



# PORK

.....

Understanding the nutrition and  
health claims regulations for pork

**PORK**  
**IS NATURALLY RICH IN**  
**PROTEIN**  
**LOW IN SODIUM**  
**AND PROVIDES TEN**  
**VITAMINS & MINERALS\***  
**THAT CONTRIBUTE TOWARDS**  
**GOOD HEALTH**  
**AND WELL-BEING**



\*Rich in thiamin, niacin, vitamin B6 and vitamin B12 and a source of riboflavin, zinc, potassium, phosphorus, selenium and pantothenic acid.

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# The purpose of this guide

The purpose of this guide is to demonstrate how lean pork 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 pork 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<sup>(1)</sup>

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 pork 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 pork 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 pork. 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<sup>(2)</sup>.

Current dietary guidelines suggest an average daily intake of **70 g/day**<sup>(3)</sup>. 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<sup>(4)</sup>.

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



**70 g of cooked pork 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](https://www.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).

# Pork 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<sup>(5)</sup>. The consumption of lean pork as part of a healthy balanced diet is frequently challenged and undermined by negative health implications, and it is often overlooked that pork can legitimately be promoted as making a positive contribution to diet and health.

## Nutrition and Health Claims Regulations (NHCR)

This legislative framework<sup>(6)</sup> has presented an opportunity to clarify how pork 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 pork. Legally approved nutrition and health claims for pork were identified in a document detailing the justification for the various claims. The general principles outlined by the Department of Health<sup>(7)</sup> 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 pork 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 pork, including non-specific, general health claims and supporting summary claims, was developed and used as a focus for discussion with legislative authorities<sup>(8)</sup>.

(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](https://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<sup>(9)</sup>. 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 pork

All the claims listed in this guide relate to **100 g** raw lean pork. The nutrient content is based on figures published in **McCance and Widdowson's The Composition of Foods**, Integrated Dataset, code number 1959. Eight different pork cuts were analysed to generate these average figures for trimmed lean raw pork. The claims in this guide do not relate to specific cuts of pork and should not be used for offal. The claims relate only to trimmed lean raw pork muscle meat. They cannot be used to describe the pork 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 pork can claim to be a 'source' or 'rich source', according to the thresholds set<sup>(10)</sup>. 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).

**Pork is a rich source of** THIAMIN, NIACIN, VITAMIN B6 and B12

**Pork is a source of** RIBOFLAVIN, ZINC, POTASSIUM, PHOSPHORUS, SELENIUM and PANTOTHENIC ACID

## Nutrient content of lean pork

	Per 100 g raw	Nutrient/Food Reference Value (NRV)	Claim
PROTEIN	22 g	> 20% energy from protein	Naturally rich
FAT	4 g	-	-
SATURATED FAT	1.4 g	-	-
ENERGY	123 kcal/519 kJ	200 kcal	-
SODIUM	63 mg	6 g/day	Naturally low
POTASSIUM	380 mg	2,000 mg	Source
PHOSPHORUS	190 mg	700 mg	Source
ZINC	2.1 mg	10 mg	Source
RIBOFLAVIN	0.24 mg	1.4 mg	Source
NIACIN	6.9 mg	16 mg	Rich source
VITAMIN B6	0.54 mg	1.4 mg	Rich source
VITAMIN B12	1.0 µg	2.5 µg	Rich source
PANTOTHENIC ACID	1.46 mg	6 mg	Source
SELENIUM	13 µg	55 µg	Source
THIAMIN	0.98 mg	1.1 mg	Rich source
PORK		>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 pork, a combined 'umbrella claim' has been developed.

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

\*Rich in thiamin, niacin, vitamin B6 and vitamin B12 and a source of riboflavin, zinc, potassium, phosphorus, selenium and pantothenic acid.

## Approved health claims

Approved health claims for pork 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 pork are contributing to the particular health benefit.

## Categories of health claims





Based on 100 g  
raw lean pork

- **Rich source of**

Thiamin, niacin, vitamin B6  
and vitamin B12

.....

- **Source of**

Riboflavin, zinc, potassium,  
phosphorus, selenium and  
panothenic acid

.....

- **Protein**

Naturally rich in protein

.....

- **Sodium**

Naturally low  
in sodium

# Individual nutrient claims


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 pork.

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

**“Pork is naturally rich in protein, low in sodium and provides ten vitamins and minerals\* that contribute towards good health and well-being.”**

\* Pork is rich in thiamin, niacin, vitamin B6 and vitamin B12 and is a source of riboflavin, zinc, potassium, phosphorus, selenium and pantothenic acid.





