



Novel food

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What is novel food

Novel Food is defined as food that had not been consumed to a significant degree by humans in the EU before 15 May 1997, when the first Regulation on novel food came into force. Novel Food' can be newly developed, innovative food, food produced using new technologies and production processes, as well as food which is or has been traditionally eaten outside of the EU.



main EU rules for safety, packaging and nutrients

The underlying principles underpinning Novel Food in the European Union are that Novel Foods must be:

- Safe for consumers
- Properly labelled, so as not to mislead consumers
- If novel food is intended to replace another food, it must not differ in a way that the consumption of the Novel Food would be nutritionally disadvantageous for the consumer.



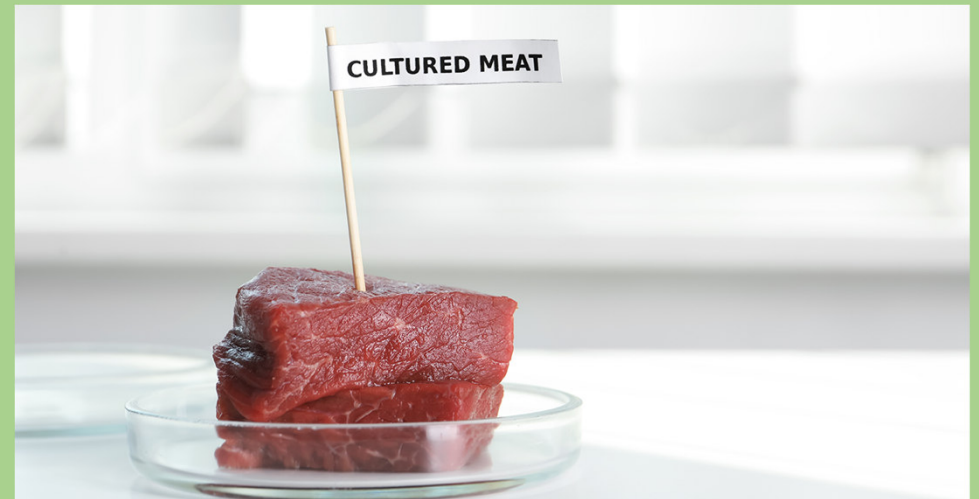
List of main novel food categories

- Examples of Novel Food include new sources of vitamin K (menaquinone) or extracts from existing food (Antarctic Krill oil rich in phospholipids from *Euphausia superba*), agricultural products from third countries (chia seeds, noni fruit juice), or food derived from new production processes (UV-treated food (milk, bread, mushrooms and yeast).



Introduction to a category of novel food at your choice: cultured meat

- As the world population soars, so is the demand for animal protein. But as climate change threatens to reduce the amount of land and water available for farming, we need to get smarter about how we produce food.
- Supports better health:
 - No antibiotics use
 - Free of pathogens and parasites
 - Allows usage of healthy additives, such as vitamins
 - Ethically produced
 - No need for animal slaughter
 - Environmentally friendly
 - Less greenhouse emissions
 - Less land and water usage



Because, Animals, USA

- Because Animals is a small, bioscience company with a big mission: to create nutritious pet food without ever harming any animals or the environment. We believe that factory farming has no place in pet nutrition, which is why all Because Animals' products are made without slaughtering animals.
- Instead, we are making cultured meat pet food. Cultured meat is quite simply meat grown without the animal. Cultured meat has the same nutritional value and composition as animal-based meat. It is, in fact, meat.

The logo for 'Because, Animals.' is displayed in a white rectangular box. The word 'Because,' is in a bold, green, sans-serif font, with a pink comma. The word 'Animals.' is in a larger, bold, green, sans-serif font, with a pink period. The background of the box is white, and the overall background of the slide is a solid green color.

Because,
Animals.