BEEF

Understanding the nutrition and health claims regulations for beef

BEEF

IS NATURALLY RICH IN PROTEIN

LOW IN SODIUM

AND PROVIDES EIGHT VITAMINS & MINERALS* THAT CONTRIBUTE TOWARDS GOOD HEALTH AND WELL-BEING

*Rich in niacin, vitamin B6, vitamin B12 and zinc and a source of riboflavin, iron, potassium and phosphorus.

Contents

The purpose of this guide

The purpose of this guide is to demonstrate how lean beef can be promoted to consumers accurately using scientifically substantiated nutrition and health claims expressed in consumer-friendly language. It is hoped that using and reinforcing the use of the claims will help improve consumer understanding about the contribution beef can make to a healthy balanced diet throughout life.

How to use this guide

There are many ways in which the claims in this guide can be used. Individual processors and manufacturers may choose to use the claims differently. Labels, shelf edge and other promotional materials, recipes, websites and advertising are all possible channels for communicating the claims.

When applied to recipes, allowance will have to be made for cooking losses. Generally, about a **20–30%** weight loss can be expected. Depending on the dish and how it is cooked, this can result in a concentration of some nutrients and a loss of others into the cooking liquid.

Consumer research[1]

AHDB's consumer research highlighted that certain claims resonate more with some groups than others, so it is likely that the selection of the claims used may be influenced by the target audience of a particular promotional campaign.

Surprise at the range of health benefits from beef was generally expressed; the most interesting being:

- Good for eyesight
- Good for skin, nails and hair
- Good for bones/good for children's bones
- Helps with fertility and reproduction
- Helps with mental function

Response to health messages

Response to the messages varied with age and life stage. Older people were interested in eyesight, bone health and mental function. Those with children were more interested in bone health, protein and immunity support, while there was a niche appeal for interest in fertility and reproduction.

Combined benefits were viewed to make the claims clearer, more simplified and easier to understand. It was agreed that the word 'contributes' could be replaced with either 'helps' or 'supports' to make messages more consumer-friendly.

(1) Consumers and Health and Nutrition Claims Research (2014), conducted by GfK on behalf of AHDB.

The messages that resonate most

- Essential vitamins and minerals
- Good for children's bones
- Good for your bones
- Good for your muscles
- Helps with mental function
- Rich in protein
- Helps reduce tiredness and fatigue
- Immunity support

Misinterpretation

Overall, consumers lacked information and knowledge about how beef fits into a balanced diet. This meant that they struggled to understand some claims and were unaware of how much and how often they should consume beef. There is, therefore, a potential risk of claims seeming to endorse high levels of meat consumption, without understanding the consequences. A high level of consumption is considered to be **90 g** per day[2].

Current dietary guidelines suggest an average daily intake of **70 g**/day[3]. This relates to a cooked weight for both red and processed meat. Per week, this equates to about **500 g**, or about **700–750 g** raw weight. According to the National Diet and Nutrition Survey (NDNS), average consumption of red and processed meat for adults is progressively decreasing and, at **65 g** per day, is well below the recommended daily intake[4].

Clearly, there is a need for further education to help consumers make informed choices with regards to selecting beef as part of a balanced diet for them and their family.

70 g of cooked beef is about the same size as a deck of playing cards.

(2) The Department of Health has advised that people who eat a lot of red and processed meat a day (more than 90 g cooked weight) should cut down to 70 g. **nhs.uk/Livewell/Goodfood/Pages/meat.aspx**

(3) Scientific Advisory Committee on Nutrition (SACN). Iron and Health. London TSO, 2010.

(4) Public Health England (2016), National Diet and Nutrition Survey (NDNS) Results from Years 5 and 6 (combined) of the Rolling Programme (2012)/2013–2013/2014).

Beef as part of a healthy diet

Market research shows that health is becoming a more prominent driver of consumer choice for making purchase decisions when choosing food[5]. The consumption of lean beef as part of a healthy balanced diet is frequently challenged and undermined by negative health implications, and it is often overlooked that beef can legitimately be promoted as making a positive contribution to diet and health.

Nutrition and Health Claims Regulation (NHCR)

This legislative framework[6] has presented an opportunity to clarify how beef can justifiably be promoted on the grounds of health. It identifies approved nutrition and health claims and outlines the conditions for using the claims. An expert panel vetted the scientific evidence base to justifiably arrive at the final list of approved claims, the aim being to protect the consumer from spurious or misleading claims.

In light of this, the Agriculture and Horticulture Development Board (AHDB) decided to review all of its promotional communications on beef. Legally approved nutrition and health claims for beef were identified in a document detailing the justification for the various claims. The general principles outlined by the Department of Health[7] on the flexibility of the wording for health claims were used for guidance.

General principles on wording

Changes to the wording from the original approved claims were made to help consumer understanding. For example, the word 'normal' has only been removed or replaced in amended claims to enhance consumer understanding.

These revised claims remain as close as possible to the approved claims and did not try to increase the strength of the claim or imply a wider or additional benefit. All references to the specific nutrients in beef appear close to the health claim and in a similar-size text throughout the document.

