

## **Gesundheit und Ernährung aus Sicht der Industrie – Perspektive eines Lebensmittel-Inhaltsstoff-Herstellers**

### ***Health & nutrition – an ingredient company perspective***

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Danisco is a world leader in food ingredients, enzymes and bio-based solutions. Using nature's own materials, science and the knowledge of our 6,800 employees, we design and deliver bio-based ingredients that meet market demand for healthier and safer products.

Health & nutrition (H&N) has crossed over from being "just a trend" to being the defining force of future food and beverage and dietary supplement strategies. The H&N industry is expected to grow faster than the average food market. This market growth is supported by an ageing population, the rise in overweight and obesity resulting in increased risk of chronic disease, diminished quality of life and increased healthcare costs. In addition, increasing consumer awareness for H&N and a trend towards consumer self-care fuel this growth and results in a growing interest for health ingredients from Consumers Health Care, Consumer Packaged Goods and Pharma. Other important trends are the blurring lines between foods vs. supplements vs. Over-The-Counter, and increasing regulatory scrutiny.

H&N ingredients include ingredients enabling improved nutrition profiles and nutrition claims, such as low fat/sugar/calorie/salt or high fibre/protein/vitamin and ingredients supporting active health benefits and health claims e.g. probiotics and certain fibres for gut & immune health, xylitol for oral health, DHA/EPA and phytosterols for cardiovascular health.

In order to address the above mentioned trends and to deliver H&N benefits, current and future R&D will have to address the following questions: How can the nutritional profiles of foods be improved without affecting taste and texture? How can the taste, texture and quality of nutritious and healthy foods be improved to increase consumer acceptance? How can health benefits of active ingredients be scientifically substantiated?

The scientific substantiation of health claims has become a major industry challenge, particularly in Europe since the Regulation on nutrition and health claims came into effect (Verordnung Nr. 1924/2006 über Nährwert- und gesundheitsbezogene Angaben über Lebensmittel). As a consequence major industry efforts are ongoing to better define and characterise foods and food constituents, to understand which claimed effects are beneficial physiological effects, which studies and outcome measures are appropriate to substantiate health claims (function and disease risk reduction claims) and to make a case for the role for emerging science.

The presentation will provide examples of how some of these challenges and questions can be addressed and aims to provide a basis for discussion for future R&D direction.

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- Oliver Hasselwander is currently a Senior Manager, Health & Nutrition at Danisco.  
As part of the Health & Nutrition Platform of the BioActives Division, his main responsibility is to identify new health & nutrition ingredient opportunities and to bring these into Danisco's product portfolio.
- Oliver has over 10 years experience in health & nutrition ingredients and prior to joining Danisco in March 2006, he spent more than 7 years at BASF Aktiengesellschaft in Germany, where he held various positions as R&D Scientist, Product Manager and New Business Development Manager in the Human Nutrition Division.
- In 1995, Oliver obtained a degree in Nutritional Sciences at the University in Stuttgart-Hohenheim, Germany and completed a Ph.D. in Clinical Biochemistry at the Queen's University of Belfast, Northern Ireland in 1998.
- Since 2002, Oliver is a Member of the American Society for Nutritional Sciences.
- Oliver is based at Danisco UK office in Redhill.