS SYSTEM TO
WORK NORMALLY

RIBOFLAVIN
HELPS MAINTAIN
NORMAL SKIN
AND VISION

Natural source of iron

Authorised claim

Iron contributes to normal cognitive function

Iron contributes to normal energy-yielding metabolism

Iron contributes to normal formation of red blood cells and haemoglobin

Iron contributes to normal oxygen transport in the body

Iron contributes to the normal function of the immune system

Iron contributes to the reduction of tiredness and fatigue

Iron contributes to normal cognitive development of children

Adapted wording for consumers

Iron supports normal mental function

Iron helps with normal energy production in the body.
Iron helps the body release energy from food.
Iron helps us get energy from food

Iron supports the formation of red blood cells

Iron contributes to oxygen transport in the body

Iron helps the immune system work normally

Iron helps reduce tiredness and fatigue

Iron helps with the normal learning and cognitive development in children



BEEF IS
A NATURAL SOURCE
OF IRON

**IRON SUPPORTS
THE FORMATION OF
RED BLOOD CELLS
AND HELPS
REDUCE TIREDNESS
AND FATIGUE**

**IRON HELPS WITH
ENERGY
PRODUCTION IN THE
BODY AND HELPS
THE IMMUNE SYSTEM
TO WORK NORMALLY**

Natural source of potassium

Authorised claim

Potassium contributes to normal functioning of the nervous system

Potassium contributes to normal muscle function

Potassium contributes to the maintenance of normal blood pressure

Adapted wording for consumers

Potassium helps the nervous system work normally

Potassium helps muscles work normally

Potassium helps maintain normal blood pressure
Potassium supports normal blood pressure



BEEF IS
A NATURAL SOURCE OF
POTASSIUM

**POTASSIUM
HELPS THE
NERVOUS SYSTEM
AND MUSCLES
WORK NORMALLY
AND HELPS MAINTAIN
NORMAL
BLOOD PRESSURE**

Natural source of phosphorus

Authorised claim

Phosphorus contributes to normal energy-yielding metabolism

Phosphorus contributes to the normal function of cell membranes

Phosphorus contributes to the maintenance of normal bones

Phosphorus contributes to the maintenance of normal teeth

Phosphorus is needed for the normal growth and development of bone in children

Adapted wording for consumers

Phosphorus helps the body release energy from food

Phosphorus helps us get energy from food

Phosphorus helps normal energy production in the body

Phosphorus helps cell membranes function normally

Phosphorus helps maintain normal bones
Phosphorus supports normal bone health

Phosphorus helps maintain normal teeth

Phosphorus is needed for the normal growth and development of children's bones
Phosphorus supports normal bone health in children



BEEF IS
A NATURAL SOURCE OF
PHOSPHORUS

PHOSPHORUS
HELPS US GET
ENERGY FROM
FOOD AND
HELPS MAINTAIN
NORMAL BONES
AND TEETH


Natural source of sodium/salt

Authorised claim

Reducing consumption of sodium contributes to the maintenance of normal blood pressure

Adapted wording for consumers

Reducing consumption of salt/sodium helps maintain normal blood pressure



BEEF
IS NATURALLY
LOW IN
SODIUM

REDUCING
CONSUMPTION OF
SODIUM
CONTRIBUTES TO
THE MAINTENANCE
OF NORMAL
BLOOD PRESSURE

AHDB ‘umbrella assured advice’ for the nutrients in beef

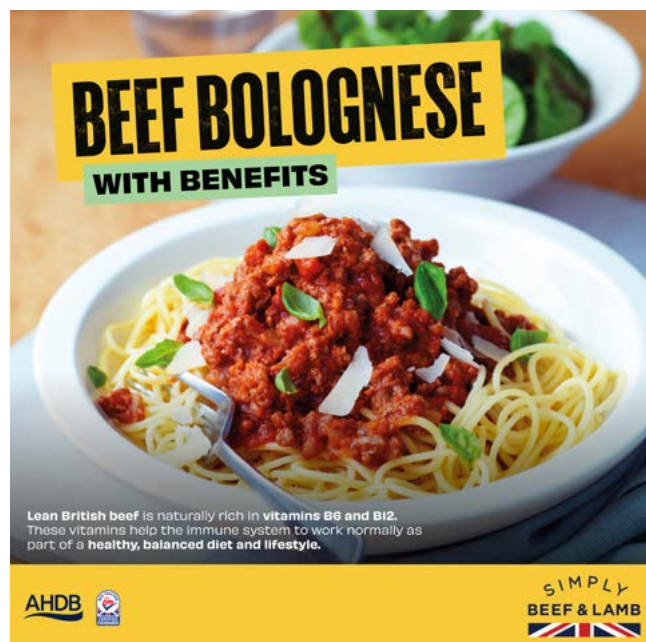
Based on health claims that can be made for the nutrients in lean beef, AHDB has developed a series of combined or ‘umbrella claims’, which can be used when the assured advice for the nutrients in beef, relating to a specific health relationship (for example, bone health), is listed together. Examples are illustrated below.

