



The new EU Novel Foods
Regulation
The opportunities and
challenges for trade in
traditional forest products

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CHANGING EU RULES ON BRINGING TRADITIONAL FOREST PRODUCTS TO THE MARKET

Food not on EU market before **15 May 1997** is "novel food": must be assessed and authorised Traditional forest products not on the market before that date = "novel food"

Until 2018

- traditional foods treated like all novel foods e.g. those undergoing innovative processing
 - strict risk assessment before placing on the market
 - ➤ long authorisation procedure: at least 2 years

From 2018

- traditional food "history of safe food use" outside the EU becomes specific category of novel food
- "continued use for at least 25 years in the customary diet of a significant number of people"
 - > simplified notification procedure
 - shorter assessment/administrative timeframes: quicker to market

OPPORTUNITIES

Improved access for traditional foods

- 1997 2018:very few authorisations e.g.noni juice, Chia seeds, baobab
- 2018 2022:12 traditional foods authorised

Significant market potential

Baobab fruit powder



- Authorised as novel food for the EU market in 2008
- 2023 European market value of \$2.3 billion, over 30% of global market
- Rapidly expanding market due to vitamin C and antioxidant content, appealing to food supplement consumers; also added to variety of food and beverage products
- Organic sector developing particularly well
- Market growth forecast of 5.1% (Compound Annual Growth Rate) for 2023 to 2030

Source: Cognitive Market Research (2023)

CHALLENGES

Authorisation

- Simpler dossier "documented data demonstrating the history of safe food use" not "scientific evidence demonstrating that the novel food does not pose a safety risk to human health".
- <u>But</u>, still demanding i.e. chemical/biochemical properties, microbiological characterisation, analyses using validated methods, production and consumption volume data, human data related to safety (toxicological, nutritional, microbiological).
- EU Member States can raise "reasoned safety objections" leading to additional demands for scientific data.

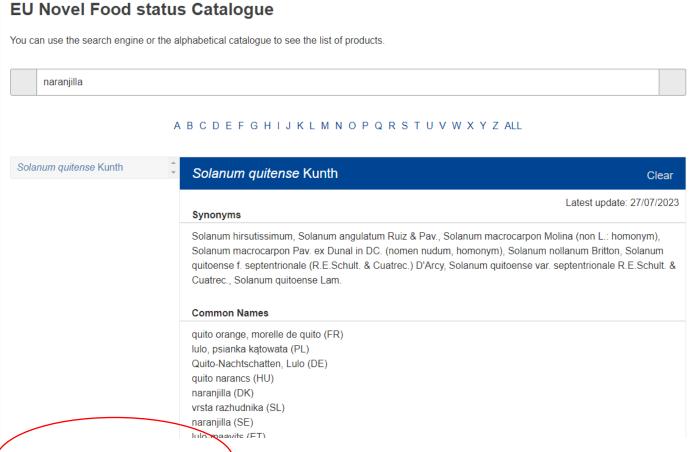
Market

- Building consumer awareness of less known foods: highly competitive health foods market
- Product story sustainability and social responsibility of production – increasingly important for European consumers
- Need to ensure consistent quality to build trust among European buyers

FIRST STEP: CHECK THE STATUS OF THE FOREST PRODUCTS

Consult the European
Commission's new Novel Food
status Catalogue to see whether
authorisation is needed e.g.
Quito orange/naranjilla





NOT NOVEL IN FOOD - According to the information available to the Member States' competent authorities, this product was used for human consumption to a significant degree within the Union before 15 May 1997. Thus, it is not considered to be 'novel' according to the provisions of the Novel Food Regulation (EU) 2015/2283 and its access to the market is not subject to the pre-market authorisation in accordance with Regulation (EU) 2015/2283.

KEEPING TRACK OF EU RULES

- EU funded AGRINFO programme monitors and explains all changes to EU policies, regulations and standards affecting agri-food exports to the EU market
- Open source website: www.agrinfo.eu
- Regular newsletter updates: subscription is open access and free: https://agrinfo.eu/subscribe



LATEST

Changes notified to World Trade Organization

Send feedback via your National SPS/TBT notification authority within the 60-day time limit



Organic production

Read

EU to move away from 100% controls of high-risk organic products. Feedback by **3 September**



Pesticides

Read

EU proposes not to renew approval of metribuzin. Feedback by **10** September



Pesticide MRLs

Read

EU proposes to amend maximum residue levels for dithiocarbamates. Feedback by **20 September**





Private standards

Marine Stewardship Council publishes updated Fisheries Standard (v3.1). In effect from 1 February 2024

Read

New Regulations coming into force and application dates



Animal health

EU model health certificates for animal products adapted to cover antimicrobials. New model must be in use by 3 September 2024



Thank you

