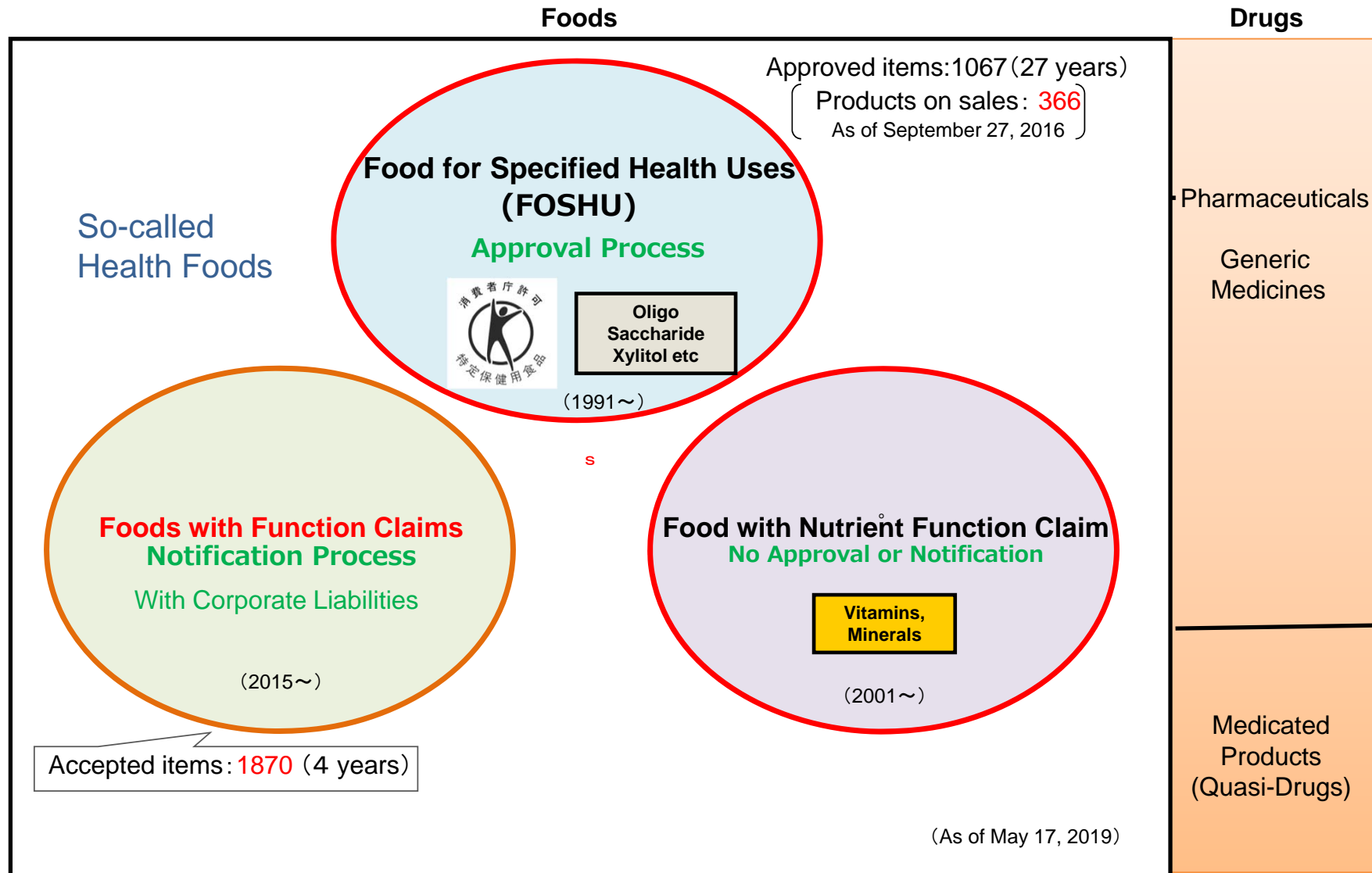


New Opportunities to Increase Value of Agricultural Produce

Functional Claims on Fresh Produce

Takeshi Kimura Ph.D.
Advisor, Ajinomoto Co., Inc.

3 categories of health foods that can make function claims in Japan



Situation of FFC notification acceptance

Official Announcement

As of May 17 2019

1) Accepted items	1 8 7 0
2) Items by product forms	
Supplement forms	9 1 3
Other processed foods	9 2 6
Fresh foods	3 1
3) Applicants location	
Tokyo, Osaka, Aichi	1 1 4 5
Others	7 2 5

