

HOW TO CITE:

Todd M, Volschenk J, Joubert E. Multi-stakeholder value creation and appropriation from food-related health claims [supplementary material]. S Afr J Sci. 2024;120(5/6), Art. #14091.

<https://doi.org/10.17159/sajs.2024/14091/suppl>

Supplementary table 1: Educational background and occupation of professional participants

Respondent	Highest education	Occupation	Conflict of interest
PR1	HND	Business owner (Inform. Techn.)	NA
PR2	Bachelor	Marketing consultant	NA
PR3	Masters	Researcher – ethics	NA
PR4	BEd Hons	School principal	NA
PR5	BEd Hons	Technology teacher	NA
PR6	HND	Consumer journalist	NA
PR7	HND	Financial advisor	NA
PR8	Masters	Futurist	NA
PR9	PhD	Economist	NA
PR10	PhD	Political economist	NA
PR11	PhD	Social anthropologist	NA
PR12	PhD	Researcher - horticulture	NA
PR13	Bachelor	Small business owner (traditional use products)	F
PR14	PhD	Business owner (food ingredients)	F
PR15	PhD	Food scientist	F
PR16	HND	Director (nutraceutical company)	F
PR17	Masters	Director (food labelling consulting)	F
PR18	Hons	Farmer (tea production)	F
PR19	MBChB	Director (food analysis consulting)	F
PR20	BSc	Food scientist	F
PR21	MSc	Multinational Research and Development Executive	F
PR22	BSc	Innovation manager	F
PR23	BSc Eng; BCom LLB	Attorney	F
PR24	PhD	Researcher – agriculture and food	F
PR25	Bachelor	Research and policy coordinator	F
PR26	PhD	Nutrition consultant	HC & F
PR27	HND	Nurse	HC
PR28	BSc Hons	Dietician	HC
PR29	MBChB	Doctor	HC
PR30	Masters	Researcher – epidemiology	HC
PR31	Masters	Public health consultant	HC
PR32	PhD	Researcher – non-communicable diseases	HC
PR33	BSc Hons	Dietician	HC
PR34	MBChB	Chief Healthcare Officer	HC
PR35	MBChB	Consultant to Department of Health	HC
PR36	Masters	Nutrition consultant	HC
PR37	PhD	Lecturer – nutrition	HC

HC, healthcare and related industries; F, food industry; NA, not related to food or healthcare industries

Supplementary table 2: Illustrative quotes for economic value creation

Stakeholder	Participant	Illustrative quote
Individual	P12	You have your plant breeder's rights, which is a form of incentive to the plant breeder or the inventor, then you have the trademark. The money will come to the institution, and because I am the inventor, a certain percentage is supposed to come to me.
	P17	But if that information is made use of in the right manner, there is no doubt that it can contribute in maybe a smallish but still significant measure to the improvement in our quality of life. Because if it's effectively utilised, you're making better choices, your health should theoretically improve and it should also enable you (at least in theory) to spend the money on food in the most cost-effective manner.
	P27	I think the one thing that we have a problem with in South Africa is that our healthier choices are more expensive.
Business	P17	I think it's desirable to be able to make health claims, because from the consumers' side, it provides them with information which is essentially advantageous to their health and from commercial point of view, it's a commercial opportunity [for businesses]. Providing it's legitimate, there's nothing wrong with it.
	P33	Very often in the higher income or higher LSM group, we will see people going for products which have got more of the nutrient content claims and, although they're not necessarily legal, the health claims and the reduction of disease risks claims.
	P13	The benefits I'm listing on [my product], they're based on research, but they mostly based on indigenous knowledge. If I have to take those things [i.e. claims] off, I'm completely lost as to my products... How are customers going to know that this is not just normal black tea? It's an indigenous wild tea and it has benefits... But with the current food regulations, I'm not able to communicate to the customer the way I need to communicate to the customer.
	P14	More products can be more specific for more specific needs. Which also creates more opportunity for producers.
	P21	I really want to make products better; design better products, but if you are unable to tell the consumer [the benefit] then no one's going to support that on-cost, because it can't be communicated.
	P24	Having a scientific claim helps in terms of if you want to trade your product internationally. You can actually increase the prices of products.
	P9	I think the whole value chain can benefit - from the producer onwards. If the producer knows that because his/her product will be sold with this claim, with this added value, the producer would probably also be able to negotiate a better price; because his/her product has a higher value than initially thought.
	P24	In some cases you'll find that the product, if it links to a community, [if it] beneficiates them... the higher the price that can be charged for a product.
Society	P12	There's a lot of testing involved, which is quite expensive. So now you're almost giving more power to your larger food manufacturers, because they will have all these tools at their disposal, but your smaller food companies won't be able to afford to do the testing. They won't be able to put these claims on their products. They are at more of a disadvantage, which I think is also a shame.
	P11	If you look at indigenous knowledge; if I obtain the plant material from community x, or I use their knowledge because I know they eat A or B or C indigenous plant then a certain percentage must go back to them as well.
		It costs them less to produce fair trade rooibos than the small-scale organisations [in] Nieuwoudtville and Wuppertal... The feedback of the small-scale organisation was that since there are big farms that produce Fairtrade rooibos, the market was saturated... Is it [better] to restrict the label and to protect some farmers who deserve it, or is it better to extend it, to expand it more and more.

