

IADSA

International Alliance of Dietary/
Food Supplement Associations

WELCOME IADSA 100 MINUTES

12 June 2020, virtual session

iadsa.org

Antitrust statement

Although it is appropriate to discuss matters dealing with government policies and regulations concerning ethical and scientific issues involving food supplements, we should not discuss an individual member's specific products, prices, sales, marketing or pricing activities or plans which could affect competition between companies in the food supplement business.

IADSA

International Alliance of Dietary/
Food Supplement Associations

WHERE NEXT?

2020-2025

iadsa.org

Towards better regulation and policy for healthier lives

A FEW HIGHLIGHTS
2015-2020

5

WORKSTREAMS

- A - Refocusing our communication
- B - Expanding our network of regulators & scientists
- C - Broadening and deepening awareness of supplements
- D - Sharing authoritative expertise and knowledge
- F - By being ambitious

A FEW HIGHLIGHTS
2015-2020



Helping to protect the status of botanicals and build a scientific/regulatory rationale for botanical supplements.



A FEW HIGHLIGHTS 2015-2020

Seeing the finalisation and implementation of the notification system for certain categories of food supplements in China.

A FEW HIGHLIGHTS 2015-2020

Helping rescue the Turkish market from the cliff edge and then building with the regulatory bodies a new viable system.

A FEW HIGHLIGHTS 2015-2020



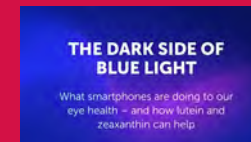
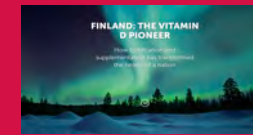
Developing a Health Supplement and Nutraceutical Resource Centre with the Food Safety Standards Authority of India



A FEW HIGHLIGHTS 2015-2020



Launching the first Mind the Gap series to communicate in a simple way complex information about the role and value of supplementation.



WHAT ARE THE LEARNINGS FROM THE 2015-2020 PERIOD?

1

Not underestimate the power of economics.

2

Keep an open mind and be flexible about the type of partnership with government.

3

Find ways to develop expertise across regions.

4

Make things as simple as possible.

Looking ahead

The coming 5 years



**MAINTAINING THE
MOMENTUM
FOR IMPROVED REGULATION**

Maintaining the momentum
for improved regulation

OUR WORK IN CODEX

Codex is a major asset for the supplement sector, establishing sound rules and principles that have subsequently been applied in legislation across the world.

GOAL

To continue to complete work on outstanding topics such as the colours permitted in supplements, but to help ensure full reflection on potentially on new initiatives.

HOW

By supporting Codex, and its parent bodies FAO and WHO, in achieving their objectives.

Maintaining the momentum
for improved regulation

OUR REGIONAL WORK

GOAL

To continue to engage at the national and regional level where our expertise, knowledge and experience can add value for a better regulatory and policy environment.

HOW

Sharing global perspectives and best practices on regulatory models.

Being the thought leader in critical areas including botanicals, claims, and definitions for supplements.

Building guidance on how to address national or regional challenges and opportunities to create regulatory and policy change.

**BUILDING
UNDERSTANDING OF THE
SUPPLEMENT
CATEGORY, ITS VALUE
AND ITS NEEDS**

GOAL

To continue our long-standing activities to build understanding of the supplement category, its value and its needs

Building understanding of the supplement category, its value and its needs

HOW



Mind the Gap: continuation of the Mind the Gap series of communications and their translation.



Publications & Tools: including scientific, technical and economic.



IADSA 360: an annual regional educational event for both government and industry.



Training Modules: development of generic training modules for specific groups, such as pharmacists and dieticians.

TOWARDS ALIGNMENT WITH GLOBAL POLICY OBJECTIVES

GOAL

Increase understanding and recognition of the role of food supplements in helping people achieve healthier lives.

Towards alignment with global policy objectives

HOW

By contributing to the work of the leading international bodies that are driving the debate on nutrition, health and wellbeing policy to help them achieve their plans and targets.