A document listing all the approved and revised nutrient and health claims for beef, including non-specific, general health claims and supporting summary claims, was developed and used as a focus for discussion with legislative authorities[8].

(5) Kantar Worldpanel Usage (August 2016).
(6) European Union's Nutrition and Health Claims Regulations No. 1924/2006.
(7) General Principles on Flexibility of Wording for Health Claims, Department of Health, December 2012.
(8) Buckinghamshire and Surrey Trading Standards (TS). **bucksandsurreytradingstandards.gov.uk**

Working with Trading Standards

Buckinghamshire&Surrey trading standards

A 'Primary Authority Partnership' arrangement between AHDB and Buckinghamshire and Surrey Trading Standards (TS) was formalised. This facilitated an ongoing discussion and agreement on how the scientifically worded 'approved claims' could be modified and made more consumer-friendly.

Consumer communications

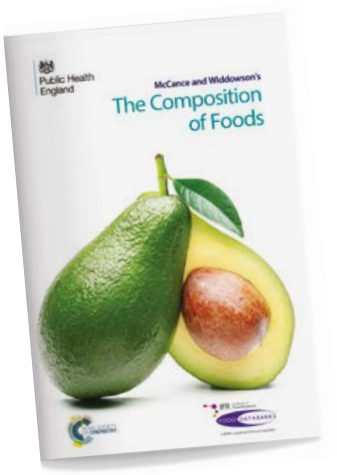
Consumer testing was conducted to ensure that the reworded claims aided understanding and interpretation of the claims and was not misleading, nor exaggerated the claim in question[9]. This supporting evidence assisted discussions with TS and resulted in them approving the reworded claims as 'Assured Advice'.

Assured Advice for consumers

This Primary Authority Assured Advice was issued on **27 March 2019** and is subject to annual review. This annual review will take into account any changes to legislation, industry practices and feedback received from enforcing authorities.

(9) McCance and Widdowson's The Composition of Foods, Integrated Dataset.

Nutrient claims for lean beef



All the claims listed in this guide relate to **100 g** raw lean beef. The nutrient content is based on figures published in **McCance and Widdowson's The Composition of Foods**, Integrated Dataset, code number 1342. 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.

Nutrient Reference Values (NRV)

The nutrient content figures were used to identify the nutrients for which beef can claim to be a 'source' or 'rich source', according to the thresholds set[10]. A 'source' contains at least **15%** of the Nutrient Reference Value (NRV) and a 'rich source' contains **30%** of the NRV. NRVs now replace recommended dietary allowances (RDAs).

Beef is a rich source of NIACIN, VITAMIN B6, VITAMIN B12 and ZINC

Beef is a source of RIBOFLAVIN, IRON, POTASSIUM and PHOSPHORUS

Nutrient content of lean beef

	Per 100 g raw	Nutrient/Food Reference Value (NRV)	Claim
PROTEIN	23 g	> 20% energy from protein	Naturally rich
FAT	4.3 g	-	-
SATURATED FAT	1.7 g	-	-
ENERGY	129 kcal/542kj	200 kcal	-
SODIUM	63 mg	6 g/day	Naturally low
POTASSIUM	350 mg	2,000 mg	Source
PHOSPHORUS	200 mg	700 mg	Source
IRON	2.7 mg	14 mg	Source
ZINC	4.1 mg	10 mg	Rich source
RIBOFLAVIN	0.21 mg	1.4 mg	Source
NIACIN	5 mg	16 mg	Rich source
VITAMIN B6	0.53 mg	1.4 mg	Rich source
VITAMIN B12	2.0 µg	2.5 µg	Rich source
BEEF		>50 g per portion	Helps the body get more iron from other foods when eaten together

(10) EFSA thresholds (Annex to the Regulations No.1924/2006).

Umbrella claim

Based on the set of approved nutrition claims for beef, a combined 'umbrella claim' has been developed.

"Beef is naturally rich in protein, low in sodium and provides eight vitamins and minerals* that contribute towards good health and well-being."

*Rich in niacin, vitamin B6, vitamin B12 and zinc and a source of riboflavin, iron, potassium and phosphorus.

Approved health claims

Approved health claims for beef have also been identified. Two distinct groups of claims have been developed, with slightly more technical summary claims intended for use in communications with healthcare professionals.

Based on individual health benefits, a set of non-specific, simple health claims have been developed. It is envisaged that these will be used alongside summary messages detailing which nutrients in beef are contributing to the particular health benefit.

Categories of health claims

Individual nutrient claims

Based on 100 g raw lean beef

• Rich source of

Niacin (vitamin B3), vitamin B6, vitamin B12 and zinc

• Source of

Riboflavin, iron, potassium, phosphorus

• Iron

Beef helps the body absorb more iron from other foods when eaten together

• Protein

Naturally rich in protein

• Sodium

Naturally low in sodium

Based on the set of approved individual nutrient claims (listed on the left), an umbrella nutrition claim has been developed. This provides an all-encompassing claim for beef.

Any of the approved combination claims which surround this central claim can also be used to add further clarity.

