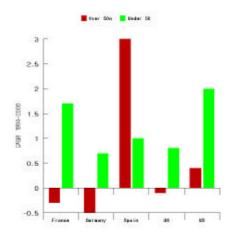


(Foods 1. as medicine)' 3 가 가 1 가가 (manufacturer push) (consumer pull) 가 (daily recommended 가 allowance, RDA) . 가 (regulation) 2.> 1994 2006 50 가

3 1.> Consumer pull:
• prevention with food is seen as preferable to cure Manufacturer push: Food as • new revenue stream opportunity to make value added product medicine with pharmaceuticals or surgery
• desire for better performance at important occasions • maintain good long-term health Obstacles: regulation
 expense of active ingredients
 market volatility



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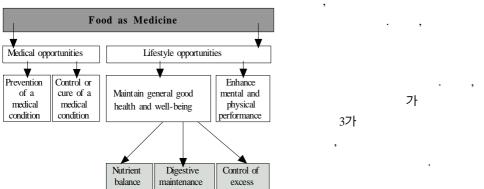
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. 3 (medical , issues) (lifestyle issues) .

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, (health diet) 가

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72
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                    가
                                                                                                                                                                         가
                                                                                                  'Benecol'
   (light or low)
                                                                             (bed
                                                                                            4.
ingredients)
                                                                                                                                         ?
           4.>
 Organic
outlook
                     Compensation for convenient and indulgent 'western' diet
                                                                    Food as
                                                                    medicine
                                                                                                                                             가가
                       Use of low or light products to compensate for
  Achievement of a
                                              Use of fortified
                                                                  Use of foods for
                                                                                                    가
   natural perfect
balance of
                                              products to
compensate for
                                                                  medical effect
or to enhance
nutrients, fats and
fibre
                       excesses
elsewhere in their
                                              deficiencies
elsewhere in the
                                                                   performance
                        diet and lifestyle
                                                    diet
                                                                                            Benecol
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3.
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                        (fortified foods)
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     'Novartis Novacalcium'
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Food as medcine

Food companies

Pharmaceutical companies

. High return on investment and development costs

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5. < 6.> 가

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Strengths Weaknesses • Understand consumer · Little experience of scientific and branding issues such as clinical trials · Experience of distribution and · Not accustomed to the heavy product promotion investment associated with pharmaceutical products · Lack of medical experience and expertise Threats Opportynities • Create value-added products Pharmaceutical companies may be better placed to • Move towards an industry invade this new market where return on investment is typically much higher than in Pharmaceutical companies the food industry can adapt existing (and expensively developed) drug technologies for application · Form alliances with in food pharmaceutical companies either to co-develop new foods or for licensed use of their active ingredients

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(Quaker)						
(Novartis)			,			
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	Altus Food Compa	ny	,			가
,	· , , , (Aviva)		가			
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FOSHU (Food for Specific Health Use)
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                                                                                              (Novel Foods
                                                        Regulation, NFR)
9.
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  PARNUTS (PARticular NUTritional)
                                                               7.>
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PARNUTS
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      가
                                                          Submit new
                                                                              Member state
                                                            food as
                                                                               decides to:
                                                           medicine'
                                                                                                 Defer to the
                                                                                                 European
Commission
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3 (2000. 9) 75

Action	Objective	Adoption by commission	Adoption by Council	
Priority measures				
Proposal for setting up a European Food Authority	To set up an independent European Food Authority	Sept 2000	Dec 2001	
Novel foods/genetically modified organisms				
Regulation clarifying the authorization procedure for novel foods and novel food ingredients	To clarify and make more transparent the procedure laid down in Regulation 258/97 for the authorization of novel foods and novel food ingredients	Sept 2000		
Report on the implementation of Regultion 258/97 on novel foods and novel ingredients	To examine the application of the 'novel food' legislation and assess its impact on public health, consumer protection and information, and the functioning of the internal market	Dec 2001		
Dietetic foods/food supp lements/forified foods				
Directive on foods intended for intense muscular effort	To lay down specific provisions for foods intended to meet the expenditure of intense muscular effort, especially by sportsmen	Dec 2001		
Report on foods intended for persons suffering from diabetes	To assess the need for specific provisions for food for people with carbohydrate-metabolism disorders	Dec 2001		
Proposal for amending directive 89/398/EEC on dietetic foods	To define the conditions for making the claims 'low sodium' or 'sodium-free', and 'gluten-free'	Dec 2001	Dec 2002	
Directive on purity criteria for nutritional substances in food for particular nutritional use	To lay down purity criteria for nutritional substances which are added to food for particular nutritional use or which are present in food supplements and foods to which nutrients are added	Dec 2002		
Directive on substances added for nutritional purposes in foods for particular nutritional uses	To establish a positive list of the various substances which may be added for nutritional purposes in foods for particular nutritional uses	June 2000		
Proposal for a directive on food supplements	To lay down common criteria for marketing concentrated source of nutrients (Vitamins and minerals)	March 2000	March 2001	
Proposal for a directive on food fortified foods	To lay down provisions for marketing foods to which nutrients such as vitamins and minerals have been added	Sept 2000	Sept 2001	
Labeling of food				
Proposal for amending directive 79/112/EEC on labeling, presentation and advertising of foodstuffs	To specify conditions under which 'functional claims' and 'nutritional claims' may be made	July 2001	July 2002	
Proposal for amending directive on nutritional labeling	To bring the provisions on nutritional labeling into line with consumer needs and expectations	July 2001	July 2002	
Proposal for amending directive on misleading advertising	To clarify the scope of the directive with regard to claims concerning in particular food, health and the environment	Dec 2000	July 2002	

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2	가		. NI	LEA (Nutrition L	abeling and	
			Education Act)	DSHEA(Dietary S	Supplements	
			Health and Educa	ation Act) .	8	
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DSHEA

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13 3 (2000. 9) 77

(FDA)

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8.> DSHEA
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                       NLEA
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          Rejected applications may be refiled as different category
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                                                                                        (FOSHU)
                     DSHEA for
                       dietary
                                        FDA
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 Manufacturer
can choose to
file under
                     supplements
                                      approval
                                               Approved
                                        or
DSHEA or NLEA
                                      rejection
                     NLEA for food
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  DSHEA가
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  1998
            McNeil
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                      , Unilever
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                                                         Association, JHFA)
                                                                                                    FOSHU
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가
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(: The World of Food Ingredients, 18 . 28, June/July, 2000)