



CHINA UPDATES

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U.S.-China HPA to Hold FREE China Regulatory/Market Seminar at Supplside West



The association together with sponsors NSF International and TSI Group are hosting a FREE seminar focusing on the latest Market Intel from China's nutritional ingredient and dietary supplement industry.

With the implementation of China's new Food Safety Law on October 1, 2015, the nutritional ingredient and dietary supplement regulatory environment is under going significant changes that have and will continue to affect foreign companies.

DATE: *Thursday October 6, 2016 from 3:15 – 5:00pm*

LOCATION: *Mandalay Bay South Convention Center*

Level 3, Room Palm A



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The seminar will be covering the following topics:

- Ingredient and Supplement Regulations
- Market / Sales Insights
- Latest on Cross Border E-Commerce
- GMP and Quality Control
- OEM / Sourcing in China

Hope to see you there. For information, contact the association at: info@uschinahpa.org

To view the room location [CLICK HERE](#).

Yantai Confiscated Substandard Imported Food

The local regulator of Yantai recently confiscated 550 boxes of imported food which failed to meet national standard, including meat products from South Korea, organic food imported via illegal channels, and food additives banned in China.

The relevant products amount to over 26,000 dollars in value.

In recent years, Yantai has strengthened control over quality of imported food. inspection process includes comparing the food standard in China and overseas, which paves way for more scientific approach to test food.

The substandard rate of imported food in Yantai has increased dramatically in recent years. In the first seven months this year, 736 batches of imported food are found substandard , up by 44% from a year ago. (Source; Shandong.net)

Xi Highlights Role of Health in China's Development

Full protection of people's health should be given priority in China's development strategy, President Xi Jinping told a two-day national meeting in Beijing which ended on Saturday.

“ The all-round moderately prosperous society could not be achieved without people's all-round health,” Xi said, urging efforts to promote healthy

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lifestyles, strengthen health services, improve health protection, build a healthy environment and develop health-related industries.

Health is a prerequisite for people's all-round development, a precondition for economic and social development, and a common aspiration of all people, Xi said.

Since it was founded, the Communist Party of China had paid great attention to the correlation between people's health and national independence and liberation, he said.

Xi expressed his respect and thanks for the dedication of health workers nationwide in safeguarding people's health.

However, he pointed out that factors such as industrialization, urbanization and an aging population, combined with changes in the environment and people's lifestyles, presented multiple and complex risks to health.

“China is facing health problems that occur in developing countries as well as developed countries,” Xi said. “If these problems are not effectively addressed, people's health may be seriously undermined and economic development and social stability will also be compromised.”

Xi stressed that work to ensure people's health should focus on the grassroots and use reform and

innovation to create momentum. He urged the inclusion of health in government policies, to ensure that all people enjoy the health benefits of such policies.

Xi called for an improved system and quality of basic medical services so the public can enjoy accessible and continuous health services which cover prevention, treatment and rehabilitation.

The health of young children and students in less-developed areas should be emphasized alongside the need to provide proper nutrition, he said, pointing out the need for care of other key groups such as pregnant women, infants and senior citizens.

Xi said a sound environment is the cornerstone of people's lives and health, stressing that green development must be implemented and the "strictest system of environmental protection" adopted.

He noted that reform of the country's health and medicine systems had entered a difficult stage as he called for breakthroughs in hospital management, medical insurance and supervision and a diagnosis and treatment mechanism based on the severity of illnesses.

Xi highlighted the role of traditional Chinese medicine in promoting people's health, underlining innovation as well as coordinated and complementary development of TCM and Western medicine.

He also called for efforts to be made to boost the salary and status of health workers.

Xi said local governments are encouraged to draft their own health development plans based on their own situations.

"We will actively participate in research and discussion concerning the making of international standards and criteria for health-related fields, and improve our country's work mechanism to offer assistance in major international public health emergencies," Xi said.

In particular, he promised to strengthen health cooperation with countries in areas involving the Belt and Road Initiative.