**“Pork provides five essential B vitamins (thiamin, niacin, vitamin B6, vitamin B12 and riboflavin).”**

**“Pork is a source of zinc, potassium, phosphorus, selenium and pantothenic acid.”**

**“Pork naturally contains four essential dietary minerals (zinc, potassium, phosphorus and selenium).”**

# Health claims for the consumer

.....

# Health claims for the consumer



## Rich source of protein

### Approved claims

- 1 Protein contributes to 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.

### Consumer messaging

- 1 Protein helps muscle growth.
- 2 Protein supports muscle mass.
- 3 Protein supports bone maintenance.
- 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

- 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.

### Consumer messaging

- 1 Niacin helps with normal energy production in the body.
- 2 Niacin helps the nervous system to work normally.
- 3 Niacin helps normal psychological function.
- 4 Niacin supports normal mucous membranes.
- 5 Niacin supports normal skin.
- 6 Niacin helps reduce tiredness and fatigue.



## Source of riboflavin

### Approved claims

- 1 Riboflavin contributes to normal energy-yielding metabolism.
- 2 Riboflavin contributes to normal functioning of the nervous system.
- 3 Riboflavin contributes to the maintenance of normal mucous membranes.
- 4 Riboflavin contributes to the maintenance of normal red blood cells.
- 5 Riboflavin contributes to the maintenance of normal skin.
- 6 Riboflavin contributes to the maintenance of normal vision.
- 7 Riboflavin contributes to the normal metabolism of iron.
- 8 Riboflavin contributes to the protection of cells from oxidative stress.
- 9 Riboflavin contributes to the reduction of tiredness and fatigue.

### Consumer messaging

- 1 **Riboflavin helps with energy production.**
- 2 **Riboflavin helps the nervous system to work.**
- 3 **Riboflavin supports normal mucous membranes.**
- 4 **Riboflavin supports normal red blood cells.**
- 5 **Riboflavin supports normal skin.**
- 6 **Riboflavin supports normal vision.**
- 7 **Riboflavin supports the metabolism of iron.**
- 8 **Riboflavin helps protect cells from oxidative stress.**
- 9 **Riboflavin helps reduce tiredness and 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.

### Consumer messaging

- 1 **Vitamin B6 helps with normal cysteine synthesis.**
- 2 **Vitamin B6 helps energy production in the body.**
- 3 **Vitamin B6 helps the nervous system work normally.**
- 4 **Vitamin B6 helps normal homocysteine metabolism.**
- 5 **Vitamin B6 helps normal protein and glycogen production.**

### Approved claims

- 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.

### Consumer messaging

- 6 **Vitamin B6 helps normal psychological function.**
- 7 **Vitamin B6 helps produce the red blood cells that carry oxygen round the body.**
- 8 **Vitamin B6 helps the immune system work normally.**
- 9 **Vitamin B6 helps reduce tiredness and fatigue.**
- 10 **Vitamin B6 helps the regulation of hormonal activity.**

# NIACIN & RIBOFLAVIN HELP WITH NORMAL ENERGY PRODUCTION



## 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.

### Consumer messaging

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



## Source of pantothenic acid

### Approved claims

- 1 Pantothenic acid contributes to normal energy-yielding metabolism.
- 2 Pantothenic acid contributes to normal mental performance.
- 3 Pantothenic acid contributes to normal synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters.
- 4 Pantothenic acid contributes to the reduction of tiredness and fatigue.

### Consumer messaging

- 1 **Pantothenic acid helps normal energy production in the body.**
- 2 **Pantothenic acid helps normal mental function.**
- 3 **Pantothenic acid helps normal synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters.**
- 4 **Pantothenic acid helps reduce tiredness and fatigue.**

# PANTOTHENIC ACID HELPS NORMAL MENTAL FUNCTION



## Naturally low in sodium

### Approved claims

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

### Consumer messaging

- 1 **Pork is naturally low in sodium. Reducing consumption of sodium supports normal blood pressure.**



# ZINC HELPS WITH FERTILITY & REPRODUCTION





## 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.

### Consumer messaging

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



## Source of phosphorus

### Approved claims

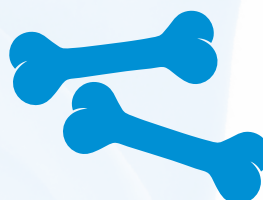
- 1 Phosphorus contributes to normal energy-yielding metabolism.
- 2 Phosphorus contributes to normal function of cell membranes.
- 3 Phosphorus contributes to the maintenance of normal bones.
- 4 Phosphorus contributes to the maintenance of normal teeth.
- 5 Phosphorus is needed for the normal growth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



## Rich source of thiamin

### Approved claims

- 1 Thiamin contributes to normal energy-yielding metabolism.
- 2 Thiamin contributes to normal functioning of the nervous system.
- 3 Thiamin contributes to normal psychological function.
- 4 Thiamin contributes to the normal function of the heart.

