

# **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)



### Database BC Health Research

#### Extract database health research studies:

YEAR	AUTHORS	TITLE	JOURNAL	FORM OF USE	CONCLUSION	SIMPLIFIED CONCLUSION	LINK	HEALTH BENEFITS	Anthocy anins	Polyphe nols	Vitamin C	Flavonols	cGP (Cyclic Glycine- prolin 🖕	DF (Dietary Fibre)	EFAs (Essenti al Fatty Acids`	1/2
2020	Urszula Trych Magdalena Buniowska Sylwia Skapska Szymon Starzonek Krystian Marszałek	The Bioaccessibility of Antioxidants in Black Currant Puree after High Hydrostatic Pressure Treatment	Molecules	Whole fruit	Both high-pressure processing (HPP) and thermal processing (TP) help maintain the content of vitamin C, anthocyanins, and antioxidant capacity in blackcurrant purce. However, during digestion, these compounds significantly decreased, especially after reaching the small intestine. HPP was more effective than TP in preserving the bioaccessibility of vitamin C and anthocyanins, with 400 MP being the most favorable pressure for maintaining antioxidant activity.	High pressure is a better process method than thermal, to keep the most of blackcurrant nutrients during digestion.		Nutritional enrichment (global benefits)	x		x					1
2022	Urszula Trych Magdalena Buniowska Sylwia Skapska Ireneusz Kapusta Krystian Marszałek	Bioaccessibility of Antioxidants in Blackcurrant Juice after Treatment Using Supercritical Carbon Dioxide	Molecules	Juice	Treating blackcurrant juice with supercritical carbon dioxide (SCCD) improves the stability and antioxidant capacity of vitamin C and anthocyanins before digestion. Although SCCD did not significantly enhance the bioaccessibility of vitamin C and total anthocyanins, it improved the bioaccessibility of certain anthocyanin gycosides and maintained higher antioxidant activity compared to thermal treatment. This suggests that SCCD is a promising non-thermal technique to preserve and enhance the health benefits of antioxidant-rich juices.	To maintain blackcurrant nutrients, a fluid (SCCD) can be used to treat the juice, maintaining more health benefits than with heat.		Nutritional enrichment (global benefits)	x		x					1
	Christian Setz Maria Fröba				European black elderberry fruit extract exhibits significant antiviral activity against SARS-CoV-2, including its various variants of concern such as											



### Database BC Health Research

#### Extract database researchers:

A	В	C	D	
1 Name	🖵 Country 🖵	Affiliations	Email	-
2 A Skarpanska-Steinborn	Poland	Dept of Hygiene, University School of Physical Education in Poznan, 61-871 Poznan, Poland		
3 <u>A W Watson</u>	United Kingdom	NU-Food Research Facility, Human Nutrition Research Centre, School of Agriculture, Food and Human Nutrition , Newcastle University , NE17RU Newcastle Upon-Tyne , UK.		
4 <u>Aedín Cassidy</u>	United Kingdom	Department of Nutrition, Norwich Medical School, University of East Anglia, Norwich, United Kingdom	A.Cassidy@qub.ac.uk	K
5 <u>Alexander Hill</u>	United Kingdom	Vascular and Inflammatory Diseases Research Unit and, Dundee DD1 9SY, UK		
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		
7 <u>Alexander Steinkasserer</u>	Germany	Department of Immune Modulation, Universitätsklinikum Erlangen, 91054 Erlangen, Germany		
8 Alexander T Hutchison	United States	University of the Incarnate Word, School of Math, Science, & Engineering, Department of Biology, San Antonio, Texas, USA		
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		
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		
11 Amornpan Ajjimaporn	Thailand	College of Sports Science and Technology, Mahidol University, Salaya, Nakhon Pathom 73170, Thailand.	g4036011@gmail.com	<u>n</u>
12 Andrea I Braakhuis	New Zealand	Facultv of Medical & Health Sciences . The Universitv of Auckland . Auckland . New Zealand		



### **Possibilites 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).



### **Next steps**

- 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