

# 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.

## 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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