### Consumer messaging

- 1 **Thiamin helps with energy production.**
- 2 **Thiamin helps the nervous system to work normally.**
- 3 **Thiamin helps normal psychological function.**
- 4 **Thiamin helps normal heart function.**



## Source of selenium

### Approved claims

- 1 Selenium contributes to normal spermatogenesis.
- 2 Selenium contributes to the maintenance of normal hair.
- 3 Selenium contributes to the maintenance of normal nails.
- 4 Selenium contributes to the normal function of the immune system.
- 5 Selenium contributes to the normal thyroid function.
- 6 Selenium contributes to the protection of cells from oxidative stress.

### Consumer messaging

- 1 **Selenium contributes to normal sperm production.**
- 2 **Selenium supports normal hair.**
- 3 **Selenium supports normal nails.**
- 4 **Selenium helps the immune system to work.**
- 5 **Selenium supports normal thyroid function.**
- 6 **Selenium helps protect cells from oxidative stress.**

# Health claims for healthcare professionals

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# Health claims for healthcare professionals



## Rich source of protein

### Approved claims

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

### Healthcare professional messaging

**Pork is rich in protein. Protein supports 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.        | 4 Niacin contributes to the maintenance of normal mucous membranes. |
| 2 Niacin contributes to normal functioning of the nervous system. | 5 Niacin contributes to the maintenance of normal skin.             |
| 3 Niacin contributes to normal psychological function.            | 6 Niacin contributes to the reduction of tiredness and fatigue.     |

### Healthcare professional messaging

**Pork 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.**



## Source of riboflavin

### Approved claims

- |   |  |
|---|--|
| <p><b>1</b> Riboflavin contributes to normal energy-yielding metabolism.</p>          | <p><b>6</b> Riboflavin contributes to the maintenance of normal vision.</p>              |
| <p><b>2</b> Riboflavin contributes to normal functioning of the nervous system.</p>   | <p><b>7</b> Riboflavin contributes to the normal metabolism of iron.</p>                 |
| <p><b>3</b> Riboflavin contributes to the maintenance of normal mucous membranes.</p> | <p><b>8</b> Riboflavin contributes to the protection of cells from oxidative stress.</p> |
| <p><b>4</b> Riboflavin contributes to the maintenance of normal red blood cells.</p>  | <p><b>9</b> Riboflavin contributes to the reduction of tiredness and fatigue.</p>        |
| <p><b>5</b> Riboflavin contributes to the maintenance of normal skin.</p>             |  |

### Healthcare professional messaging

**Pork is a source of riboflavin, which supports normal skin and vision. Riboflavin also helps reduce tiredness and fatigue and plays a role in the normal functioning of the nervous system. Riboflavin plays a role in the maintenance of normal red blood cells and the normal metabolism of iron.**



## Rich source of vitamin B6

### Approved claims

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

### Healthcare professional messaging

**Pork 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. Vitamin B6 also plays a role in reducing tiredness and fatigue.**



## Rich source of vitamin B12

### Approved claims

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

### Healthcare professional messaging

**Pork 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 and plays a role in reducing tiredness and fatigue.**



## Source of pantothenic acid

### Approved claims

- |  |  |
|--|--|
| <p><b>1</b> Pantothenic acid contributes to normal energy-yielding metabolism.</p> | <p><b>3</b> Pantothenic acid contributes to normal synthesis and metabolism of steroid hormones, vitamin D and some neurotransmitters.</p> |
| <p><b>2</b> Pantothenic acid contributes to normal mental performance.</p>         | <p><b>4</b> Pantothenic acid contributes to the reduction of tiredness and fatigue.</p>  |

### Healthcare professional messaging

**Pork is a source of pantothenic acid, which supports normal mental performance and normal energy-yielding metabolism, plus helps reduce tiredness and fatigue.**



