

Approval of a health claim for green kiwifruit Hayward

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EU to approve green kiwifruit Hayward health claim

[Draft](#) Commission Implementing Regulation authorising a health claim made on foods, other than those referring to the reduction of disease risk and to children's development and health and amending Regulation (EU) No 432/2012 [direct download]

[Draft Annex](#) [direct download]

Update

The European Commission has informed the World Trade Organization Technical Barriers to Trade (WTO TBT) Committee that it intends to approve the health claim from Zespri International Limited that consumption of green kiwifruit Hayward contributes to normal bowel function by increasing stool frequency ([G/TBT/N/EU/1118](#)).

Impacted products

Green kiwifruit Hayward

What is changing?

The European Commission proposes to approve an application for a health claim submitted by Zespri International Limited that green kiwifruit (*Actinidia deliciosa* "Hayward") contributes to normal bowel function by increasing stool frequency. This health claim can only be used if accompanied by additional information stating that "the beneficial effect is obtained with a daily intake of 200 g of fresh green kiwi flesh".

Why?

The European Food Safety Authority (EFSA) has evaluated the proposed claim and concluded that the consumption of green kiwifruit (*A. deliciosa* "Hayward") contributes to maintaining normal defecation for the general population ([EFSA 2021](#)).

The health claim complies with the requirements of Regulation [1924/2006](#) that sets rules on nutrition and health claims made on foods.

Timeline

Proposed date of adoption: third quarter of 2025.

Recommended Actions

The WTO consultation on this proposal closed on 12 May 2025.

Background

Regulation [1924/2006](#) establishes that health claims made on foods have to be authorised by the European Commission and included in the Union list of permitted health claims. For a health claim to be authorised, EFSA must deliver an opinion on the claim concerned, which the Commission considers when making a decision.

Resources

EFSA (2021) [Green kiwifruit \(lat. *Actinidia deliciosa* var. Hayward\) and maintenance of normal defecation: evaluation of a health claim pursuant to Article 13\(5\) of Regulation \(EC\) No 1924/2006](#). EFSA Journal, 19(6): 6641.

Regulation (EC) No [1924/2006](#) on nutrition and health claims made on foods

Sources

[Draft](#) Commission Regulation authorising a health claim made on foods, other than those referring to the reduction of disease risk and to children's development and health and amending Regulation (EU) No 432/2012

[Draft Annex](#)

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