



# Claims related to “Whole Grains”

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*Disampaikan pada Seminar “Wholegrain : an ally to promote nutrition and health status in the Indonesian population”  
Jakarta, 2 Oktober 2018*

# ***WHAT IS WHOLE GRAIN***

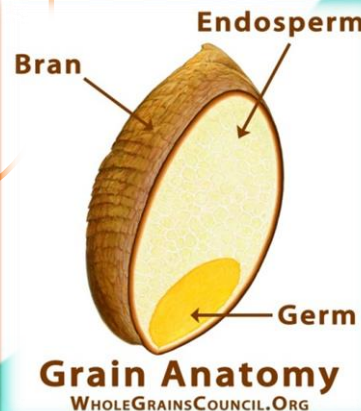



## **BPOM regulation No. 21 year 2016 regarding Food Category**

**Food Category 06.1 Whole, broken, or flaked grain, including : including whole, husked, unprocessed cereals and grains. Example include : baley, corn (maize), oats, rice, sorghum, soybeans and wheat.**

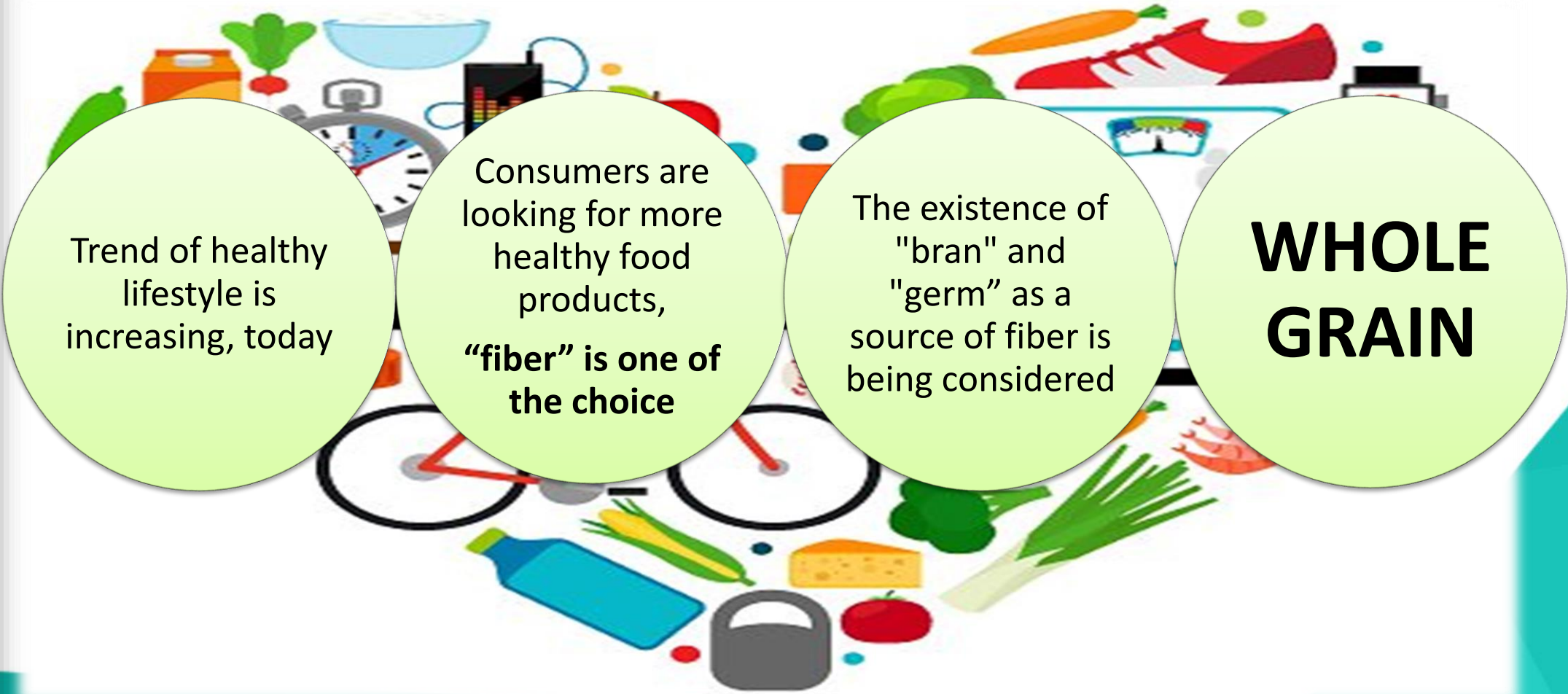
### **Whole Grains and Nuts**

**are whole grains or cereals, and nuts that are skinned or not and have not undergone processing.**





most cereal products, like white bread, pasta, and biscuits, are based on flour after removal of bran and germ, the two parts of grain kernels containing most of the dietary fibre



