APPENDIX BB   
ADOPTION PROPOSAL FORM

**CPR183/F15**

**KENYA BUREAU OF STANDARDS**

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| **Document Type:** | **Adoption proposal** | |
| **Dates:** | Circulation date | Closing date |
| 29/04/2021 | 29/05/2021 |
| **TC Secretary** | This form shall be filled, signed and returned to Kenya Bureau of Standards for the attention of **Christine Kalui (kaluic@kebs.org)** | |

The Kenya Bureau of Standards intends to adopt the International Standards as detailed here below .............................................................................................................................................

**Number. ISO 20784:2021**........................................

**Title ... Sensory analysis — Guidance on substantiation for sensory and consumer product claims**

**Scope:** This document gives guidelines for substantiating sensory claims on food and non-food products and their packaging for advertising consumer-packaged goods.

This document differentiates sensory claims from other types of claims. It provides classification and examples of the different types of sensory claims. It highlights special issues associated with testing to substantiate sensory claims. It includes case studies and references.

Product claims are designed to inform the audience of potential buyers or the general population of users about the product characteristics, differentiate the product from its competitors, and influence the buying decision. Given that the rapid development of new products has resulted in a crowded marketplace, from a company’s standpoint, there is more need for sensory claims to differentiate between products. In addition, governments and regulatory bodies also look to protect consumers from misleading claims. Countries develop guidelines that provide information about claims substantiation and in addition researchers are more frequently asked to design, conduct and interpret results of sensory claims studies.

Good sensory practice means that the test data are analyzed using sound statistical procedures. Product researchers designing such tests should be aware of, and follow, best practices in the sensory and consumer testing community. This document is intended to guide product developers and researchers to support sensory claims on a scientific basis. Using this guidance will allow sensory professionals to conduct research in a manner that provides competent and reliable evidence to support a claim.

We are therefore seeking views from potential users in respect of the same. **The Standard is available at the Kenya Bureau of Standards Information Centre**. Please tick and fill your preference of the listed option. (If the spaces provided are not enough, please attach a separate sheet of paper).

Adoption acceptable as presented

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Adoption proposal not acceptable because of the reason(s) below

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Our Recommendations are as follows

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Name and Signature (of respondent): ................................................

Position (of respondent): .....................................

On behalf of ......................................................................................... (Name of organization)

Date .........................................................................

**NOTE:** Absence of any reply or comments shall be deemed to be an acceptance of the proposal for adoption and **shall constitute an approval vote**.