"Beef is naturally rich in protein, low in sodium and provides eight vitamins and minerals* that contribute towards good health and well-being".

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


"Beef is rich in three essential vitamins (niacin, 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, B6, B12 and riboflavin)."

Health claims for the consumer

Health claims for the consumer

Rich source of protein

Approved claims	Consumer messaging
1 Protein contributes to growth in muscle mass.	**1 Protein helps muscle growth.**
2 Protein contributes to the maintenance of muscle mass.	**2 Protein supports muscle mass.**
3 Protein contributes to the maintenance of normal bones.	**3 Protein supports bone maintenance.**
4 Protein is needed for normal growth and development of bone in children.	**4 Protein is needed for normal growth and development of children's bones.**

PROTEIN HELPS **MUSCLE** GROWTH

Rich source of niacin (vitamin B3)

Approved claims	Consumer messaging
1 Niacin contributes to normal energy-yielding metabolism.	**1 Niacin helps with normal energy production in the body.**
2 Niacin contributes to normal functioning of the nervous system.	**2 Niacin helps the nervous system to work normally.**
3 Niacin contributes to normal psychological function.	**3 Niacin helps normal psychological function.**
4 Niacin contributes to the maintenance of normal mucous membranes.	**4 Niacin supports normal mucous membranes.**
5 Niacin contributes to the maintenance of normal skin.	**5 Niacin supports normal skin.**
6 Niacin contributes to the reduction of tiredness and fatigue.	**6 Niacin helps reduce tiredness and fatigue.**

Source of riboflavin

Approved claims	Consumer messaging
1 Riboflavin contributes to normal energy-yielding metabolism.	**1 Riboflavin helps with energy production.**
2 Riboflavin contributes to normal functioning of the nervous system.	**2 Riboflavin helps the nervous system to work.**
3 Riboflavin contributes to the maintenance of normal mucous membranes.	**3 Riboflavin supports normal mucous membranes.**
4 Riboflavin contributes to the maintenance of normal red blood cells.	**4 Riboflavin supports normal red blood cells.**
5 Riboflavin contributes to the maintenance of normal skin.	**5 Riboflavin supports normal skin.**
6 Riboflavin contributes to the maintenance of normal vision.	**6 Riboflavin supports normal vision.**
7 Riboflavin contributes to the normal metabolism of iron.	**7 Riboflavin supports the metabolism of iron.**
8 Riboflavin contributes to the protection of cells from oxidative stress.	**8 Riboflavin helps protect cells from oxidative stress.**
9 Riboflavin contributes to the reduction of tiredness and fatigue.	**9 Riboflavin helps reduce tiredness and fatigue.**

Rich source of vitamin B6

Approved claims	Consumer messaging
1 Vitamin B6 contributes to normal cysteine synthesis.	**1 Vitamin B6 helps with normal cysteine synthesis.**
2 Vitamin B6 contributes to normal energy-yielding metabolism.	**2 Vitamin B6 helps energy production in the body.**
3 Vitamin B6 contributes to normal functioning of the nervous system.	**3 Vitamin B6 helps the nervous system work normally.**
4 Vitamin B6 contributes to normal homocysteine metabolism.	**4 Vitamin B6 helps normal homocysteine metabolism.**
5 Vitamin B6 contributes to normal protein and glycogen metabolism.	**5 Vitamin B6 helps normal protein and glycogen production.**

Approved claims	Consumer messaging
6 Vitamin B6 contributes to normal psychological function.	**6 Vitamin B6 helps normal psychological function.**
7 Vitamin B6 contributes to normal red blood cell formation.	**7 Vitamin B6 helps produce the red blood cells that carry oxygen round the body.**
8 Vitamin B6 contributes to the normal function of the immune system.	**8 Vitamin B6 helps the immune system work normally.**
9 Vitamin B6 contributes to the reduction of tiredness and fatigue.	**9 Vitamin B6 helps reduce tiredness and fatigue.**
10 Vitamin B6 contributes to the regulation of hormonal activity.	**10 Vitamin B6 helps the regulation of hormonal activity.**

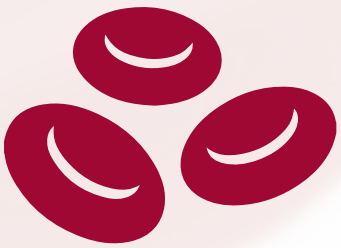
NIACIN & RIBOFLAVIN HELP WITH NORMAL ENERGY PRODUCTION

Rich source of vitamin B12

Approved claims	Consumer messaging
1 Vitamin B12 contributes to normal energy-yielding metabolism.	**1 Vitamin B12 helps energy production in the body.**
2 Vitamin B12 contributes to normal functioning of the nervous system.	**2 Vitamin B12 helps the nervous system work normally.**
3 Vitamin B12 contributes to normal homocysteine metabolism.	**3 Vitamin B12 helps normal homocysteine metabolism.**
4 Vitamin B12 contributes to normal psychological function.	**4 Vitamin B12 helps psychological function.**
5 Vitamin B12 contributes to normal red blood cell formation.	**5 Vitamin B12 helps red blood cell formation.**
6 Vitamin B12 contributes to the normal function of the immune system.	**6 Vitamin B12 helps the immune system work normally.**
7 Vitamin B12 contributes to the reduction of tiredness and fatigue.	**7 Vitamin B12 helps reduce tiredness and fatigue.**
8 Vitamin B12 has a role in the process of cell division.	**8 Vitamin B12 has a role in the process of cell division.**