IUNS
INTERNATIONAL
UNION OF
NUTRITIONAL
SCIENCES

3 GOOD HEALTH
AND WELL-BEING



8 DECENT WORK AND
ECONOMIC GROWTH



ANAEMIA



IUNS-ICN 22ND
INTERNATIONAL CONGRESS OF
NUTRITION IN TOKYO, JAPAN
SEPTEMBER 14-19, 2021

Towards better regulation and policy for healthier lives

A CONVERSATION WITH STEVE WEARNE

Vice-Chair, Codex Alimentarius Commission

Codex: continuity and change

Steve Wearne

Vice Chairperson

Codex Alimentarius Commission



The Codex Alimentarius





The Codex scorecard

79
Guidelines



632
Maximum Residue Limits (MRLs) for residues of veterinary drugs in foods
covering
79
veterinary drugs
Risk Management
Recommendations (RMRs)
for 13 veterinary drugs



54
Codes of Practice



225
Standards
(of which)
11
General standards
214
Commodity standards

113
Maximum Levels (MLs) for contaminants in food
covering
18
contaminants



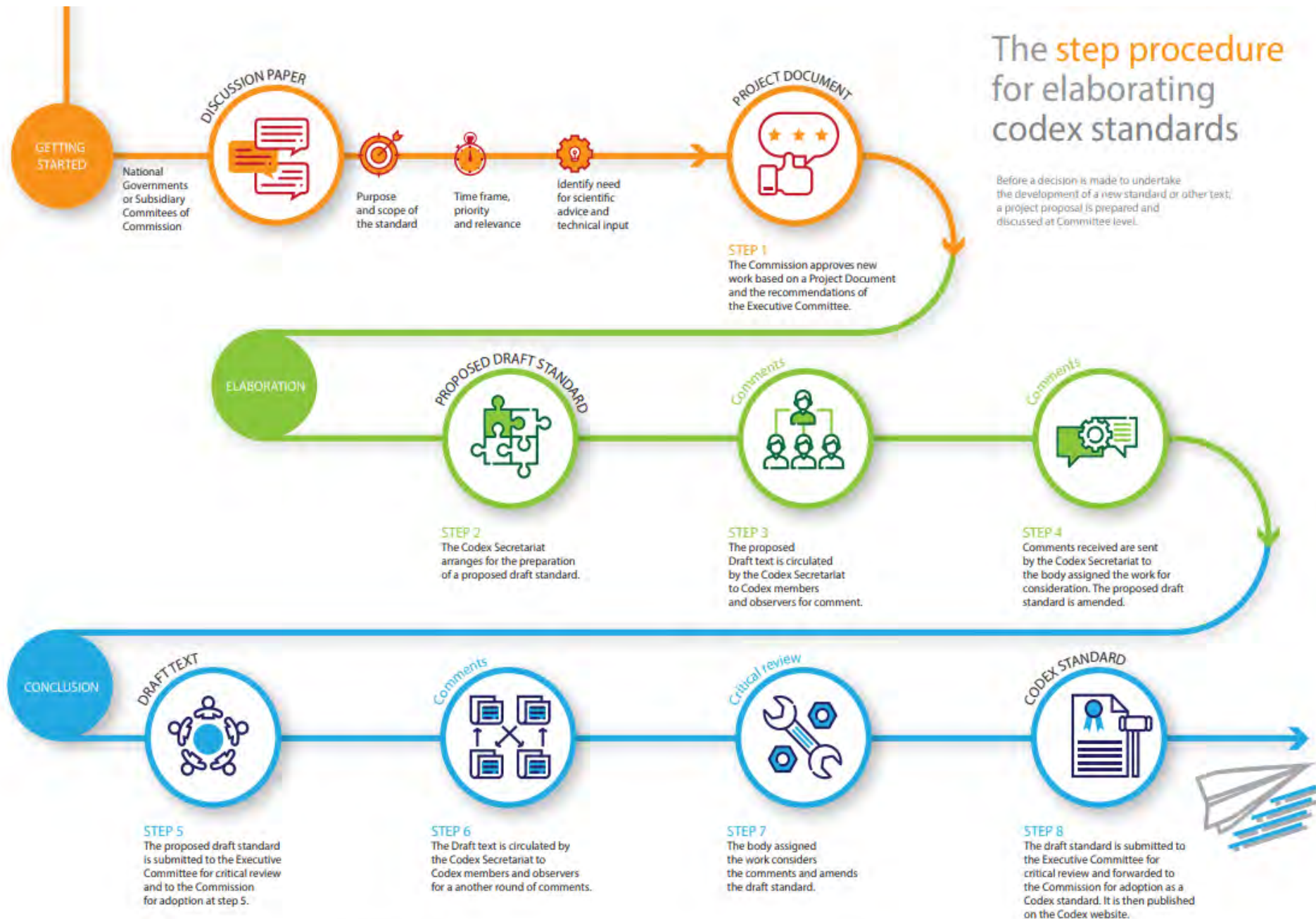
4 596
MLs
covering
376
food additives or
groups
of food additives