Supplementary table 3: Illustrative quotes for human and intellectual (HI) value creation

Stakeholder	Participant	Illustrative quote
Individual	P27	I do think that would have an impact. I think you would find the consumer would be more knowledgeable. I think they would take the time to understand what they're actually eating, what they're drinking, and make a better informed decision.
	P24	If more [information] can be added to say that you should eat this product. If you can say a little bit more - more than just the basic nutrients - it would help consumers...Over time it will help consumers to become educated - growing knowledge over time.
	P13	To be honest, a lot of consumers are quite ignorant in terms of what food contains. Many people, you'd be shocked, don't know what beta carotene does. If we were able to make claims on food labels to say, "these carrots contain beta carotene, which is good for eyesight, and does [many other things]", it would lead to a healthier society. People will say, "I need to buy carrots, because this is what it's going do for me [the benefit]".
	P17	I think it's desirable to be able to make health claims, because from the consumer side it provides them with information which is essentially advantageous to their health and from commercial point of view, it's a commercial opportunity. Providing it is legitimate, there's nothing wrong with it.
Business	P16	Let's use cranberry as an example: if I stopped one hundred women in the street and asked, "have you heard that cranberry juice is good for urinary tract infections?", ninety-five percent will say, "yes, I have I've read it somewhere, my girls told me at the book club, I heard about it in the aerobics class, I am aware of it". If I put cranberry [in my product], I will get that [customer] buy in just by saying cranberry [on the label] - that's a health platform.
Society	P33	In this ideal world, everyone actually looks at a food product and makes an informed choice based on the reality of what that product is and how it's going to affect them from a health point of view.... At the end of the day, it's all about improving the health status of the population.
	P12	The [institution] has several projects focusing on rural development. Making an impact, job creation and poverty alleviation, that's where part of the honeybush projects also falls in... If you claim something, you must also prove that you are protecting it, which I don't think is always happening or being done. If I claim honeybush I must also prove I am protecting the knowledge I have... A lot is getting lost because the kids are not interested...The knowledge is in the older people... And that is where government is trying now to conserve that information at least.
	P16	By using indigenous plants you're adding value and creating jobs and [it has the] possible opportunity of exporting and getting foreign income into the local coffers. I mean, it's a win-win situation.
	P12	Currently, the Khoisan Council is claiming most of the knowledge on Honeybush and Rooibos, so the money will be paid over to the council. There are prescriptions how they should use it, but nobody has really checked... That money should go back into the communities where it comes from.

Supplementary table 4: Illustrative quotes for environmental value creation

Stakeholder	Participant	Illustrative quote
Business	P18	We're not so much concentrating on the health benefits when making the tea. We try to do it sustainably . We want to sell a product and without destroying nature at all .
	P9	For the big multinationals, the bottom line is money, and they would go for products that are quick to produce and human nature says that the environment will come second whilst the smaller guys tend to be more have more of a conscience. I've met a lot of them over the years and I think that that approach is the more valid one, the one with more of a future... Is there a willingness for consumers and for the world at large to consider smaller products produced locally and with more emphasis on being environmentally friendly and the health benefits and being organically produced? I think there's a lot of scope for that... Sometimes I think that that is overplayed to some extent, and then people climb on that bandwagon for other reasons than the environment or health - then it becomes purely economic again; everybody wants financial gain.
Society	P13	<p>It was like that in all of the communities we visited... The trees we are working with [also often] had parasites. So the longer these leaves are growing, the more the trees weaken. These trees were dying, and if they were not dying from parasites, they were being chopped [down]. People did not care in some villages; there was no sight of these trees anymore.</p> <p>So through our work, we are creating conservation of these indigenous crops because now it's becoming gold to them [the communities]. Having this tree and looking after it in my yard will bring me income because we buy the leaves from them once they've been harvested.</p> <p>And besides that, [we are] also exposing their products to the market, taking this tea that they've undermined, flavouring and packaging it nicely and putting it in shops in Bryanston and Sandton. They see that the knowledge of their forefathers was so important and valuable that in 2020, that knowledge can still do something for future generations.</p>
	P12	The same is now [the case] with our traditional healers. They realize and understand that with urbanization and everything going on, their things [traditional plants] are getting limited; their [plant] products they are using. They need to start understanding propagating it , but then a lot of the [chemical] properties are changing as soon as you start cultivating things that grow naturally.
	P25	There is that possibility, it's just how one does it and how one develops confidence in that label. So I think an example of that is like a Fairtrade label, where there is an organisation that people trust that verifies that things are a fair trade and they verify that there's value to the community that's producing it, so once it gets a Fairtrade label then you know that you can trust that product, and that it has got social benefits and environmental benefits... [But] because of the research that has to go into it, it's not benefitting a majority of people.