



Canadian Food Health Claim Roadmap: A Business Management Tool

The *Canadian Food Health Claim Roadmap* is a business management tool that can help food product developers and marketers develop a logical approach to decisions on nutrient claims, health claims and other regulatory considerations en route to market.

Overview of the Roadmap

The Roadmap consists of a detailed resource document and an interactive electronic tool. These resources include three key elements:

1. a flow chart that provides a simple visual overview of strategies and decisions that companies should consider en route to pursuing a nutrient and/or health claim;
2. a detailed decision model that leads businesses through a decision-making process based on the regulatory framework and the parallel implications for scientific efficacy, market opportunity and business planning; and
3. information to guide activities, analysis and decision making when considering whether a nutrient and/or health claim is appropriate.

Context for the Nutrient Claim / Health Claim Flow Chart

The flow chart provides a useful overview of the decision model process. It provides a simple visual overview of the options for making nutrient claims and/or health claims that are possible under the existing regulations.

The four Steps in the decision model process are:

- Step 1: Nutrient / Health Claim Potential — Preliminary Review
- Step 2: Food or Natural Health Product Regulatory Stream Assessment
- Step 3: Novel Food, Food Additive or Food with Added Vitamins and Minerals Assessment
- Step 4: Nutrient / Health Claim Assessment

The first three Steps are a filtering process to ensure that the appropriate regulatory requirements are considered. The final Step involves selecting the best nutrient claims and/or health claims and the appropriate regulatory approval processes to pursue. The decision steps are described in more detail in Sections 3 and 4 of the Roadmap.

Contact us to obtain copies of the *Canadian Food Health Claim Roadmap* tools and to learn more about regulations for health claims, novel foods and ingredients.

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Nutrient Claim / Health Claim Flow Chart

(Source: *Canadian Food Health Claim Roadmap*)