5 663
Maximum Residue Limits (MRLs) and 63 EMRLs⁽¹⁾ for pesticide residues
covering
231
Pesticides



The step procedure for elaborating codex standards

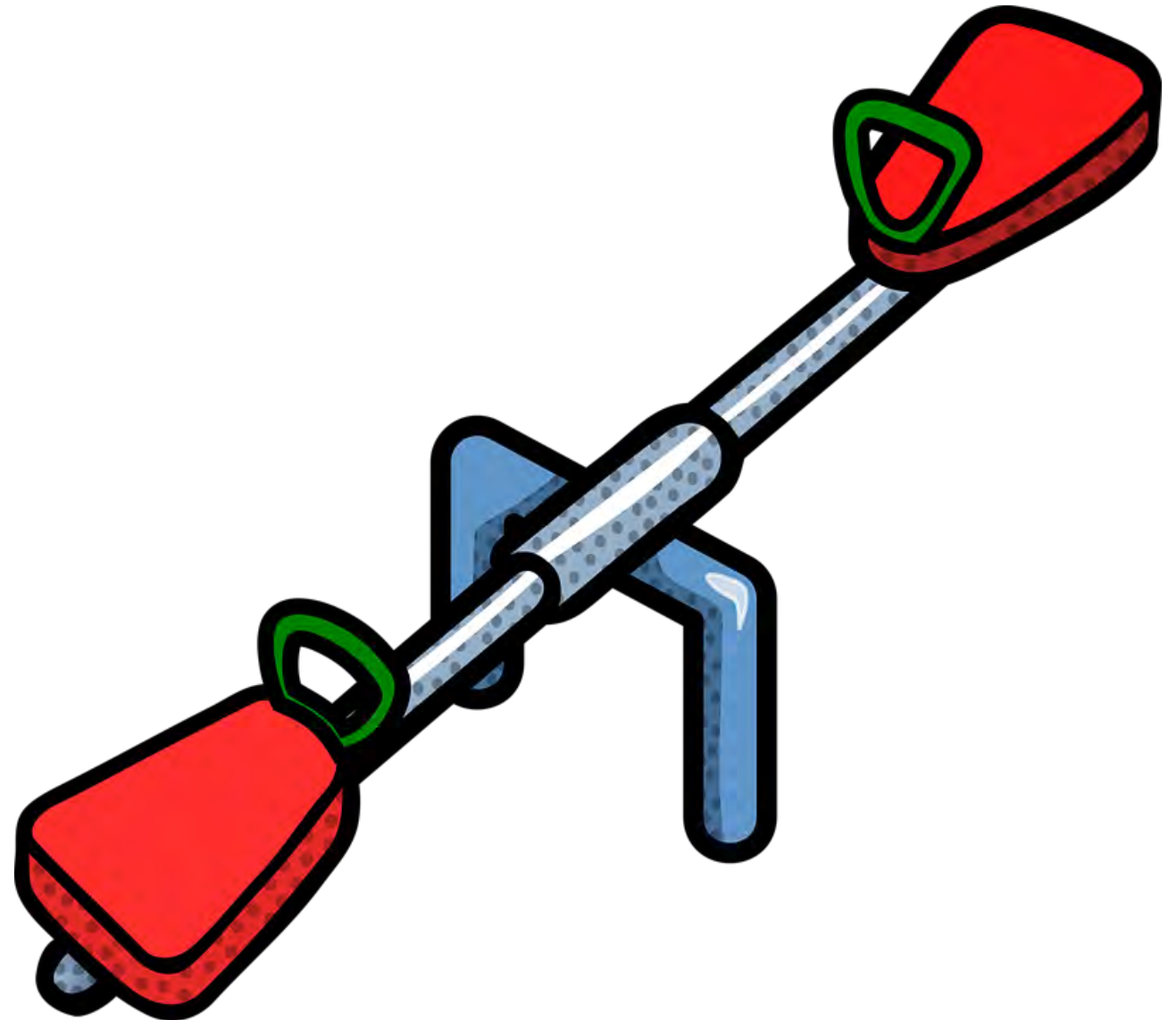


Before a decision is made to undertake the development of a new standard or other text, a project proposal is prepared and discussed at Committee level.