Trend of healthy lifestyle is increasing, today

Consumers are looking for more healthy food products, **“fiber” is one of the choice**

The existence of "bran" and "germ" as a source of fiber is being considered

**WHOLE GRAIN**

*(Van der Kamp, 2014. The Healthgrain definition of “whole grain”. Food and Nutrition research)*



the number of  
wholegrain  
products in  
Indonesia



**biscuits**



**vermicelli**



**Premix flour**



**Crackers**



**pasta**



**Breads**



**Pancake**



**Cereal powder  
drinks**



**Snack rice with  
grains**



**Breakfast cereal**

## ***LEGAL ASPECTS***

Food Law No. 18 year 2012

PP No. 69 year 1999 regarding food label and advertising

BPOM Regulation No. 13 year 2016 regarding Supervision of Claims on Processed Food Labels and Advertising

BPOM Regulation No. 27 year 2017 regarding processed Food Registration (related to label requirement)



***Including for whole grains products***

## *LEGAL ASPECTS*

### UU No. 18/ 2012

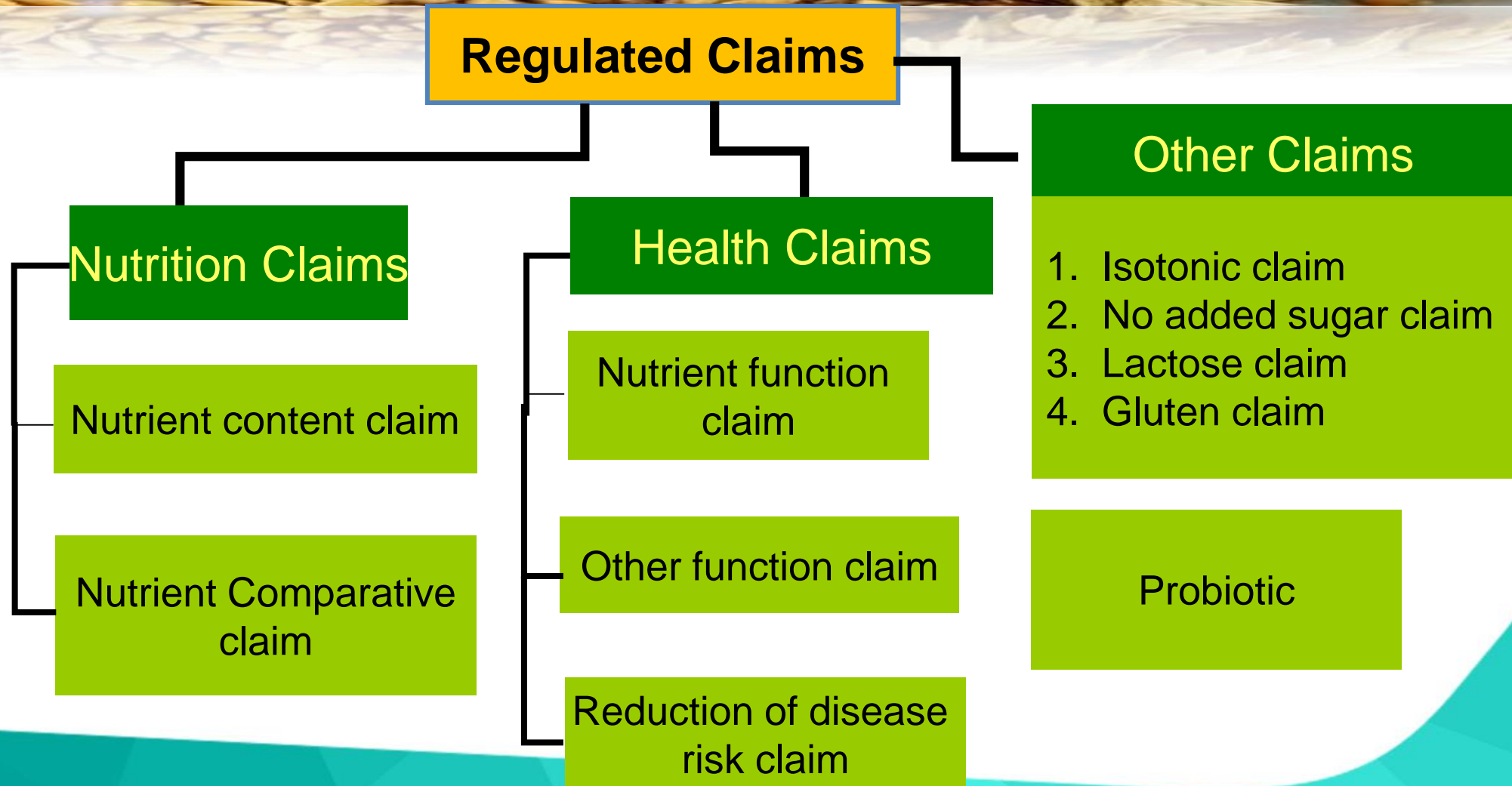
- Every label concerning food being traded must contain information regarding food that is **correct and not misleading** (article 100)