Health claims that contribute to...	AHDB ‘umbrella assured advice’
The normal function of the immune system	Beef is a natural source of four essential vitamins and minerals* that help the immune system work normally. *Vitamin B6, vitamin B12, iron and zinc.
The reduction in tiredness and fatigue	Beef provides iron and four essential vitamins* that help reduce tiredness and fatigue. *Niacin (vitamin B3), vitamin B6, vitamin B12 and riboflavin (vitamin B2).
Normal energy-yielding metabolism/energy production	Beef provides six essential vitamins and minerals* that support normal energy production in the body. *Niacin (vitamin B3), vitamin B6, vitamin B12, riboflavin (vitamin B2), iron and phosphorus.
Normal mental function	Beef naturally provides five essential vitamins and minerals* that support normal mental function. *Niacin (vitamin B3), vitamin B6, vitamin B12, zinc and iron.
The growth and maintenance of muscles	Beef is rich in protein, which supports the growth and maintenance of muscles. Beef is also a source of potassium, which helps muscles to work normally.
The maintenance of normal bones	Beef provides protein, zinc and phosphorus, which contribute to the maintenance of normal bones. Beef provides protein and phosphorus, which are both needed for the normal growth and development of children’s bones.
The maintenance of normal skin, hair and nails	Beef is a rich source of niacin (vitamin B3) and a source of riboflavin (vitamin B2), which support normal skin, and a rich source of zinc, which supports normal skin, nails and hair.
Normal red blood cells	Beef provides riboflavin (vitamin B2), vitamins B6 and B12, plus iron, which support the normal formation of red blood cells.
Normal fertility and reproduction	Beef is a rich source of zinc, which contributes to normal fertility and reproduction.

General, non-specific health claims for beef

When reference is made to general, non-specific benefits of a nutrient or food for overall good health (e.g. 'good for you', 'nutritious', 'goodness' or 'healthy'), it must be accompanied by an appropriate, authorised health claim that is included in the GB register and the product must meet the conditions of use for the authorised claim.

It is also required to have an accompanying statement that a balanced diet and healthy lifestyle are recommended for good health. The authorised health claim should be in the same field of vision as the non-specific health claim.



Visual examples of health claims

Illustrating health claims in a visual way may help consumers understand them. However, a claim means any message, including pictorial, graphic or symbolic representation, in any form, which states, suggests or implies that a relationship exists between a food category, a food or one of its constituents and health. As such, visual claims also need to conform to the meaning of an authorised claim on the GB register.

For example, on its own a heart logo could imply a wide range of things to different consumers and could indicate or imply that some sort of benefit to heart health would result from eating that food. This would be a health claim and should be accompanied by an authorised specific health claim referring to heart health.

It is the responsibility of individual businesses to ensure they comply with nutrition and health claims regulations. Further information can be found at Guidance on nutrition and health claims on foods (www.gov.uk).

Questions and answers

Q: Do I have to add claims to the labelling of my products?

A: No, it is not a legal requirement to add claims to the labels on your products. However, if you would like to include any health messages about the nutrients in lean beef on your packaging, the information contained within this guide provides the authorised nutrition and health claims that can be used to comply with GB regulations and the conditions of use. It also provides the assured advice approved by Trading Standards for use in consumer communications.

Q: What is the difference between a nutrition claim and a health claim?

A: Although both the nutrition and health claims made on foods are regulated, they are not the same. A nutrition claim is any claim that states, suggests or implies that a food has particular beneficial nutritional properties. Examples include 'low fat', 'source of iron', 'high protein', 'low salt'. A health claim states, suggests or implies that a relationship exists between a food category (e.g. meat), a food (e.g. beef) or one of its constituents (e.g. potassium) and health (e.g. zinc contributes to the normal function of the immune system). See sections What is a nutrition claim? page 6, What is a health claim? page 10. Some nutrients have more than one beneficial physiological function in the body and so can have a number of associated authorised health claims.

Q: How will I know I'm using the latest guide?

A: AHDB has dated this document on the back cover at the time of production. AHDB will review the assured advice with Trading Standards approximately annually. AHDB will provide the latest available claims guide on the AHDB website. You can get the most up-to-date guidance on advertising regulations on the ASA website.

Q: If I produce a ready meal that has beef in it, can I make a health claim on the label?

A: If your product meets the conditions of use, you may be able to make a health claim, but it is important to note that there are specific regulations for food labelling and nutrition information to consumers which you will need to follow. For more information, see: www.gov.uk/government/publications/nutrition-and-health-claims-guidance-to-compliance-with-regulation-ec-1924-2006-on-nutrition-and-health-claims-made-on-foods

Q: I'm a butcher, can I produce my own posters detailing the health claims for beef?

A: Yes, you can, but you need to ensure that you only make claims for the nutrients in beef and not for beef itself and are not overexaggerating the claim or misleading customers in any way.

Q: Who else is receiving this guide and am I able to share it with colleagues?

A: AHDB is providing this guide, with open access, on the AHDB website. It may be useful for nutritionists, dietitians, healthcare professionals, marketers, processors, retailers or anyone interested in promoting the nutritional benefits of lean beef. These guidelines are not confidential, and you are free to share them with colleagues.

Q: I am a healthcare professional; how should I use the claims in this guide?

A: If you are a healthcare professional conveying information to consumers within a commercial context, any claims made would need to comply with the requirements of the regulations, and you may wish to use either the assured advice approved by Trading Standards or the authorised claims on the GB register.

Q: Can I use claims for a recipe that contains beef?

A: The nutrition composition of the recipe would need to be analysed to find out what nutrients are present in 100 g of the final product, to ensure any claims made meet the conditions of use.

Produced for you by:

AHDB

Middlemarch Business Park
Siskin Parkway East
Coventry
CV3 4PE

T 024 7669 2051

E info@ahdb.org.uk

W ahdb.org.uk

X @TheAHDB

If you no longer wish to receive
this information, please email us
on comms@ahdb.org.uk

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