Source of iron

Approved claims	Consumer messaging
1 Iron contributes to normal cognitive function.	**1 Iron supports normal mental function.**
2 Iron contributes to normal energy-yielding metabolism.	**2 Iron helps with normal energy production in the body.**
3 Iron contributes to normal formation of red blood cells and haemoglobin.	**3 Iron supports the formation of red blood cells.**
4 Iron contributes to normal oxygen transport in the body.	**4 Iron contributes to oxygen transport in the body.**
5 Iron contributes to the normal function of the immune system.	**5 Iron helps the immune system to work normally.**
6 Iron contributes to the reduction of tiredness and fatigue.	**6 Iron helps reduce tiredness and fatigue.**
7 Iron has a role in the process of cell division.	**7 Iron has a role in the process of cell division.**
8 Iron contributes to normal cognitive development of children.	**8 Iron helps with the normal learning and cognitive development in children.**



IRON SUPPORTS THE FORMATION OF RED BLOOD CELLS

Naturally low in sodium

Approved claims	Consumer messaging
1 Reducing consumption of sodium contributes to the maintenance of normal blood pressure.	**1 Beef is naturally low in sodium. Reducing consumption of sodium supports normal blood pressure.**

ZINC HELPS WITH FERTILITY & REPRODUCTION

Rich source of zinc

Approved claims	Consumer messaging
1 Zinc contributes to normal DNA synthesis.	**1 Zinc helps with DNA synthesis.**
2 Zinc contributes to normal acid-base metabolism.	**2 Zinc contributes to normal acid-base metabolism.**
3 Zinc contributes to normal carbohydrate metabolism.	**3 Zinc helps with carbohydrate metabolism.**
4 Zinc contributes to normal cognitive function.	**4 Zinc helps with normal cognitive function.**
5 Zinc contributes to normal fertility and reproduction.	**5 Zinc helps with fertility and reproduction.**
6 Zinc contributes to normal macronutrient metabolism.	**6 Zinc helps with macronutrient metabolism.**
7 Zinc contributes to normal metabolism of fatty acids.	**7 Zinc helps with the metabolism of fatty acids.**
8 Zinc contributes to normal metabolism of vitamin A.	**8 Zinc helps with the metabolism of vitamin A.**
9 Zinc contributes to normal protein synthesis.	**9 Zinc helps with protein synthesis.**
10 Zinc contributes to the maintenance of normal bones.	**10 Zinc supports bone health.**
11 Zinc contributes to the maintenance of normal hair.	**11 Zinc supports normal hair.**
12 Zinc contributes to the maintenance of normal nails.	**12 Zinc supports normal nails.**
13 Zinc contributes to the maintenance of normal skin.	**13 Zinc supports normal skin.**
14 Zinc contributes to the maintenance of normal testosterone levels in the blood.	**14 Zinc helps maintain normal testosterone levels.**
15 Zinc contributes to the maintenance of normal vision.	**15 Zinc helps with the maintenance of normal vision.**
16 Zinc contributes to the normal function of the immune system.	**16 Zinc helps the immune system work normally.**
17 Zinc contributes to the protection of cells from oxidative stress.	**17 Zinc helps to protect cells from oxidative stress.**
18 Zinc has a role in the process of cell division.	**18 Zinc has a role in the process of cell division.**

Source of phosphorus

Approved claims

1. Phosphorus contributes to normal energy-yielding metabolism.
2. Phosphorus contributes to normal function of cell membranes.
3. Phosphorus contributes to the maintenance of normal bones.
4. Phosphorus contributes to the maintenance of normal teeth.
5. Phosphorus is needed for the normal growth and development of bone in children.

Consumer messaging

1. **Phosphorus helps normal energy production in the body.**
2. **Phosphorus helps cell membranes to function.**
3. **Phosphorus supports the maintenance of normal bones.**
4. **Phosphorus supports the maintenance of normal teeth.**
5. **Phosphorus is needed for the normal growth and development of children's bones.**

PHOSPHORUS SUPPORTS THE MAINTENANCE OF NORMAL BONES

Source of potassium

Approved claims

1. Potassium contributes to normal functioning of the nervous system.
2. Potassium contributes to normal muscle function.
3. Potassium contributes to the maintenance of normal blood pressure.

Consumer messaging

1. **Potassium helps the nervous system to work normally.**
2. **Potassium helps muscles to work normally.**
3. **Potassium supports normal blood pressure.**

Health claims for healthcare professionals

Health claims for healthcare professionals

Rich source of protein

Approved claims

1. Protein contributes to a growth in muscle mass.
2. Protein contributes to the maintenance of muscle mass.
3. Protein contributes to the maintenance of normal bones.
4. Protein is needed for normal growth and development of bone in children.