# 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

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



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





## Source of zinc

### Approved claims

- |   |   |
|---|---|
| <b>1</b> Zinc contributes to normal DNA synthesis.              | <b>10</b> Zinc contributes to the maintenance of normal bones.                            |
| <b>2</b> Zinc contributes to normal acid-base metabolism.       | <b>11</b> Zinc contributes to the maintenance of normal hair.                             |
| <b>3</b> Zinc contributes to normal carbohydrate metabolism.    | <b>12</b> Zinc contributes to the maintenance of normal nails.                            |
| <b>4</b> Zinc contributes to normal cognitive function.         | <b>13</b> Zinc contributes to the maintenance of normal skin.                             |
| <b>5</b> Zinc contributes to normal fertility and reproduction. | <b>14</b> Zinc contributes to the maintenance of normal testosterone levels in the blood. |
| <b>6</b> Zinc contributes to normal macronutrient metabolism.   | <b>15</b> Zinc contributes to the maintenance of normal vision.                           |
| <b>7</b> Zinc contributes to normal metabolism of fatty acids.  | <b>16</b> Zinc contributes to the normal function of the immune system.                   |
| <b>8</b> Zinc contributes to normal metabolism of vitamin A.    | <b>17</b> Zinc contributes to the protection of cells from oxidative stress.              |
| <b>9</b> Zinc contributes to normal protein synthesis.          | <b>18</b> Zinc has a role in the process of cell division.                                |

### Healthcare professional messaging

**Pork is a 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

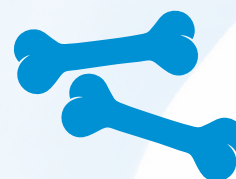
### Approved claims

- 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

**Pork 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 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

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



## KEY NUTRIENT

### Rich source of thiamin

#### Approved claims

- |   |   |
|---|---|
| <b>1</b> Thiamin contributes to normal energy-yielding metabolism.        | <b>3</b> Thiamin contributes to normal psychological function.    |
| <b>2</b> Thiamin contributes to normal functioning of the nervous system. | <b>4</b> Thiamin contributes to the normal function of the heart. |

#### Healthcare professional messaging

**Pork is a rich source of thiamin, which supports energy production and helps the nervous system to work normally. Thiamin also supports normal psychological function and contributes to the normal functioning of the heart.**

### Source of selenium

#### Approved claims

- |   |   |
|---|---|
| <b>1</b> Selenium contributes to normal spermatogenesis.          | <b>4</b> Selenium contributes to the normal function of the immune system.      |
| <b>2</b> Selenium contributes to the maintenance of normal hair.  | <b>5</b> Selenium contributes to normal thyroid function.                       |
| <b>3</b> Selenium contributes to the maintenance of normal nails. | <b>6</b> Selenium contributes to the protection of cells from oxidative stress. |

#### Healthcare professional messaging

**Pork is a source of selenium, which supports normal hair and nails. Selenium contributes to normal thyroid function and sperm production. Selenium also helps the immune system to work normally.**

# Non-specific claims for pork

.....



# Non-specific claims for pork

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

## Ten essential vitamins and minerals

### Summary claim

**Pork naturally provides ten essential vitamins and minerals\* that support good health and well-being.**

\*Thiamin, niacin, vitamin B6, vitamin B12, riboflavin, plus zinc, potassium, phosphorus, selenium and pantothenic acid.

## Iron plus

### Approved claims

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

### Summary claim

**Pork helps the body to get more iron from other foods when eaten together. It also contains riboflavin, which helps the normal metabolism of iron.**

## Energy production

### Approved claims

- |  |   |  |
|--|---|--|
| 1 Thiamin contributes to normal energy-yielding metabolism.    | 4 Vitamin B6 contributes to normal energy-yielding metabolism.  | 6 Phosphorus contributes to normal energy-yielding metabolism.       |
| 2 Niacin contributes to normal energy-yielding metabolism.     | 5 Vitamin B12 contributes to normal energy-yielding metabolism. | 7 Pantothenic acid contributes to normal energy-yielding metabolism. |
| 3 Riboflavin contributes to normal energy-yielding metabolism. |   |  |

### Summary claim

**Pork provides seven essential vitamins and minerals\* that support normal energy production in the body.**

\*Thiamin, niacin, vitamin B6, vitamin B12, riboflavin, phosphorus and pantothenic acid.



