

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2014 - 2015, 22 October 2014

Ref No: SQ14-001289

OUTCOME: 1 – Population Health

Topic: Health Claims on Sports Drinks

Type of Question: Written Question on Notice

Senator: Xenophon, Nick

Question:

What consideration is given to effects on the general population versus the health claims that may only apply to a small group of athletes?

Answer:

If a health claim is based on a food-health relationship that has been self-substantiated, Standard 1.2.7 – Nutrition, Health and related Claims requires the health claim to:

- a) state the property of food and the specific health effect;
- b) include an associated statement identifying the relevant population group consistent with the systematic review of the evidence; and
- c) include a dietary context statement that is appropriate for the claim and consistent with the conclusions of the systematic review of the evidence.

Proposal P1030 has proposed that electrolyte drinks be permitted to carry self-substantiated health claims in labelling and advertising that relate only to their identified purpose that is *for the rapid replacement of fluid, carbohydrates and electrolytes lost as a result of sustained, strenuous physical activity*. These health claims would therefore be targeted to people undertaking sustained, strenuous physical activity rather than to the general population.