Healthcare professional messaging

Beef is rich in protein. Protein contributes to the building and maintenance of normal muscles, as well as the maintenance of normal bones. Protein is also needed for the normal growth and development of children.

Rich source of niacin (vitamin B3)

Approved claims

1. Niacin contributes to normal energy-yielding metabolism.
2. Niacin contributes to normal functioning of the nervous system.
3. Niacin contributes to normal psychological function.
4. Niacin contributes to the maintenance of normal mucous membranes.
5. Niacin contributes to the maintenance of normal skin.
6. Niacin contributes to the reduction of tiredness and fatigue.

Healthcare professional messaging

Beef is a rich source of niacin. Niacin supports normal energy metabolism and contributes to normal psychological function and a normal nervous system. Niacin supports normal skin and plays a role in reducing tiredness and fatigue.

NIACIN SUPPORTS NORMAL SKIN AND PLAYS A ROLE IN REDUCING TIREDNESS & FATIGUE

Rich source of vitamin B6

Approved claims

1. Vitamin B6 contributes to normal cysteine synthesis.
2. Vitamin B6 contributes to normal energy-yielding metabolism.
3. Vitamin B6 contributes to normal functioning of the nervous system.
4. Vitamin B6 contributes to normal homocysteine metabolism.
5. Vitamin B6 contributes to normal protein and glycogen metabolism.
6. Vitamin B6 contributes to normal psychological function.
7. Vitamin B6 contributes to normal red blood cell formation.
8. Vitamin B6 contributes to the normal function of the immune system.
9. Vitamin B6 contributes to the reduction of tiredness and fatigue.
10. Vitamin B6 contributes to the regulation of hormonal activity.

Healthcare professional messaging

Beef is a rich source of vitamin B6. Vitamin B6 supports normal energy-yielding metabolism and helps the nervous system and immune system to work normally. Vitamin B6 supports normal psychological function and the normal formation of red blood cells and plays a role in reducing tiredness and fatigue.

VITAMIN B6 HELPS THE NERVOUS SYSTEM & IMMUNE SYSTEM TO WORK NORMALLY

Rich source of vitamin B12

Approved claims

1. Vitamin B12 contributes to normal energy-yielding metabolism.
2. Vitamin B12 contributes to normal functioning of the nervous system.
3. Vitamin B12 contributes to normal homocysteine metabolism.
4. Vitamin B12 contributes to normal psychological function.
5. Vitamin B12 contributes to normal red blood cell formation.
6. Vitamin B12 contributes to the normal function of the immune system.
7. Vitamin B12 contributes to the reduction of tiredness and fatigue.
8. Vitamin B12 has a role in the process of cell division.

Healthcare professional messaging

Beef is a rich source of vitamin B12. Vitamin B12 supports normal energy-yielding metabolism and contributes to the normal function of the immune system. Vitamin B12 supports normal psychological function and the normal formation of red blood cells. Vitamin B12 also plays a role in reducing tiredness and fatigue.

Source of iron

KEY NUTRIENT

Approved claims

1. Iron contributes to normal cognitive function.
2. Iron contributes to normal energy-yielding metabolism.
3. Iron contributes to normal formation of red blood cells and haemoglobin.
4. Iron contributes to normal oxygen transport in the body.
5. Iron contributes to the normal function of the immune system.
6. Iron contributes to the reduction of tiredness and fatigue.
7. Iron has a role in the process of cell division.
8. Iron contributes to normal cognitive development of children.

Healthcare professional messaging

Beef is a source of iron. Iron supports normal energy-yielding metabolism and helps the immune system to work normally. Iron supports normal mental function and the formation of red blood cells and haemoglobin. Iron plays a role in reducing tiredness and fatigue and supports normal learning and cognitive development in children.

IRON SUPPORTS NORMAL LEARNING & COGNITIVE DEVELOPMENT IN CHILDREN

Naturally low in sodium

Approved claims

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

Healthcare professional messaging

Beef is naturally low in sodium. Reducing consumption of sodium contributes to the maintenance of normal blood pressure.

BEEF IS NATURALLY LOW IN SODIUM REDUCING CONSUMPTION OF SODIUM CONTRIBUTES TO THE MAINTENANCE OF NORMAL BLOOD PRESSURE

Rich source of zinc

Approved claims

1 Zinc contributes to normal DNA synthesis.

2 Zinc contributes to normal acid-base metabolism.

3 Zinc contributes to normal carbohydrate metabolism.

4 Zinc contributes to normal cognitive function.

5 Zinc contributes to normal fertility and reproduction.

6 Zinc contributes to normal macronutrient metabolism.

7 Zinc contributes to normal metabolism of fatty acids.

8 Zinc contributes to normal metabolism of vitamin A.

9 Zinc contributes to normal protein synthesis.

10 Zinc contributes to the maintenance of normal bones.

11 Zinc contributes to the maintenance of normal hair.

12 Zinc contributes to the maintenance of normal nails.

13 Zinc contributes to the maintenance of normal skin.

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

15 Zinc contributes to the maintenance of normal vision.

16 Zinc contributes to the normal function of the immune system.

17 Zinc contributes to the protection of cells from oxidative stress.

18 Zinc has a role in the process of cell division.

Healthcare professional messaging

Beef is a rich source of zinc. Zinc supports normal cognitive function, fertility and reproduction. Zinc helps the immune system to work normally and contributes towards normal vision, hair, nails, bones and skin. Zinc also contributes to the maintenance of normal testosterone levels in the blood, helps the body metabolise a range of nutrients, including vitamin A, and has a role in the process of cell division.