Step 5/8: increasingly subsidiary bodies are utilizing a Step 5/8 procedure. This entails texts being submitted for adoption at Step 5 having a recommendation that Steps 6 and 7 be omitted and that the text also be adopted at Step 8. This practice substantially speeds up the adoption process.

Justiciability of Codex standards, guidelines and codes of practice

- Are **not a substitute** for, or alternative to **national legislation**
- Are **voluntary in nature**
- Need to be **translated** into national legislation or regulations in order to be enforceable
- Codex Alimentarius recognised by WTO as the relevant standard-setting organization for food safety.





โดย กระทรวงเกษตรและสหกรณ์

เครื่องหมายรับรอง
สินค้าเกษตรปลอดภัย
มกอช.

“รักชีวิต”
คิดถึงสินค้ามาตรฐาน
มกอช.

สำนักงานมาตรฐานสินค้าเกษตร
และอาหารแห่งชาติ (มกอช.)

เครื่องหมายรับรอง
สินค้าเกษตรอินทรีย์
มกอช.

7 มิถุนายน
วันความปลอดภัย
อาหารโลก
#WORLDFOODSAFETYDAY

“รักชีวิต”
คิดถึงสินค้ามาตรฐาน
มกอช.

National Bureau
of Agricultural Commodities
and Food Standards
(ACFS)

ด้วยดวงหัวใจ
จาก มกอช.

สำนักงานมาตรฐาน
สินค้าเกษตร
และอาหารแห่งชาติ

ได้มาตรฐาน

7 June
World Food
Safety Day
#WORLDFOODSAFETYDAY
www.fao.org/world-food-safety-day
www.who.int/foodsafety

Food safety,
everyone's business.

7 June
World Food
Safety Day
Food safety,
everyone's business.

เจ๊อ้อ มะม่วง

6/26

CODEX ALIMENTARIUS



Food and Agriculture
Organization of the
United Nations



World Health
Organization



MONIQUE ELOIT
OE Director General

JOSÉ GRAZIANO DA SILVA
FAO Director General

ROBERTO AZEVEDO
WTO Director General

TEDOS ADHANOM GHEBREYESUS
WHO Director General



Multidisciplinarity



NGOs as
Codex
observers



Industry
associations



Consumer
associations



Expert
technical
bodies



Goals and Objectives

The Codex Alimentarius Commission commits itself to work towards achievement of the following five goals:

GOAL 1

Address current, emerging and critical issues in a timely manner.

GOAL 2

Develop standards based on science and Codex risk-analysis principles.

GOAL 3

Increase impact through the recognition and use of Codex standards.

GOAL 4

Facilitate the participation of all Codex Members throughout the standard setting process.

GOAL 5

Enhance work management systems and practices that support the efficient and effective achievement of all strategic plan goals.



IADSA

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CODEX ALIMENTARIUS

THE INTERNATIONAL REFERENCE FOR FOOD SUPPLEMENT LEGISLATION



A CONVERSATION WITH STEVE WEARNE

Vice-Chair, Codex Alimentarius Commission

IADSA GRANT: 2020 ANNOUNCEMENT

THE IADSA PROJECT GRANT FOR ASSOCIATIONS SUPPORTING GREAT IDEAS

The goal of the IADSA Project Grant is to encourage national initiatives and provide support to member associations to achieve ideas that will help demonstrate the value of supplement sector to national /regional government and could potentially be replicated as best practice in other parts of the world.

