



Health Claim Sector Group

Work report 2024

Work accomplished in 2024

General idea of the creation of the working group:

- Define 1, maximum 2, health claim(s) that could be used internationally
- Objective: promote the blackcurrant's health benefits as a superfruit (containing vitamins & anthocyanins for example)
- Help farmers, producers, researchers by increasing the market demand.

Work accomplished in 2024

- Health claims are valid for a specific product, mostly in a specific country only
- **How to proceed** for a health claim in a particular product:
 1. Make the product
 2. Have a certification (lab!)
 3. Bring it in each country
- Different **studies** exist, and they focus on different parts of the **blackcurrant**: extracts / powder, juice...

Therefore:

- Establishment of a database of over **50 studies** on blackcurrants already existing
- Identification of the research institutes responsible for these studies + **researchers (over 220)** + contact details (if available)

Extract database health research studies:

[illegible]

Database BC Health Research

Extract database researchers:

	A	B	C	D
	Name	Country	Affiliations	Email
1	A Skarpanska-Steinborn	Poland	Dept of Hygiene, University School of Physical Education in Poznan, 61-871 Poznan, Poland	
2	A W Watson	United Kingdom	NU-Food Research Facility, Human Nutrition Research Centre, School of Agriculture, Food and Human Nutrition, Newcastle University, NE17RU Newcastle Upon-Tyne, UK.	
3	Aedín Cassidy	United Kingdom	Department of Nutrition, Norwich Medical School, University of East Anglia, Norwich, United Kingdom	A.Cassidy@qub.ac.uk
4	Alexander Hill	United Kingdom	Vascular and Inflammatory Diseases Research Unit and, Dundee DD1 9SY, UK	
5	Alexander R Moschen	Austria	Christian Doppler Laboratory for Mucosal Immunology, Faculty of Medicine, Johannes Kepler University, 4020 Linz, Austria Department of Internal Medicine 2, Faculty of Medicine, Johannes Kepler University, 4020 Linz, Austria	
6	Alexander Steinkasserer	Germany	Department of Immune Modulation, Universitätsklinikum Erlangen, 91054 Erlangen, Germany	
7	Alexander T Hutchison	United States	University of the Incarnate Word, School of Math, Science, & Engineering, Department of Biology, San Antonio, Texas, USA	
8	Alexandra Pfister	Austria	Christian Doppler Laboratory for Mucosal Immunology, Faculty of Medicine, Johannes Kepler University, 4020 Linz, Austria Division of Internal Medicine I (Gastroenterology, Hepatology, Endocrinology, and Metabolism), Department of Medicine, Medical University Innsbruck, 6020 Innsbruck, Austria	
9	Altaf S. Darvesh	United States	Cancer Therapeutics and Chemoprevention Group, Department of Pharmaceutical Sciences, College of Pharmacy, Northeast Ohio Medical University, 4209 State Route 44, Rootstown, OH 44272, USA	
10	Amornpan Ajjimaporn	Thailand	College of Sports Science and Technology, Mahidol University, Salaya, Nakhon Pathom 73170, Thailand.	g4036011@gmail.com
11	Andrea I Braakhuis	New Zealand	Faculty of Medical & Health Sciences . The University of Auckland . Auckland . New Zealand	

Possibilities of promotion

- Other promotion campaigns on social media have been examined, we can take ideas from other organizations.
- A group of French students made a study on the potential of the BC in North America : high potential (rise of interest in healthy products) and popularity of BC in North America will swap back to Europa (indirect promotion potential).

- Share the databases on the IBA website
- Promote the health benefits other than through health claims (for IBA)
- Reorient the sector group to activities focusing more on marketing / promotion?
- Establish a strategy: target (geographical and demographic), duration, content (which claims? which products?) + a budget + find fundings
- Create accounts and link them