ZINC CONTRIBUTES TO THE MAINTENANCE OF **NORMAL TESTOSTERONE** LEVELS IN THE BLOOD

Source of phosphorus

Approved claims

1. Phosphorus contributes to normal energy-yielding metabolism.
2. Phosphorus contributes to normal function of cell membranes.
3. Phosphorus contributes to the maintenance of normal bones.
4. Phosphorus contributes to the maintenance of normal teeth.
5. Phosphorus is needed for the normal growth and development of bone in children.

Healthcare professional messaging

Beef is a source of phosphorus. Phosphorus supports normal energy-yielding metabolism and contributes to the maintenance of normal bones and teeth. Phosphorus is also needed for the normal growth and development of children's bones.

PHOSPHORUS IS NEEDED FOR NORMAL GROWTH & DEVELOPMENT OF CHILDREN'S BONES

Source of potassium

Approved claims

1. Potassium contributes to normal functioning of the nervous system.
2. Potassium contributes to normal muscle function.
3. Potassium contributes to the maintenance of normal blood pressure.

Healthcare professional messaging

Beef is a source of potassium. Potassium helps the nervous system and muscles to work normally and contributes to the maintenance of normal blood pressure.

Non-specific claims for beef

Non-specific claims for beef

A number of 'non-specific claims' can be made for **100 g** of lean raw beef. These general claims can be used alongside more detailed summary claims to aid understanding about the specific health benefits that the nutrients contained in beef can provide.

Eight essential vitamins and minerals

Summary claim

Beef naturally provides eight essential vitamins and minerals* that support good health and well-being.

*Rich in niacin, vitamin B6, vitamin B12 and zinc and a source of riboflavin, iron, potassium and phosphorus.

Iron plus

Approved claims

1 Meat contributes to the improvement of iron absorption when eaten with other foods containing (non-haem) iron.

Summary claim

Beef helps the body to get more iron from other foods when eaten together.

Energy production

Approved claims

1 Niacin contributes to normal energy-yielding metabolism.

2 Vitamin B6 contributes to normal energy-yielding metabolism.

3 Vitamin B12 contributes to normal energy-yielding metabolism.

4 Riboflavin contributes to normal energy-yielding metabolism.

5 Iron contributes to normal energy-yielding metabolism.

6 Phosphorus contributes to normal energy-yielding metabolism.

Summary claim

Beef provides six essential vitamins and minerals* that support normal energy production in the body.

*Niacin, vitamin B6, vitamin B12, riboflavin, iron and phosphorus.

Helps with mental function

Approved claims

1. Niacin contributes to normal psychological function.
2. Vitamin B6 contributes to normal psychological function.
3. Vitamin B12 contributes to normal psychological function.
4. Zinc contributes to normal cognitive function.
5. Iron contributes to normal cognitive function.

Summary claim

Beef naturally provides five essential vitamins and minerals* that support normal mental function.

*Niacin, vitamin B6, vitamin B12, zinc and iron.

