

codex alimentarius commission



FOOD AND AGRICULTURE
ORGANIZATION
OF THE UNITED NATIONS

WORLD
HEALTH
ORGANIZATION



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AGENDA ITEM NO. 7

CX/FL 08/36/10-ADD.1

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JOINT FAO/WHO FOOD STANDARDS PROGRAMME

**CODEX COMMITTEE ON FOOD LABELLING
THIRTY-SIXTH SESSION
OTTAWA, CANADA, APRIL 28 - MAY 2, 2008**

**DRAFT DEFINITION OF ADVERTISING IN RELATION TO NUTRITION AND
HEALTH CLAIMS
(CL 2007/34-FL & ALINORM 07/30/22 – APPENDIX VI)**

GOVERNMENT COMMENTS AT STEP 6

COMMENTS FROM:

**CANADA
KENYA**

**DRAFT DEFINITION OF ADVERTISING IN RELATION TO NUTRITION AND HEALTH CLAIMS
(CL 2007/34-FL & ALINORM 07/30/22 – APPENDIX VI)**

GOVERNMENT COMMENTS AT STEP 6

CANADA:

Canada is pleased to provide the following comments in response to CL 2007/34-FL concerning the inclusion of a definition for advertising as it relates to nutrition and health claims.

Canada supports the definition as currently drafted and is pleased with the progress that was made on refining the definition for advertising.

KENYA:

Kenya supports the definition of advertisement as stated in appendix vi in step 5 of the procedure which states the following “Advertising means any commercial communication to the public, by any means other than labelling in order to promote directly or indirectly the sale or intake of a food through the use of nutrition and health claims in relation to the food and its ingredients.”