Approval of a health claim for green kiwifruit Hayward

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EU approves green kiwifruit Hayward health claim

Commission Implementing Regulation (EU) 2025/1560 of 30 July 2025 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

Update

The European Union (EU) has approved the health claim from Zespri International Limited that consumption of green kiwifruit Hayward contributes to normal bowel function by increasing stool frequency.

Impacted products

Green kiwifruit Hayward

What is changing?

The European Commission has approved 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 2021) evaluated the proposed claim and concluded that the consumption of green kiwifruit (*A. deliciosa* "Hayward") contributes to maintaining normal defecation for the general population.

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

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Timeline

The health claim is permitted from **20 August 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 (Regulation 432/2012). 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 1924/2006 on nutrition and health claims made on foods

Regulation 432/2012 establishing a list of permitted health claims made on foods, other than those referring to the reduction of disease risk and to children's development and health

Sources

Commission Implementing Regulation (EU) 2025/1560 authorising a health claim made on foods, other than those referring to the reduction of disease risk and to children's development and health

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