Good for tiredness and fatigue

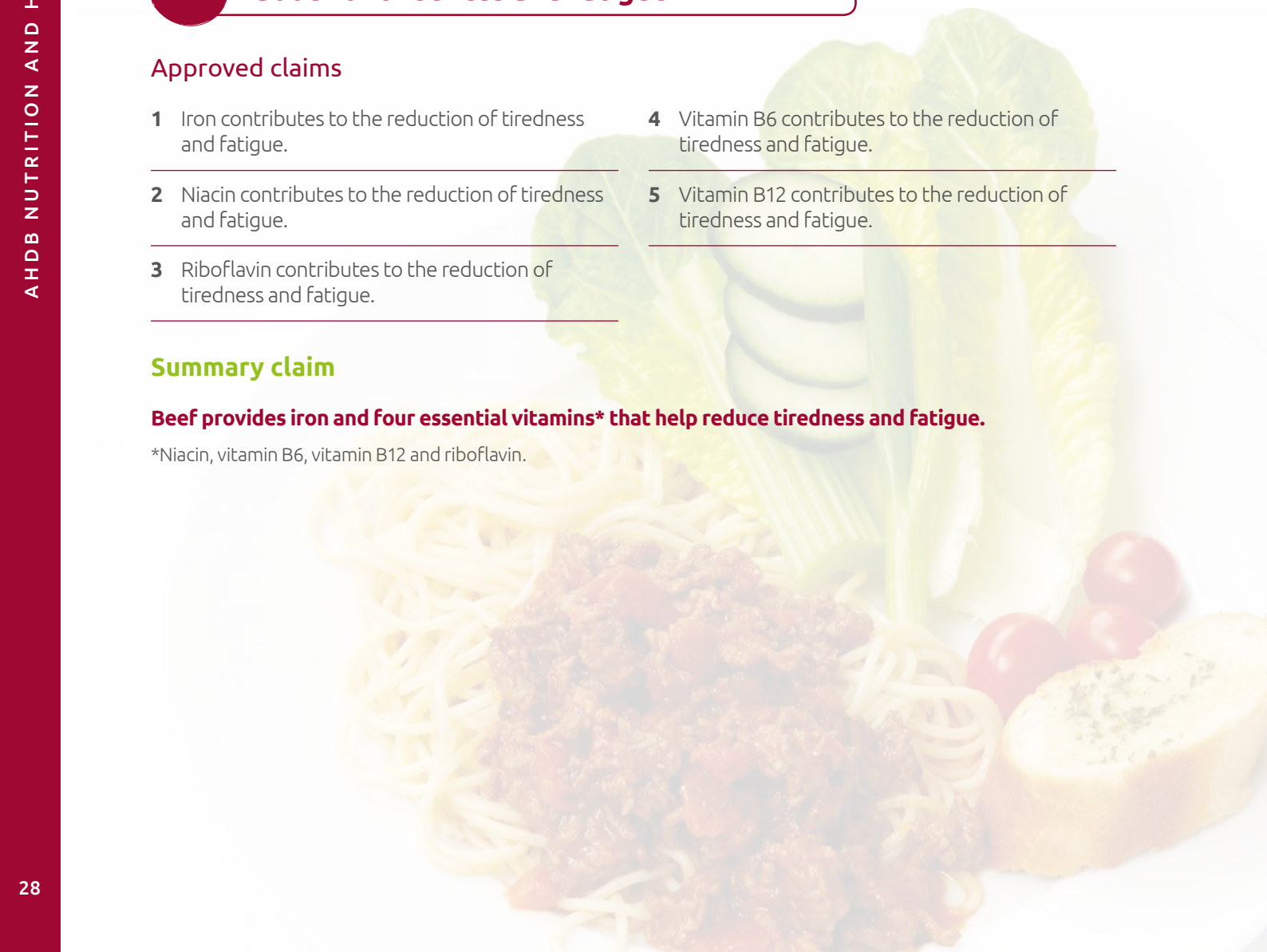
Approved claims

1. Iron contributes to the reduction of tiredness and fatigue.
2. Niacin contributes to the reduction of tiredness and fatigue.
3. Riboflavin contributes to the reduction of tiredness and fatigue.
4. Vitamin B6 contributes to the reduction of tiredness and fatigue.
5. Vitamin B12 contributes to the reduction of tiredness and fatigue.

Summary claim

Beef provides iron and four essential vitamins* that help reduce tiredness and fatigue.

*Niacin, vitamin B6, vitamin B12 and riboflavin.



Immunity support

Approved claims

1. Zinc contributes to the normal function of the immune system.
2. Iron contributes to the normal function of the immune system.
3. Vitamin B6 contributes to the normal function of the immune system.
4. Vitamin B12 contributes to the normal function of the immune system.

Summary claim

Beef is a source of four essential vitamins and minerals* that help the immune system to work normally.

*Zinc, iron, vitamin B6 and vitamin B12.

Good for muscles

Approved claims

1. Protein contributes to a growth in muscle mass.
2. Protein contributes to the maintenance of muscle mass.
3. Potassium contributes to normal muscle function.

Summary claim

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.

Good for children's bones

Approved claims

1. Protein is needed for normal growth and development of bone in children.
2. Phosphorus is needed for the normal growth and development of bone in children.

Summary claim

Beef provides protein and phosphorus, which are both needed for the normal growth and development of children's bones.

Good for bones

Approved claims

1. Protein contributes to the maintenance of normal bones.
2. Zinc contributes to the maintenance of normal bones.
3. Phosphorus contributes to the maintenance of normal bones.

Summary claim

Beef provides protein, zinc and phosphorus, which contribute to the maintenance of normal bones.

Good for skin, nails and hair

Approved claims

1. Niacin contributes to the maintenance of normal skin.
2. Zinc contributes to the maintenance of normal hair.
3. Zinc contributes to the maintenance of normal nails.
4. Zinc contributes to the maintenance of normal skin.
5. Riboflavin contributes to the maintenance of normal skin.

Summary claim

Beef is a rich source of niacin and a source of riboflavin, which support normal skin, and a rich source of zinc, which supports normal skin, nails and hair.

Good for red blood cells

Approved claims

1. Riboflavin contributes to the maintenance or normal red blood cells.
2. Vitamin B12 contributes to normal red blood cell formation.
3. Vitamin B6 contributes to normal red blood cell formation.
4. Iron contributes to normal formation of red blood cells and haemoglobin.

Summary claim

Beef provides riboflavin, vitamins B6 and B12, plus iron, which support the normal formation of red blood cells.

Helps with fertility and reproduction

Approved claims

1 Zinc contributes to normal fertility and reproduction.

Summary claim

Beef is a rich source of zinc, which contributes to normal fertility and reproduction.