## Helps with mental function

### Approved claims

- |   |   |
|---|---|
| <b>1</b> Thiamin contributes to normal psychological function.    | <b>4</b> Vitamin B12 contributes to normal psychological function.  |
| <b>2</b> Niacin contributes to normal psychological function.     | <b>5</b> Zinc contributes to normal cognitive function.             |
| <b>3</b> Vitamin B6 contributes to normal psychological function. | <b>6</b> Pantothenic acid contributes to normal mental performance. |

### Summary claim

**Pork provides six essential vitamins and minerals\* that support normal mental function.**

\*Thiamin, niacin, vitamin B6, vitamin B12, zinc and pantothenic acid.



## Good for tiredness and fatigue

### Approved claims

- |  |   |
|--|---|
| <b>1</b> Iron contributes to the reduction of tiredness and fatigue.       | <b>4</b> Vitamin B6 contributes to the reduction of tiredness and fatigue.          |
| <b>2</b> Niacin contributes to the reduction of tiredness and fatigue.     | <b>5</b> Vitamin B12 contributes to the reduction of tiredness and fatigue.         |
| <b>3</b> Riboflavin contributes to the reduction of tiredness and fatigue. | <b>6</b> Pantothenic acid can contribute to the reduction of tiredness and fatigue. |

### Summary claim

**Pork provides five essential vitamins\* that help reduce tiredness and fatigue.**

\*Niacin, vitamin B6, vitamin B12, riboflavin and pantothenic acid.

## Immunity support

### Approved claims

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

### Summary claim

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

\*Vitamin B6, vitamin B12, zinc and selenium.

## Good for muscles

### Approved claims

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

### Summary claim

**Pork is rich in protein, which supports the growth and maintenance of muscles. Pork 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

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



## Good for bones

### Approved claims

- |  |  |
|--|--|
| <p><b>1</b> Protein contributes to the maintenance of normal bones.</p> <hr/> <p><b>2</b> Zinc contributes to the maintenance of normal bones.</p> <hr/> | <p><b>3</b> Phosphorus contributes to the maintenance of normal bones.</p> <hr/> |
|--|--|

### Summary claim

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

## Good for skin, nails and hair

### Approved claims

- |  |   |  |
|--|---|--|
| <p><b>1</b> Niacin contributes to the maintenance of normal skin.</p> <hr/> <p><b>2</b> Zinc contributes to the maintenance of normal hair.</p> <hr/> <p><b>3</b> Zinc contributes to the maintenance of normal nails.</p> <hr/> | <p><b>4</b> Zinc contributes to the maintenance of normal skin.</p> <hr/> <p><b>5</b> Riboflavin contributes to the maintenance of normal skin.</p> <hr/> <p><b>6</b> Selenium contributes to the maintenance of normal hair.</p> <hr/> | <p><b>7</b> Selenium contributes to the maintenance of normal nails.</p> <hr/> |
|--|---|--|

### Summary claim

**Pork provides niacin, riboflavin and zinc, which support normal skin. Pork also contains zinc and selenium, which support normal nails and hair.**

## Good for red blood cells

### Approved claims

- |  |  |
|--|--|
| <p><b>1</b> Vitamin B6 contributes to normal red blood cell formation.</p> <hr/> <p><b>2</b> Vitamin B12 contributes to normal red blood cell formation.</p> <hr/> | <p><b>3</b> Riboflavin contributes to the maintenance of normal red blood cells.</p> <hr/> |
|--|--|

### Summary claim

**Pork provides vitamins B6 and B12, which support the formation of red blood cells, and riboflavin supports the maintenance of normal red blood cells.**



## Good for eyesight

### Approved claims

- 1 Riboflavin contributes to the maintenance of normal vision.
- 2 Zinc contributes to the maintenance of normal vision.

### Summary claim

Pork provides riboflavin and zinc, which support vision.

## Helps with fertility and reproduction

### Approved claims

- 1 Selenium contributes to normal spermatogenesis.
- 2 Zinc contributes to normal fertility and reproduction.

### Summary claim

Pork provides selenium, which contributes to normal sperm production, and zinc, which contributes to normal fertility and reproduction.

# Visual examples

.....

# Visual examples

Consumers need guidance to help make informed choices with regards to selecting pork 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.

