

Proposal 1030 Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks
Submission from Vitaco Health (NZ) Ltd
30/09/2014

Vitaco Health (NZ) Ltd welcomes the opportunity to provide comment on Proposal P1030.

Vitaco Health (NZ) Ltd manufactures and markets a wide range of products including foods, dietary supplements and listed medicines for the New Zealand, Australian and other export markets. Products considered as “sports foods” form an important part of our product portfolio.

In principle Vitaco welcomes and supports the changes that are presented in Proposal 1030. We consider that the inclusion of Electrolyte Drinks into Standard 2.9.4 is appropriate and indeed when consulted previously by FSANZ we have supported this position. We also welcome the opportunity to make health claims including self-substantiated health claims on Formulated Supplementary Sports Foods.

We would also like to take this opportunity to ask that the review of the sport foods related standards be given a higher priority. We were involved in consultation in this area with FSANZ on Proposal P1010 in 2011 but this did not result in any change to the standard. We believe that the current standards could be improved and could allow for innovation within a clear framework. We look forward to being able to take part in consultation in this area.