



‘ as medicine)’ 3 가 . 1. 가

(manufacturer push) . (consumer pull)

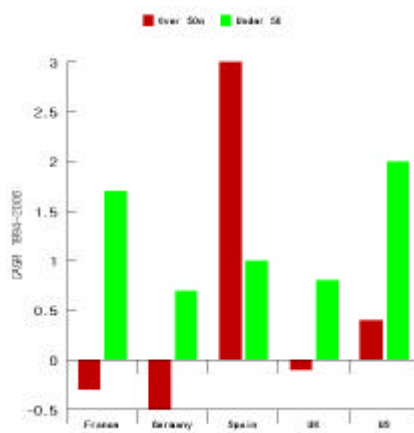
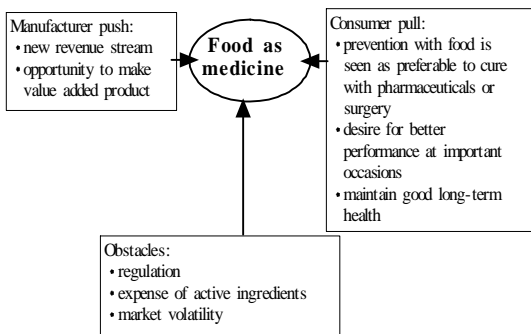
가 , (daily recommended allowance, RDA)

(regulation)

< 2.> 1994 2006 50 가

< 1.>

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가 2 가 50
 가 (富) 70%

(energy bar)

3가

3 (medical issues)
 2 (lifestyle issues)

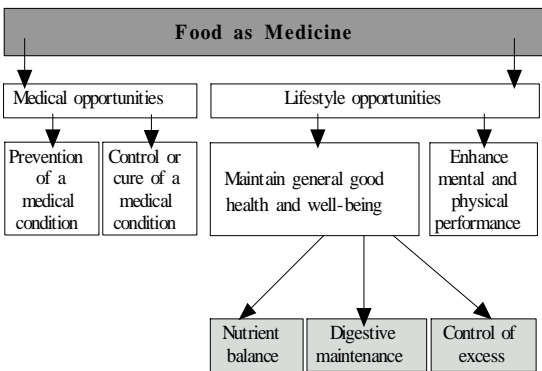
2.

(health diet)

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'Benecol'

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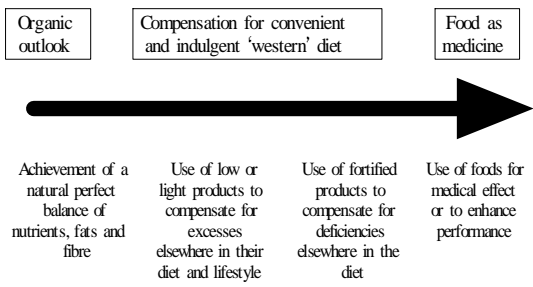
(light or low)

(bed 4.

ingredients)

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Benecol

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(fortified foods)

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(konw-how)

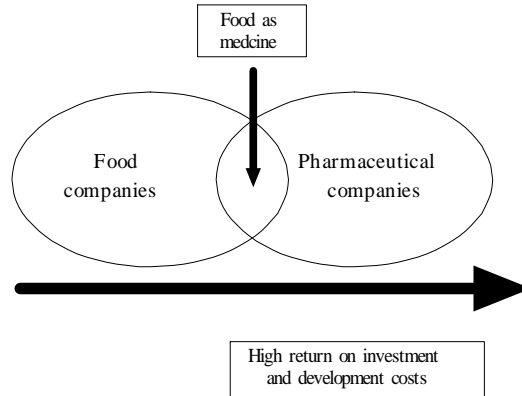
'Novartis Novacalcium'

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5.

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Strengths	Weaknesses
<ul style="list-style-type: none"> • Understand consumer and branding • Experience of distribution and product promotion 	<ul style="list-style-type: none"> • Little experience of scientific issues such as clinical trials • Not accustomed to the heavy investment associated with pharmaceutical products • Lack of medical experience and expertise
Threats	Opportunities
<ul style="list-style-type: none"> • Create value-added products • Move towards an industry where return on investment is typically much higher than in the food industry • Form alliances with pharmaceutical companies either to co-develop new foods or for licensed use of their active ingredients 	<ul style="list-style-type: none"> • Pharmaceutical companies may be better placed to invade this new market • Pharmaceutical companies can adapt existing (and expensively developed) drug technologies for application in food

6. (Quaker)
(Novartis)

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Altus Food Company

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(Aviva)

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가 (know-how)가

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(Novel Foods)
1997 5

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FOSHU (Food for Specific Health Use)

7 (Novel Foods
Regulation, NFR)

9.

3 가
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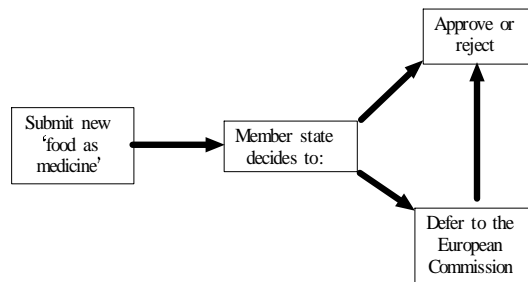
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PARNUTS(PARTicular NUTritional)

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PARNUTS

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Action	Objective	Adoption by commission	Adoption by Council
<i>Priority measures</i>			
Proposal for setting up a European Food Authority	To set up an independent European Food Authority	Sept 2000	Dec 2001
<i>Novel foods/ genetically modified organisms</i>			
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 Regulation 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	
<i>Dietetic foods/food supplements/fortified foods</i>			
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
<i>Labeling of food</i>			
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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11. (FDA)

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. NLEA(Nutrition Labeling and Education Act) DSHEA(Dietary Supplements Health and Education Act) . 8

NLEA DSHEA

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NLEA

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DSHEA

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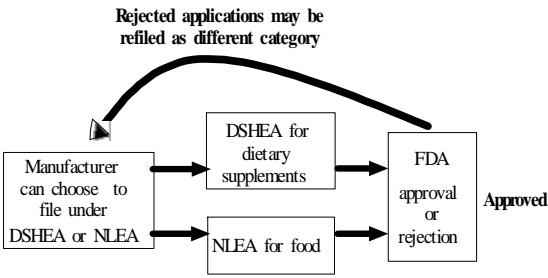
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NLEA

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12.

(FOSHU)

FOSHU

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DSHEA가
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1998

McNeil

Benecol

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Benecol

FOSHU

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Association, JHFA)

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(Japan Health Food

가 FOSHU

JHFA

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(: The World of Food Ingredients, 18
28, June/July, 2000)