Key criteria

- Association member engagement
- Replicable
- Ambition
- Achievable targets

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BUT FIRST BACK TO SYDNEY

**2019 WINNER:
HPA SOUTHERN AFRICA**



IADSA GRANT: 2020 ANNOUNCEMENT



MEXICO

Food supplements market in Mexico: Socioeconomic, cultural and anthropological study

Aims: Demonstrate the overall impact of food supplements on the wellness of the Mexican population

How? Anthropological research and literature review to have a sociocultural overview of how food supplements are represented in the daily lives of Mexicans, taking into account contexts, codes and behaviors



COLUMBIA

The value of dietary Supplements for healthcare system in Colombia

Aims: Identify and highlight the relevance of dietary supplements to Colombia's healthcare system

How? Healthcare cost savings survey



PHILIPPINES

Driving health prosperity for Filipino families and nation

Aims: Galvanize commitment from government, allied health authorities and professionals, and private sector to bridge differences in health supplementation in all its forms – perception, belief, practice

How? Nutrition Summit on health supplementation

THE WINNER IS ...

IADSA Grant 2020

The Winner is

ANAISA 

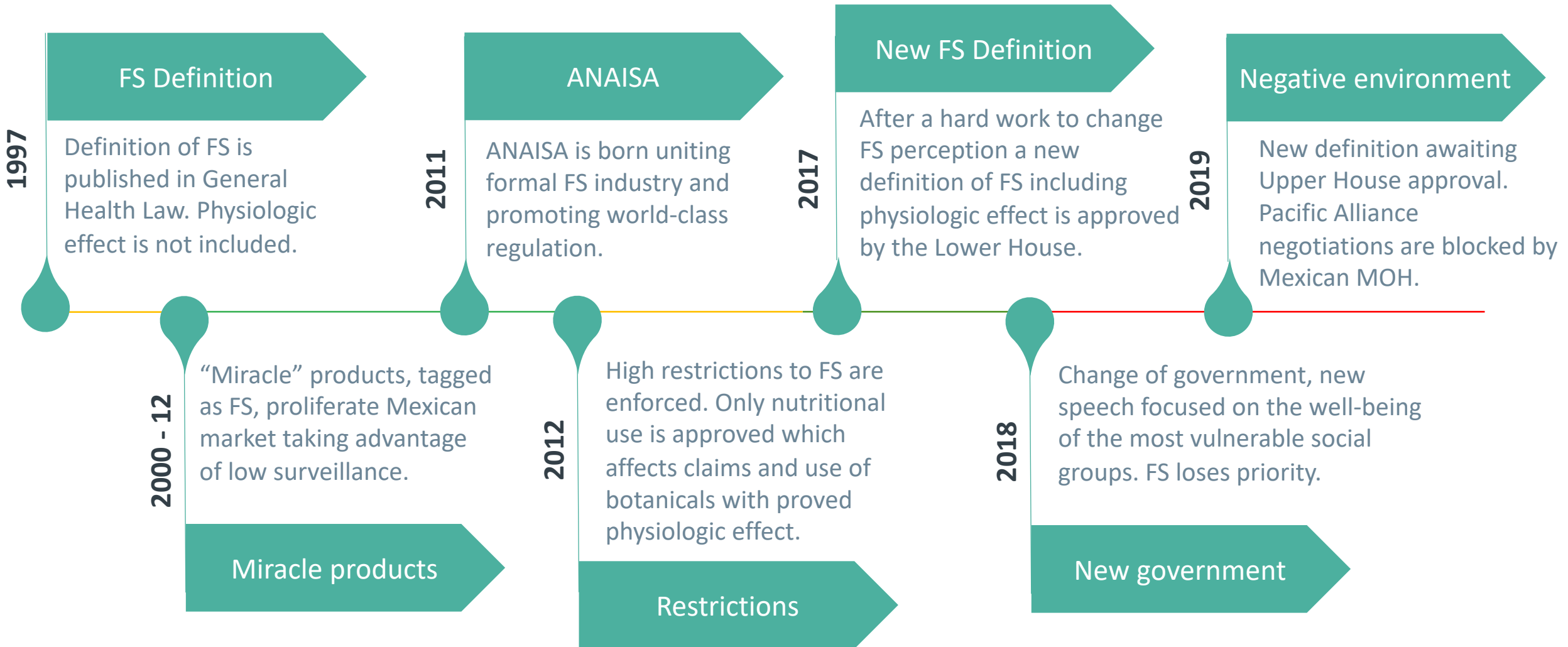
Asociación Nacional de la Industria de Suplementos Alimenticios