Visual examples

Visual examples

Consumers need guidance to help make informed choices with regards to selecting beef as part of a balanced diet for them and their family. Visual nutrition and health claims can help provide them with the information they need.

Individual processors and manufacturers may choose to use the claims contained in this guide differently. Labels, shelf edge and other promotional materials, recipes, websites and advertising are all possible channels for communicating the claims.

Certain claims resonate more with some groups than others, so it is likely that the selection of the claims used may be influenced by the target audience of a particular promotional campaign. Older people were found to be more interested in eyesight, bone health and mental function. Those with children were more interested in bone health, protein and immunity support, while there was a niche appeal for interest in fertility and reproduction.

The messages that resonate most

- Essential vitamins and minerals
- Good for children's bones
- Good for your bones
- Good for your muscles
- Helps with mental function
- Rich in protein
- Helps reduce tiredness and fatigue
- Immunity support

The following gives an illustration of how various claims can be used and positioned to communicate key nutrition and health messages to the consumer.

Infographics

Photography

Point of sale

Shelf-barker example

Shelf-wobbler example

Stickers

Packaging stickers examples

Recipes

When applied to recipes, allowance will have to be made for cooking losses. Generally, about a **20–30%** weight loss can be expected. Depending on the dish and how it is cooked, this can result in a concentration of some nutrients and a loss of others into the cooking liquid.

Further guidance and FAQs

Q **Does this legislation require me to change packaging for beef products?**

A No, this is not new legislation and it is not a legal requirement for packaging to be changed. However, if you would like to include any health messages on your packaging, the information contained within this guide provides the approved assured wording that can be used for lean raw beef.

Q **I'm a retailer, why should I consider changing my packaging?**

A Evidence suggests that consumer choice is increasingly driven by health when making a purchase decision. We have to assume that this also influences beef purchasing and, given some of the negative health publicity beef has received in the media, consumers may need more reassurance about the health benefits of beef to restore any lost confidence.

Beef is naturally rich in protein, low in sodium and provides a variety of vitamins and minerals* that contribute towards good health and well-being. Studies indicate that some population groups are not consuming enough of the nutrients found in beef.

*Rich in niacin, vitamin B6, vitamin B12 and zinc and a source of riboflavin, iron, potassium and phosphorus.

Q **What is the difference between nutrient claims and health claims?**

A A nutrient claim relates specifically to the nutrient content of food and assumes that the food contains above a specified threshold of that nutrient. A health claim relates to the physiological impact that a nutrient can have in the body. Some nutrients have more than one function in the body and so can have a number of associated health claims.

Q **How will I know I'm working from the latest set of guidelines?**

A AHDB has committed to review these claims with TS annually. It will be AHDB's responsibility to ensure the latest claims guide is available to download on its website **ahdb.org.uk**. This will give details of when the claims in the guide were approved and updated. Please see the date of publication on the inside front cover of the guide you are using.

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

A That would depend. The health claims only relate to **100 g** of lean raw beef, so if the ready meal contains at least **100 g** of raw lean beef, then yes you can. If your ready meal contains less than **100 g** of beef and it has been cooked and/or mixed with other ingredients, like in a bolognaise, then no, the health claims do not apply. Nutrients can be either condensed or diluted on cooking and this needs to be taken into account.

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 are not over-inflating the claim or misleading customers in any way. If in doubt, refer to the visual examples section.

Q **Can I use these claims on veal or beef offal?**

A No – the claims in this guide only apply to **100 g** raw lean muscle beef. The nutrient content of veal and offal is different from beef muscle meat and therefore may not comply with the conditions set out for use of the claims[10].

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

A AHDB is providing this guide to different audiences throughout the industry, from nutritionists, dietitians and healthcare professionals to processors and retailers. 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 Depending on the audience you are communicating with, you may wish to use either the consumer claims or the more technical summary claims for healthcare professionals. The consumer claims are more likely to be of benefit when advising patients, as the wording has been amended to help aid understanding.

(10) EFSA thresholds (Annex to the Regulations No.1924/2006).

References

1. Consumers and Health and Nutrition Claims Research (2014), conducted by GfK on behalf of AHDB.
   – page 4

2. The Department of Health has advised that people who eat a lot of red and processed meat a day (more than 90 g cooked weight) should cut down to 70 g.
   nhs.uk/Livewell/Goodfood/Pages/meat.aspx
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3. Scientific Advisory Committee on Nutrition (SACN). Iron and Health. London TSO, 2010.
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4. Public Health England (2016), National Diet and Nutrition Survey (NDNS) Results from Years 5 and 6 (combined) of the Rolling Programme (2012)/2013–2013/2014).
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5. Kantar Worldpanel Usage (August 2016).
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6. European Union's Nutrition and Health Claims Regulations No. 1924/2006.
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7. General Principles on Flexibility of Wording for Health Claims, Department of Health, December 2012.
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8. Buckingham and Surrey Trading Standards (TS).
   bucksandsurreytradingstandards.gov.uk
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9. Mc Cance and Widdowson's The Composition of Foods, Integrated Dataset.
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10. EFSA thresholds (Annex to the Regulations No.1924/2006).
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