### PP No. 69/ 1999

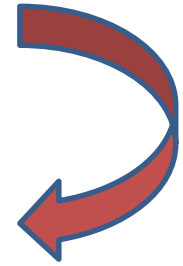
- The attaching of statements to labels that food has already been supplemented, enriched or fortified by vitamins, minerals or other nutritional supplements shall not be prohibited as long as the statements are true and not misleading. (article 21)



# BPOM Regulation No. 13/ 2016



A requirement for processed food to include nutrition and health claims: the serving size is not exceeding the following amount:



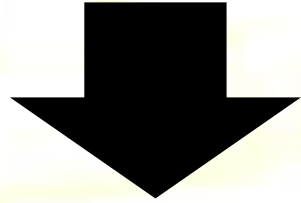
Claims cannot be used for intermediate food products which require further processing with the addition of other foodstuffs

Determination claim concerning to:

- type, quantity and function of nutrient or food components;
- the amount of reasonable food consumed per a day;
- balanced nutrition consumption patterns;
- general public health condition; and
- the feasibility of food as a carrier of nutrients or food components



**Food component and/or claim other than those specified in the regulation, can be used after Head of BPOM approval**



**New Food  
Component  
and/or Claim**

Some consideration for new claims :

- a. support nutrition policy and/or national health policy
- b. not related with curative and preventive disease
- c. not encourage incorrect consumption pattern
- d. based on total diet, especially for health claim (reduction of disease risk claim)
- e. truthful and non-misleading

**Proposed of New component and claim shall be supported by scientific evidence**

The attached documents, as follow :

- ☐ Product composition
- ☐ Purpose of adding the new component
- ☐ Total daily intake of food component
- ☐ Regulation from the other country
- ☐ Certificate of analysis of final product
- ☐ History of use as food
- ☐ Scientific publication (peer reviewed journal, textbook)

For claim related to other function claim & reduction disease risk claim

It must be based on the results of human research that meets prevailing scientific rules

**Proven by clinical study in final product**

# Claim relates to Whole Grain

Dietary fiber

Nutrient content claim : the level of nutrient in food



Source and high in Dietary fiber

Comparative claim : compare of nutrient content



"More" Dietary fiber

Nutrient function claim : Describe the specific role of the nutrient in relation to physiological functions



Soluble food fiber can help to maintain the function of the digestive tract



**BPOM Regulation No. 27/ 2017**  
**(label requirement)**

**Provision on the  
information  
relating to the  
origin and nature  
of food**

**“with ... (raw  
material)”**

**Followed by  
percentage of the  
raw material**

**“made with...  
(raw material)”**

**Minimum content  
50% of raw  
material**



# *Terima Kasih*



**SATU TINDAKAN UNTUK MASA DEPAN, BACA LABEL SEBELUM MEMBELI**

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