FOOD SUPPLEMENTS MARKET IN MEXICO

socioeconomic, cultural and anthropological study

BACKGROUND



ANAISA'S PRIORITY



COMMUNICATE HEALTH BENEFITS OF FS

- *Lack of information in labels and product materials due to regulatory restrictions*
- *General public doesn't understand what are FS for*

UPDATE FS DEFINITION TO ALLOW HEALTH CLAIMS

- *Prior government supported and Lower House approval was achieved*
 - *New left-wing government is not interested and Upper House approval has been postponed*



WHAT NEEDS TO BE DONE?

HOW TO ACHIEVE IT?



CHANGE MINDSET OF CURRENT AUTHORITY

Demonstrate to new law makers, politicians and KOLs the benefits of supplementation from a social perspective, emphasizing its positive impact in the lives of low-income communities

- *Consumers understand the benefits and correct use of FS*
- *Changing authority negative perception of FS will unlock discussions like Pacific Alliance.*
- *Qualitative and quantitative data of FS impact in low income population to be used in other markets.*



IMPACT



THE IDEA

Carry out an anthropological research and literature revision to have a sociocultural overview of how food supplements are signified in the daily lives of Mexicans, taking into account contexts, codes and behaviors

APPROACH

- Link supplements with other concepts: wellness, diet, health, entertainment, culture, consumption
- Take into account different population and consumption profiles
- Methodology that inserts the phenomenon in the daily life of people

METHODOLOGY

1

Presentation of two seminars that contain knowledge generated in previous anthropological researches on *Health, Food and Sustainable Consumption* in Mexico

2

From a specialized bibliography on the subject of supplements in Mexico, a theoretical, academic and conceptual review of this information will be made

3

Anthropological research in the three most important cities in Mexico with users, with non-users and with experts on the subject of food supplements



