



# The Tomato Foundation

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## PROJECT HEALTH CLAIM

The **Tomato Foundation Health Claim Consortium** is an inter-professional group of food industry, academia and researchers whose aim is to prove that tomato paste and products qualify for an EFSA health claim for improved blood flow.

Autumn 2018

## The BIG question behind our health claim project:

*Why does a supplement made from tomato paste have an EFSA health claim, but not the tomato paste it's made from?*

**Our primary objective** is to win an EFSA health claim for tomato bioactive compounds in tomato paste/products and improved blood flow.

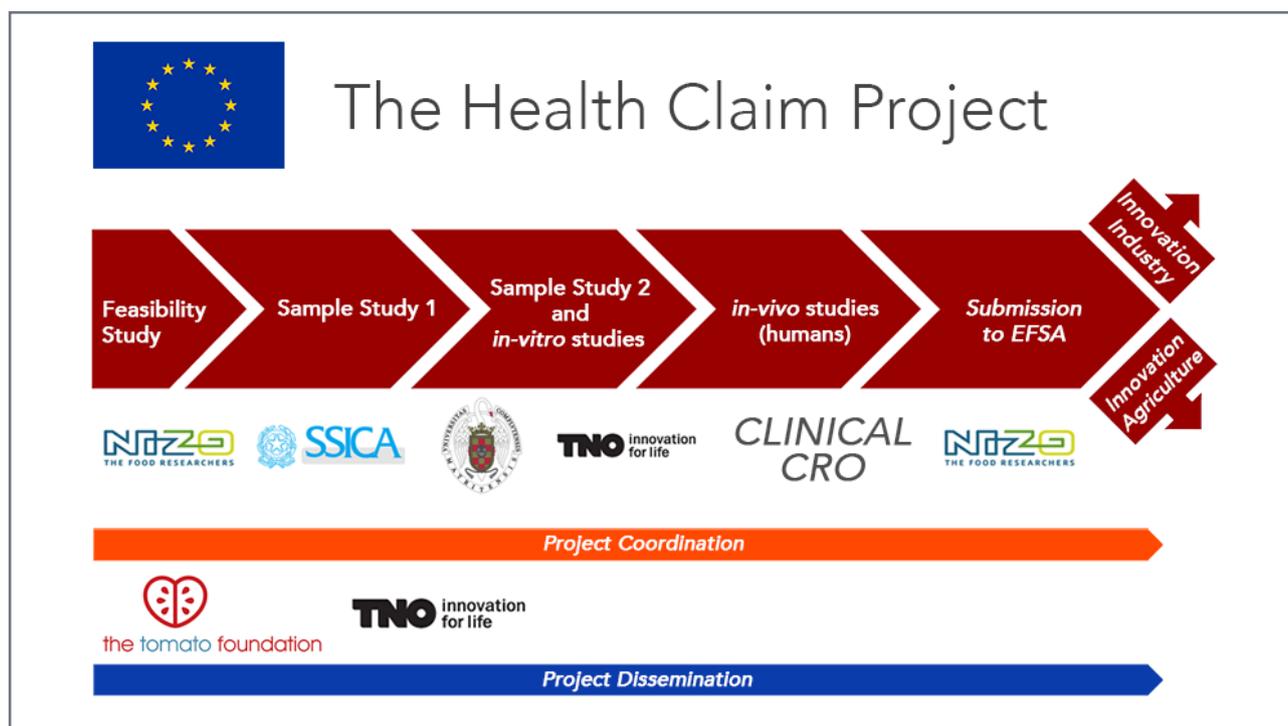
**Our current objective** is to secure broad industry support and collaboration for a tomato paste sample study to be conducted at SSICA.

**The sample study** requires best quality samples of all types of tomato paste, direct from the factory and from multiple regions globally. **The closing date to join the study is November 23rd, 2018.**

**The study results will provide the proof needed to gain EC funding for the rest of the project.**

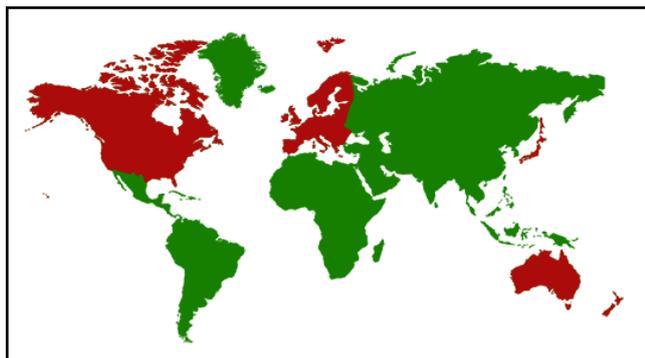
**Subsidiary objectives** include innovations in: Breeding, Processing, Packaging, Storage, Sustainability and developing new Premium category products.

**The project timeline:** Phase 1 - The Feasibility Study - is complete. Phase 2 - The Sample Study - starts in January 2019, providing results by March or April 2019. We will use the study results to Immediately lobby the EC for project funding.



**The Health Claim Project Consortium composition:** Coordinators, Communications and Dissemination, Scientific research, Industry Platform including seed supply, growers, processors, factory technology and product makers.

**The Health Claim from EFSA automatically brings an FDA Structure/Function health claim in the USA;** also in the multiple territories listed.



**The trial data and application dossier allows for health claims in multiple territories:**

- An EFSA 'New Function Claim' in Europe
- An FDA 'Structure/Function Claim' in the US
- A CFIA 'Function Claim' in Canada
- An FSANZ 'General Level Health Claim' in Australia and New Zealand

Japan needs one small additional human trial to qualify.

**Tomato products are universally recognised.** Imagine their health story growing, with EFSA and the Tomato Foundation as the point of origin. A food education NGO backed by EU food safety authority opinion - Supporting consumers.

#### **Benefits for project consortium partners:**

**ONLY project consortium partners** will be licensed to use the health claim - For a 5 year protected period.

- Your products included in the study - Outcome data specific to your samples.
- Access to ongoing sample study and project methods and results.
- Access to the Consortium membership. A neutral, pre-competitive and collaborative environment - Including supply chain and academic partners.
- Development opportunities. New premium category products or optimised traditional products and production methods - Lead time to market advantage.
- Strengthen and demonstrate Corporate Social Responsibility (CSR) actions. Influencing purchasing decisions - The health claim puts consumers first - Evidence-based nutrition awareness - Reduction in public healthcare costs - Personal health goals achieved - Sustainability - Legacy for future generations - The health story grows.
- Your company logo will be included on our Health Claim Project webpage.
- We will create opportunities for consortium members to meet via seminars to be held during related industry events where a concentration of project partners are attending.
- Members of the scientific board will present latest results. Experts on consumer communication, labelling and CSR strategies will be invited to share their knowledge.

**With the authority, neutrality and validation of public science, the Health Claim has the power to provoke a seismic shift in consumer opinion, globally - FOREVER.**