

# UK SEA BUCKTHORN



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# Introduction



- Sea buckthorn - a farming response to global warming & sea level rise.
- Collaboration with InCrops Enterprise based at the University of East Anglia.
- InCrops establishing Sea Buckthorn as a functional food alternative for coastal farmers threatened by climate change flooding.

UK Health – Diet influenced diseases in UK cost:

- Diabetes - £9 billion (10% of NHS budget)
- Obesity - £7.8 billion
- Dementia - £23 billion



So 44% of total UK NHS budget could be influenced by a healthy diet.



# The Problem

- ‘Superfruit’ market challenged by consumer scepticism.
- What are the Sea Buckthorn selling points?
  - High nutrient levels
  - EU locally sourced ingredient
  - Health Benefit Potential
  - Deep global history and health benefit tradition
  - A new ingredient



# What is the consumer looking for?

- 68% of consumers select food because of health benefit
- Less money demands greater health value
- 'Feel' the benefit
- Good taste essential
- Environmental, fair trade, locally sourced
- Premium price from trusted brands
- Lifestyle convenience
- Packaging important



# What are the food industry trends?

- **Simplicity** – clean labels, natural foods.
- **Sustainability** – carbon footprint.
- **Nutrition** – heart; digestion; Omega 3.
- **Functional super stars** – Health Claim regulations.
- **New delivery** – Energy drinks; younger market.
- **Free from** – Diet specific.
- **Cook from home** – new ingredients.



# Example 1: Ocean Spray

- Co-operative formed in 1930 – now 750 farmers
- 2006 alliance with PEPSI COLA – bottle and distribute US/Canada
- 2010 COCA COLA – sales UK/Ireland/France/Belgium/Netherlands
- 479 Product range – Working with MAJOR BRANDS
- Kelloggs, Nestle
- Smirnoff Vodka
- Cadbury chocolate
- Danone Activia Yoghurt
- Pepsi's Quaker brand Cereals
- Walls ice cream
- Wensleydale cheese
- GLOBAL TURNOVER \$1.9 billion / EU turnover \$100 million



# Example 2: Cherrygood

- Launched in UK in 2009
- First year turnover £1.2 million
- Windfall drinks – 2000 supermarkets
- Marketing – SPORTS EVENTS / FREE SAMPLES / HEALTH CLAIMS
- Health – Improves sleep; anthocyanins for heart disease, strokes and diabetes. **Higher in antioxidants than any other fruit.**
- Range – Cherry Original; Berry; Light
- Plans – Sparkling; Cordials; Kids
- [www.choosecherries.com](http://www.choosecherries.com)



# Health Benefits = Health Claims

## What are the EU Health Claim regulations?

- 1) Claim must have a scientifically proven beneficial or physiological effect.
- 2) The nutrient must be in an immediately consumable form.
- 3) Nutrient must be in sufficient quantity in a normal intake to have the beneficial effect.

## Two forms of claim:

- Nutritional – Nutritional beneficial properties listed within the regulation Annex. (Natural/source of vitamin/high in vitamin/contains antioxidant).
- Health – Claiming the reduction of a risk of disease.





# What are the issues?

- 1745 out of 4637 claims were processed between 2008 - 2010
- Approx 80% rejection rate

- Time & Money
- Substantiating Evidence using
- Human clinical trials



- Claims on botanical products withheld until after June 2011
- Enforcement likely to begin in 2011
- We cannot ignore the regulation

- SBT is a natural health functional food providing a need for consumers
- Health claim will establish a USP for Sea Buckthorn



# ISA 2009 conference workshops

## Group outcomes

- Raw material / End product quality
- EU agricultural standard
- Global joint public relations
- Public education of consumers
- Co-operation between companies
- Involve big players
- Find finance



# A 'Needs' list

- **Define** – Clear consumer message; what is SBT? What can SBT do for me?
- **Establish** – Authority: market promotion based on information the market trusts.
- **Create** – Differentiation: consumer choosing SBT offer as best quality; best benefit; best value.
- **Manage** – Health claims issue.
- **Develop** – EU Quality Assurance standards
- **Channelled into:** a single EU source for information with an interactive website serving European consumers.



# The Outcome

- Equal cranberry EU market - *€73 million*
- *Market share of EU skincare market - €6 billion*



# Who will be involved?

- A European Group pooling expertise on SBT working co-operatively to find agreement on creating and growing the market for all products within the member States.



# Who will fund it?

- Seeking EU funding support (Framework 7; RDP; Inter Reg) together with funding derived from all parties working with sea buckthorn.



# THANK YOU

For more information please contact

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