



# 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”.
- **But**, 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



## EU Novel Food status Catalogue

You can use the search engine or the alphabetical catalogue to see the list of products.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ALL

*Solanum quitense* Kunth Clear

Latest update: 27/07/2023

**Synonyms**

*Solanum hirsutissimum*, *Solanum angulatum* Ruiz & Pav., *Solanum macrocarpon* Molina (non L.: homonym), *Solanum macrocarpon* Pav. ex Dunal in DC. (nomen nudum, homonym), *Solanum nollanum* Britton, *Solanum quitoense* f. *septentrionale* (R.E.Schult. & Cuatrec.) D'Arcy, *Solanum quitoense* var. *septentrionale* R.E.Schult. & Cuatrec., *Solanum quitoense* Lam.

**Common Names**

quito orange, morelle de quito (FR)  
lulo, psianka kątowata (PL)  
Quito-Nachtschatten, Lulo (DE)  
quito narancs (HU)  
naranjilla (DK)  
vrsta razhudnika (SL)  
naranjilla (SE)  
lulo, maavite (FT)



### **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.agrininfo.eu](http://www.agrininfo.eu)
- Regular newsletter updates: subscription is open access and free: <https://agrininfo.eu/subscribe>



The screenshot displays the AGRINFO website interface. At the top left is the AGRINFO logo, which includes a stylized leaf icon and the text 'AGRINFO' next to the European Union flag. To the right of the logo is a banner image featuring a cow and a bunch of grapes, with the text 'AGRINFO UPDATE 32 (2024)' and 'Posted 13 August 2024'. Below the banner is a 'LATEST' section header. Underneath, there is a sub-header 'Changes notified to World Trade Organization' with a note: 'Send feedback via your National SPS/TBT notification authority within the 60-day time limit'. The main content area lists three items:

- Organic production** (with an icon of a cow, fish, and plants): EU to move away from 100% controls of high-risk organic products. Feedback by **3 September**. [Read](#)
- Pesticides** (with an icon of a hand holding a spray nozzle): EU proposes not to renew approval of metribuzin. Feedback by **10 September**. [Read](#)
- Pesticide MRLs** (with an icon of a hand holding a spray nozzle): EU proposes to amend maximum residue levels for dithiocarbamates. Feedback by **20 September**. [Read](#)

Below this is a section titled 'Latest on Private Standards' with a sub-header 'Private standards' and an icon of a checkmark in a circle. The text reads: 'Marine Stewardship Council publishes updated Fisheries Standard (v3.1). In effect from **1 February 2024**'. [Read](#)

The final section is 'New Regulations coming into force and application dates' with a sub-header 'Animal health' and an icon of a cow, sheep, and chicken. The text reads: 'EU model health certificates for animal products adapted to cover antimicrobials. New model must be in use by **3 September 2024**'. [Read](#)



# Thank you

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