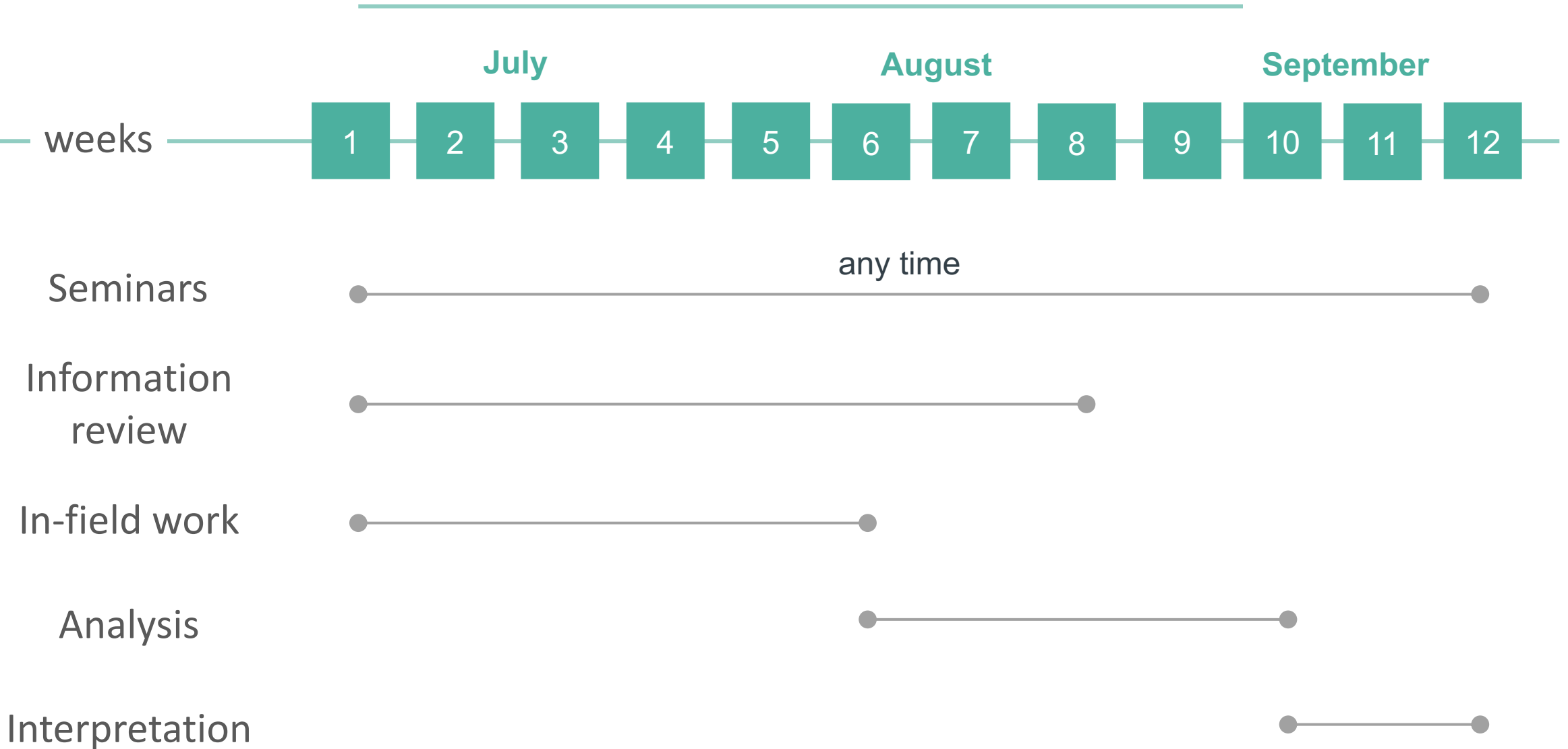
OBJECTIVE

Demonstrate the overall impact of food supplements to the wellness of Mexican population

DELIVERABLES

- Digital compendium of the role that supplements play in the lives of Mexicans of different socioeconomic and cultural levels, and the meanings they attribute to them
- Build strong arguments to support discussions about the nutritional, commercial and social benefits of supplements in Mexico. Link supplements with their benefits: positive impact on health, daily well-being, healthy habits
- Strategic recommendations for the sector: communication, linkage and positioning

TIMETABLE



BUDGET

For this project, the budget is of \$12,300 USD + VAT

MAIN TASKS

Deliver seminars
Bibliography review
Anthropological research

TIMES

12 weeks

DELIVERABLES

Report: digital compendium
Supportive arguments of the positive impact of supplements
Strategic recommendations

Total costs: USD 12,300

IADSA Grant: USD 10.000

ANAISA support: USD 2.300



The Asociación Nacional de la Industria de Suplementos Alimenticios (ANAISA) is the unique food supplements association in Mexico representing the formal industry. ANAISA was created on September 20, 2011 by a group of companies interested on face together the main category challenges, the ANAISA priorities are:

- Promote the food supplements industry growth.
- Contribute to the promotion, education and dissemination of food supplements consumption and their benefits.
- Participate as a contributing entity and / or technical advisor during the regulatory framework elaboration for food supplements category.
- Be a point of reference of food supplements category.
- Assure the Code of Ethics and Advertising Self-regulation compliance by memberships.



Bitácora Social is a research house whose foundations are the in-depth anthropological study and analysis, focused on understanding people in their daily contexts based on their habits and motivations, in order to generate strategic applications that can be carried out in different sectors, both public and private.

Bitácora Social has conducted research inside and outside of Mexico. In North America it has worked in Canada; In Latin America it has worked in Brazil, Chile, Colombia, Peru, Venezuela, Argentina; in Central America it has done it in Guatemala, Honduras, Panamá, Costa Rica and El Salvador; in Asia in Vietnam; in Europe in Russia. All the investigations and studies are made and done with local anthropologists and native experts.

The areas of application in which Bitácora Social has applied the accumulated knowledge are: Image and communication, marketing and advertising, social responsibility, human resources and public policies.