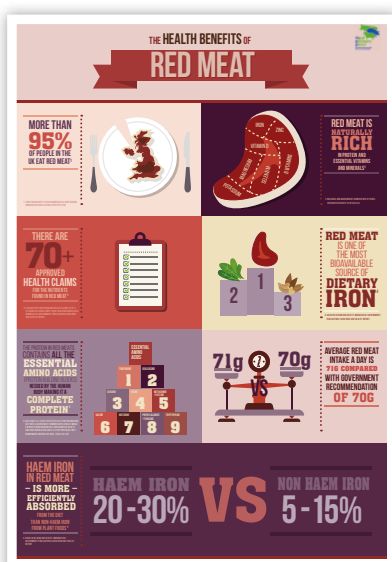
Certain claims resonate more with some groups than others, so it is likely that the selection of the claims used may be influenced by the target audience of a particular promotional campaign. Older people were found to be more interested in eyesight, bone health and mental function. Those with children 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.

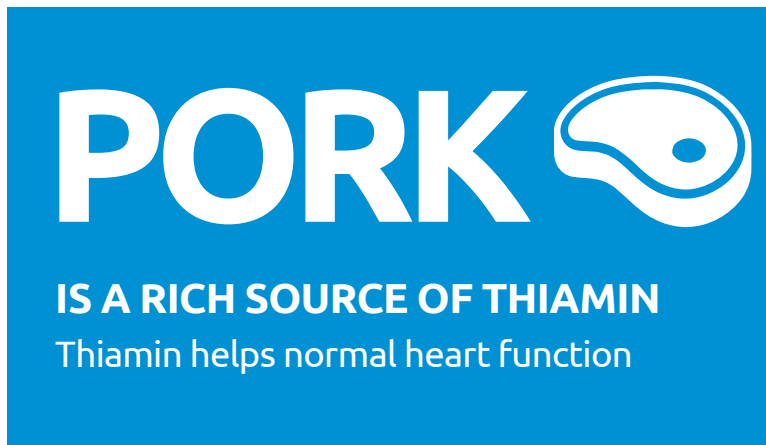
## Infographics



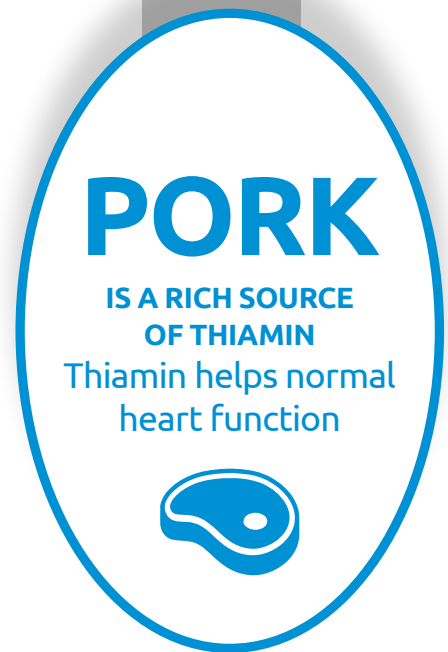
## Photography



## Point of sale

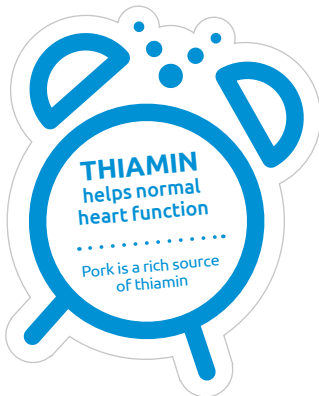


Shelf-barker example



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 pork 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 pork.

**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 pork purchasing and, given some of the negative health publicity pork has received in the media, consumers may need more reassurance about the health benefits of pork to restore any lost confidence.

Pork 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 pork.

\*Rich in thiamin, niacin, vitamin B6 and vitamin B12, and a source of iron, riboflavin, zinc, potassium, phosphorus, selenium and pantothenic acid.

**Q****What is the difference between a nutrient claim and a health claim?****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](http://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 pork 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 pork, so if the ready meal contains at least **100 g** of raw lean pork, then yes you can. If your ready meal contains less than **100 g** of pork and it has been cooked and/or mixed with other ingredients, like in sweet and sour pork, 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 pork?**

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

**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.

# 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](https://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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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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**[bucksandsurreytradingstandards.gov.uk](https://bucksandsurreytradingstandards.gov.uk)**  
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9. McCance and Widdowson’s The Composition of Foods, Integrated Dataset.  
– page 7
10. EFSA thresholds (Annex to the Regulations No.1924/2006).  
– page 8

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