Premier Li Keqiang urged devoting more health resources to rural and impoverished regions, with greater insurance support to reduce costs for patients.

He called for efforts to support medical research, prevent excessive prescriptions and treatment, boost medical capacity at grassroots, encourage health investment from social groups and individuals, reduce medicine costs and relax rules on market entry and talent exchanges.

Li said the government will guide financial institutions to offer greater support to the health industry and strive to make it a pillar industry. (Source: Xinhua)

Guangdong Steps Up Regulations Over Health Food Marketing

To better protect due rights of local consumers, the provincial regulator of Guangzhou recently released guidance on how to manage marketing campaigns of health food and requires local levels of regulators to step up control over relevant activities.

Different departments are also asked to coordinate efforts in regulating marketing campaigns and promote information about health food in local communities. (Source: Guangdong FDA)



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Media Regulator Tightens Control on Medical TV Programs, Advertising



China's State Administration of Press and Publication, Radio, Film and Television (SAPPRFT) recently announced new rules for medical and healthcare TV programs and advertising. The regulations state that medical care programs may only be produced by radio and television stations and may not be produced by other, non-governmental companies. Medical programs that have not been officially recorded and approved may not be broadcast.

The regulations forbid the advertising or marketing of products and services directly or indirectly through programs that provide information about medical treatments or personal healthcare. The rules also prohibit the advertising of medical goods and services such as medical treatments, pharmaceuticals, medical devices, medicinal foods, medicinal cosmetics, or beauty supplies. Healthcare TV programs may not include hotlines or QR scan codes of any kind and may not indicate phone numbers, addresses, or other contact information.

SAPPRFT said that it will strictly limit the length and format of medical advertising. Advertisements for medical treatments, drugs, medical equipment,

health products, foods, cosmetics, and beauty care enterprises, products and services must not be disguised and published as any other form of programming and may not be broadcast in the form of short TV product advertisements. In addition, the length of a single healthcare advertisement may not exceed one minute. (Source:Marbridge Daily)

China Facing Epidemic of Heart Disease, Stroke

A 20-year rise in cardiovascular disease (CVD) in China appears to have been spurred largely by increases in high blood pressure, according to a new study from Harvard T.H. Chan School of Public Health. Increasing body mass index (BMI), decreasing physical activity, a high prevalence of smoking, and unhealthy diet have also contributed to the growing burden of CVD—now the leading cause of death in China.

This is the first large study to analyze a wide range of dietary, lifestyle, and metabolic risk factors that may be impacting CVD burden in China. The authors suggested that major changes in Chinese society—including a dramatic shift from a traditional to a more "Western" diet and lifestyle and rapid urbanization and industrialization—may have contributed to the jump in cardiovascular diseases, such as heart attack and stroke. These changes have been accompanied by marked increases in high cholesterol, obesity, and type 2 diabetes among the Chinese population.

The study will be published August 15, 2016 in the Journal of the American College of Cardiology.

"We described trends from 1991 to 2011 in dietary and other lifestyle risk factors for CVD in China and projected how these trends might play out from 2011 to 2031," said Yanping Li, research scientist in

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the Department of Nutrition at Harvard Chan School and lead author of the study. "Our estimates suggest that the continued rise in high blood pressure, an increasingly sedentary lifestyle, increasing obesity, and worsening dietary trends will add millions of new cases of heart attacks and stroke over the next two decades."

The researchers analyzed data collected over a 20-year period, from 1991-2011, from 26,000 people living in nine Chinese provinces, as part of the China Health and Nutrition Survey. They looked at 17 dietary and lifestyle risk factors that have been previously linked with heart attack and stroke—including high systolic blood pressure, high cholesterol, high blood glucose, high BMI, low physical activity, smoking, and 11 dietary factors—and analyzed that data along with information on CVD-related disease and death incidence extracted from the China Health Statistical Yearbook and the National Population Census.