Fresh Produce with Functional Claims

Item and Producer	Product	Functional Ingredient	Functional Claim
<Mandarin Orange>			
Mikkabi Farmers' Cooperative + 12 others incl 3 individual Farms	Mikkabi Mandarin Orange	β-Cryptoxanthin	β-Cryptoxanthin is reported to support bone health by promoting bone metabolism
<Apple>			
Tsugaru Hirosaki Farmers' Cooperative (2 items)	Prime Apple ! (Fuji)	Procyanidin derived from apple	Procyanidin derived from apple is reported to reduce visceral fat
<Melon>			
Shizuoka Green House Farmers' Cooperative (2 items)	Aroma Melon	GABA	GABA is reported to temporarily relieve mental stress from work and study
<Bean Sprouts>			
Saladacosmo Company (3 items) +5 others	Soy Isoflavone Small Soy Bean Sprouts	Soy Isoflavone	Soy Isoflavone is reported to aid bone health by maintaining bone composition
<Tomato>			
Kagome Company +1 other	GABA Select	GABA	GABA is reported to lower blood pressure for people with moderately high blood pressure
<Kale>			
Masuda Seed Company + 1 other	Soft Kale GABA	GABA	GABA is reported to lower blood pressure for people with moderately high blood pressure
<Spinach>			
Sansaiju Limited Company	Lutein From Vegetable Crinckled Spinach	Lutein	Lutain is reported to increase retinal macula pigments which protects the eye from light stimulation

JA Miyazaki



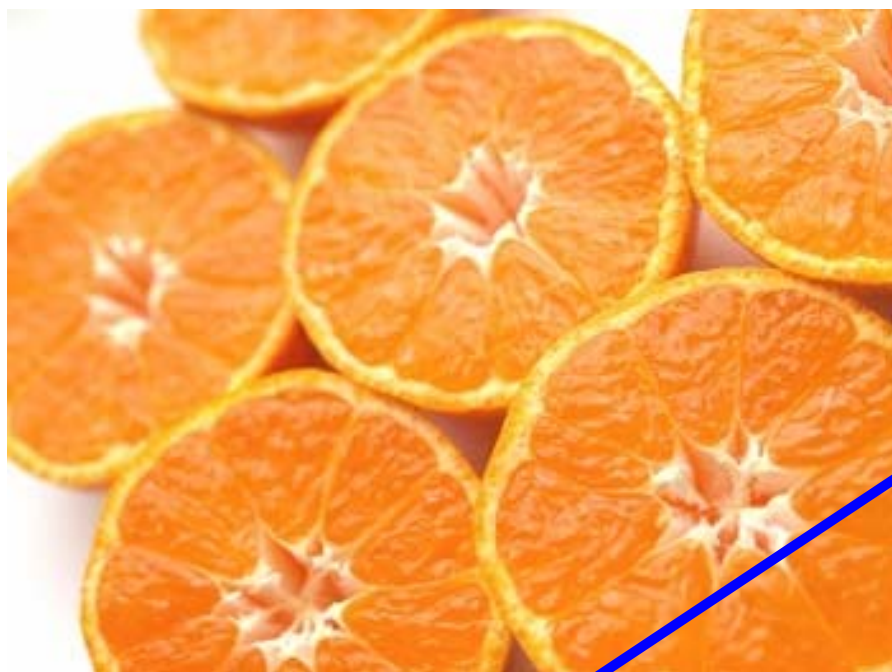
Suggested intake of lutein:

10mg of lutein per 200 -270 gram from this spinach

Accepted by CAA on May 23, 2018

Function Claim: This product contains lutein. Lutein is reported to increase macular pigment which is considered to protect the eyes from stimulation caused by photo (light)

Easy Market Entry for Small Farmers



Family Operated Farm

Mikkabi Farmers' Cooperative

とびあ浜松農業協同組合

清水農業協同組合

南駿農業協同組合

広島県果実農業協同組合連合会

ありだ農業協同組合

紀南農業協同組合

Shunsuke Kuramitsu

Mikiya Mori

Masafumi Takimoto

大井川農業協同組合

ハイナン農業協同組合

ながみね農業協同組合

Mikkabi Mandarin Orange

とびあみかん

清水のミカン

西浦みかん

広島みかん

有田みかん

紀南みかん

Kuramitsu Farm Yurawase Mikan

Moritaka Mikan

Takimoto Farm Unshu Mikan

大井川みかん

ハイナンみかん

ながみねみかん

β -Cryptoxanthin is reported to support bone health by promoting bone metabolism

Crown Melon (Shizuoka Green House Farmers' Cooperative)



For relaxing temporal
mental stress

<https://www.chunichi.co.jp/article/shizuoka/tokai-news/CK2019062202000103.html>

Aged Garlic Extract (accepted)

Momoya's Dark honey with aged garlic extract
『桃屋のいつもいきいき』

Functionality Related Active Component:
“Aged Garlic Extract”

Indicator component: S-Allylcysteine、Alginine

Function claim: Improves the quality of sleep and reduce fatigue
caused in daily life





Maruwa Yushi

Mayonnaise type FFC product

Function Claim :

The product contains lutein.
Lutein is reported to improve
contrast sensitivity which is
declined by long-term use of
computer work and such.

Ingredient for supplements

Capsinoids from non-pungent chili peppers
Capsinoids: 1/1000 less pungent than Capsaicin



Function Claim

This product contains capsinoids, which supports the increase of basic metabolism. Recommended for people who feel metabolism is low due to aging or lack of activity

Non-pungent chili peppers grown in Thailand



Thank you very much for your attention