



MAKING **LOW GI** GENERAL LEVEL HEALTH CLAIMS

Making Low GI General Level Health Claims

The Glycemic Index (GI) Foundation, a not-for-profit health promotion charity, has undertaken extensive scientific reviews so that you can make general level health claims about your low glycemic index products that carry the GI Symbol.

The GI Symbol is a trust mark developed by the GI Foundation to help make healthier low GI choices quick and easy in the supermarket.

High-level scientific evidence and dossiers supporting the following general level health claims will be made available exclusively to GI Symbol licensees:

- **satiety**
- **sustained energy**
- **physical performance**

This document details what sort of health claims can be made and the steps involved to ensure compliance with *Standard 1.2.7 – Nutrition, Health and Related Claims*.

What Health Claims Can Be Made?

The GI Foundation holds evidence that can support general level health claims on-pack and in promotional materials for low GI products.

A general level health claim refers to a nutrient, substance or property of a food and its effect on a health function. It must not refer to a serious disease or biomarker of a serious disease. The following are examples of low GI general level health claims that have been substantiated by systematic literature reviews.

Satiety

- Low GI helps you stay fuller for longer
- Low GI increases the feeling of being fuller for longer
- Low GI foods can increase satiety

Sustained Energy

- Low GI for sustained energy
- Low GI for longer lasting energy
- Low GI to help maintain energy levels

Physical Performance

- Low GI (insert food) to fuel active bodies
- Low GI foods can help provide you with the energy needed to keep active for longer
- Low GI foods provide energy to help you perform at your best

The GI Foundation can work with your organisation to develop appropriate wording to support your product benefits.

Don't have the GI Symbol?



To obtain the GI Symbol, your product will need to have its glycemic index tested at an accredited laboratory and meet strict nutrient criteria for kilojoules, saturated fat, sodium and, where appropriate, fibre and calcium.

Only products that carry the GI Symbol are eligible to use the GI Foundation's dossiers to make a general level health claim.

For the steps and costs involved contact the GI Foundation on info@gisymbol.com.

The Evidence

The scientific literature reviews to support the general level health claims for low GI were conducted in accordance with the methodology required by Schedule 6 of *Standard 1.2.7 – Nutrition, Health and Related Claims* for the self-substantiation of general level health claims.

1. Glycemic index and physical performance:

performance: A systematic review and meta-analysis, Postelnik T., Barclay A.W., and Petocz P. January, 2014

The body of evidence shows significant improvement in sporting events and physical exercise if a low GI meal is consumed before engaging in the activity as part of a healthy, balanced diet.

2. Glycemic index and sustained energy for physical performance:

energy: A systematic review and meta-analysis, Postelnik T., Barclay A.W., and Petocz P. February, 2014

The body of evidence shows significant improvement in sustained energy for physical activity after consuming low GI foods or meals as part of a healthy, balanced diet.

3. Glycemic index and satiety:

A systematic review and meta-analysis, Postelnik T., Barclay A.W., and Petocz P. June, 2015

The body of evidence shows that satiety increases following consumption of low GI foods or meals, as part of a healthy, balanced diet.

All the scientific literature reviews have been reviewed by independent experts.

This evidence will support on-pack claims and promotional collateral around 'low GI foods/meals and sustained energy' and/or 'low GI foods/meals and physical performance' and/or 'low GI foods/meals and satiety'.

Please note that it is strongly recommended by both FSANZ and the GI Foundation that your regulatory and/or legal team review the full dossiers before notifying FSANZ and making any health claims on your foods.



“Independent research found that “providing longer lasting energy”, “keeps you fuller for longer” and “good for overall health” are the main claims consumers associate with low GI eating.”

Lonergan Research,
April 2014





How To Make A Low GI Health Claim

Before a health claim can be made on a food label, in an advertisement or any endorsement, it must be based on a food-health relationship that has been substantiated according to *Standard 1.2.7 - Nutrition, Health and Related Claims*.

To be eligible to utilise the GI Foundation's body of evidence (systematic literature reviews) to support your low GI general level health claim and comply with the Standard, you will need to follow five main steps.

1 Get the GI Symbol: To obtain the GI Symbol, your product will need to have its glycemic index tested at an accredited laboratory and meet the GI Foundation's strict nutrient criteria for kilojoules, saturated fat, sodium and, where appropriate, fibre and calcium.

Only products that carry the GI Symbol are eligible to use the GI Foundation's dossiers to make a general level health claim.

2 Check the food/product meets the Nutrient Profiling Scoring (NPS) Criteria: The food/product must meet the FSANZ NPS criteria[^], which is based on the amount of energy, saturated fat, total sugars and sodium in the food, along with the amount of fruit, vegetables, nuts, legumes, and in some cases, dietary fibre and protein.

[^] A system to determine whether a food is suitable to make a health claim, based on its nutrient profile.

To check if the food will meet the criteria, use this online tool: <http://www.foodstandards.gov.au/industry/labelling/pages/nutrientprofilingcalculator/Default.aspx>.

NB: If your product meets the GI Foundation's Product Eligibility and Nutrient Criteria it is likely that it will also meet the NPS criteria.

3 Include your GI value in your NIP: The GI value of your product must be displayed in the Nutrition Information Panel on your product.

4 Request a copy of the systematic literature review(s) from the GI Foundation: It is mandatory that brand owners hold a copy of the evidence to support their health claim in the form of a dossier. At this point in time, you will need to sign a GI Foundation Memorandum of Understanding regarding the terms and conditions for use of intellectual property. Once signed, GI Foundation will then provide the dossier of evidence.

5 GI Foundation approval: The GI Foundation is to then approve the general level health claim for all packaging and advertising material as stated in the GI Symbol license contract.

6 Notify FSANZ: You will need to notify FSANZ about your self-substantiated food-health relationship via their online notification portal (<http://www.foodstandards.gov.au/industry/labelling/fhr/Pages/notifications.aspx>).

You will need to include the following:

- Name and address of the person or business making the notification.
- Details of the food-health relationship. The GI Foundation will provide you with advice on how to specify the food-health relationship or the property of a food and a health effect.
- A certificate on company letterhead that states that the food-health relationship has been established by process of systematic review as described in Schedule 6 of *Standard 1.2.7*. The GI Foundation will supply you with a sample letter to follow.

Receipt of your notification and attached certificate will be acknowledged via reply email and published on the FSANZ website within five working days.

For further information and useful links please visit www.gisymbol.com.

“ Food symbols can provide a quick way to help overcome confusion and the overwhelming amount of choice in the supermarket. ”



Contact

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