The study found that high blood pressure, high cholesterol, and high blood glucose accounted for most of the CVD disease burden in China in 2011. That year, those three risk factors were associated, respectively, with 3.1, 1.4, and 0.9 million new cases of heart attack or stroke. Of 6.8 million Chinese over age 35 who died in 2011, about 3 million of the deaths—44%—were CVD-related.

The researchers estimated that high blood pressure alone was responsible for roughly 40% of heart attacks or stroke. High blood pressure has jumped dramatically in China over the past three decades, the authors noted: In 1979, its prevalence in the population was 7.7%; by 2010 it was 33.5%—comparable to that among U.S. adults.



The study also found that decreased physical activity during the study period was associated with a 0.7 million increase in CVD cases and BMI increases were associated with a 0.6 million increase. Although tobacco use is declining in China, a large percentage of the population still smokes (53.4% of men); the study found that, in 2011, tobacco use was associated with 1.3 million CVD-related cases—roughly a third of the CVD burden in men. The authors also noted that while the Chinese diet has improved in certain ways—with increased consumption of fiber, fruit, nuts, and omega-3 fatty acids—dietary quality is still far short of optimal goals. Consumption of red meat and sugary beverages is increasing. High sodium intake—which averaged 5.4g/day in 2011—was estimated to be responsible for one fifth of CVD cases in China.

Both increases in high blood pressure and increases in BMI over time were more pronounced among younger people and rural residents, the authors said.

"China is facing a rising epidemic of cardiovascular disease and it shows no sign of abating," said senior author Frank Hu, professor of nutrition and epidemiology at Harvard Chan School. "It's imperative to continue to monitor the problem, which has serious social and economic consequences. Prevention of chronic diseases through promoting healthy diet and lifestyle should



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be elevated to a national public policy priority."
(Source: Medical Express)

Ministry: Poor Students Getting Better Nutrition

More than 33.6 million students living in poverty have become healthier overall as a result of government subsidized meals, but improved food availability and safety remain top priorities, along with health education, the Ministry of Education said.

Fifteen organizations, including the finance and education ministries, launched a nutrition drive in 2011 to help needy children from first to ninth grade.

Since then, more than 159 billion yuan (\$23.7 billion) has been spent on improving meals and dining spaces in 137,000 schools in 29 provinces. The program covers more than 33.6 million students, according to the program's assessment report published on Tuesday.

"We used to only eat what was most abundant in the market, and sometimes our menu wouldn't change for days," said Li Bo, an elementary schoolteacher from Cangxi county, Sichuan province. "Now we have the means to diversify our meals and provide a balanced diet for our children."

The meals consist of locally grown foods that are rich in protein and fiber.

"Thanks to the program, children in rural areas are healthier and happier every day," said He Xiuchao, the director of educational supervision at the Ministry of Education.

However, not every school can implement the plan effectively. An online database of information

related to the program, compiled by the Children Center at the China Development Research Foundation, said schools in the Xinjiang Uygur and Tibet autonomous regions in general had the most comprehensive meals, while some schools in Hunan and Gansu provinces could only provide a sausage or a carton of milk.

"Xinjiang and Tibet, which have a large ethnic population, enjoy more subsidies than other provinces, hence the better food," said Du Zhixin, director of the center.

Some schools will buy snacks to replace proper meals, but that generally costs more and adds little nutritional value, Du said. However, most children don't know the harmful effects. More than 66 percent of students spent at least 1 yuan (\$0.15) on a snack every day, and close to half consume soft drinks.

Deng Fei, the founder of the Free Lunch Foundation, an organization that provides free meals for rural Chinese students, expressed concern that "apart from food additives, some snacks sold by local stores are counterfeit or even expired, which can be harmful to children".

Besides strengthening education effort, Deng suggested that government and schools should focus on improving the quantity and quality of meals.

"Food availability shouldn't be a problem," he said. "Schools can buy food from local residents. This not only helps alleviate poverty in the community but also ensures a sustainable source."

Further, schools need to have the authority to negotiate deals and be transparent in the process, Deng said. (Source: China Daily)

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