

Mr Peter Stuart
Noni De Tahiti Ltd.
Falkeners House,
Rectory Lane,
Bramshott,
Liphook
Hampshire GU30 7QZ

nats@just-noni-juice.co.uk

21st June 2007

Reference: NFU 509

Dear Mr Stuart,

**OPINION ON THE EQUIVALENCE OF TAHITIAN NONI JUICE BY NONI DE
TAHITI LTD**

The Food Standards Agency, the UK Competent Authority for all novel food issues has completed its assessment of your request for an opinion on the substantial equivalence of your Tahitian Noni Juice. The basis of your request for an opinion is that your company is purchasing its noni juice from Tahiti Products Inc which purchases the same product from the same processing and supply facility as GDI nv, who received approval to market their product by the Belgian Competent Authority in 2004. Your dossier was subject to a 21 day public consultation to which no comments were received.

Having reviewed the information you have supplied in support of this request, I am pleased to inform you that we accept that your noni juice meets the criteria for equivalence as defined in article 3(4) of Regulation (EC) 258/97.



The opinion is issued on the basis that your noni juice is the same product as that marketed by GDI nv and should your product differ in any way from GDI nv's authorised product or be obtained from any other supplier then our opinion would not apply.

You should also ensure that your product should be marketed in accordance with European Community Law and any relevant national provisions.

Please note that in accordance with Article 5 of Regulation (EC) 258/97, you should notify the European Commission of your intention to market your Tahitian Noni Juice when it is first marketed.

You should send this to Mr Andreas Klepsch at the following address:

European Commission
DG SANCO E4
Rue de la loi 200
B-1049
Brussels
Belgium

If you have any queries, please do not hesitate to contact me.

Yours sincerely,

Kate May
Novel Foods, Additives and Supplements Division

Cc: Dr Sandy Lawrie - Novel Foods Additives and Supplements Division
Mr Andreas Klepsch - European Commission