FIVE THINGS WE KNOW ABOUT THE FUTURE OF SCIENCE

PROF. MANFRED EGGERSDORFER



university of
 groningen

2014 | 400 years

FIVE THINGS YOU WANT TO KNOW ABOUT THE FUTURE OF SCIENCE

Manfred Eggersdorfer, PhD
Professor for Healthy Ageing
m.eggersdorfer@bluewin.ch

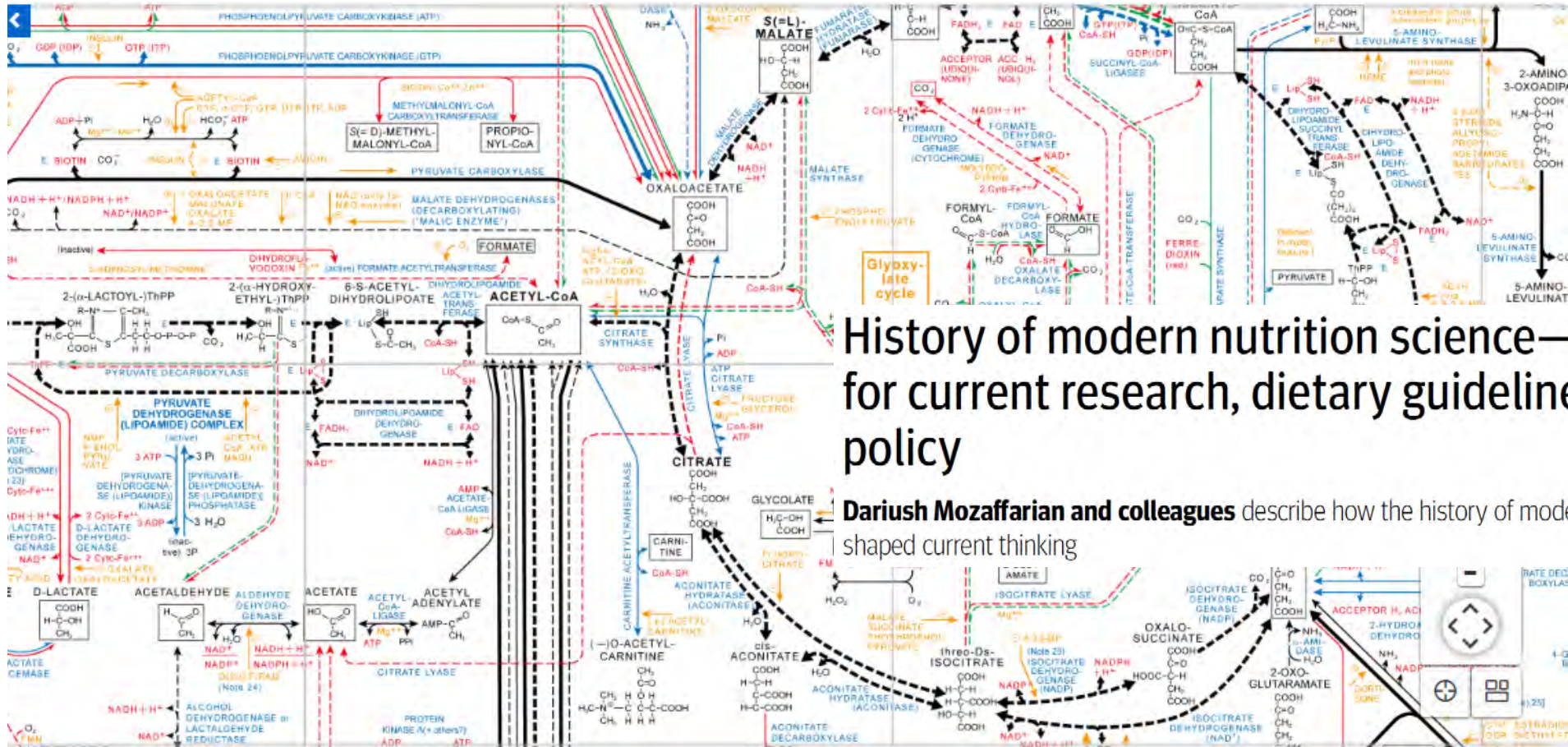
Virtual Copenhagen June 12, 2020

INTRODUCTION

- Nutrition science has enriched our understanding of how to stay healthy by producing valuable knowledge about the interaction of nutrients, food, and the human body.
- Nutrition science also has raised societal awareness about the links between food consumption and well-being, and provided the basis for food regulations and dietary guidelines.
- Its collaborative and interdisciplinary research has accomplished much, scientifically and socially.
- Despite this, nutrition science is confronted with a public reluctance to trust nutritional insights.
- The impact of nutrition science is particularly strong because of the crucial role of nutrition in everyone's daily life.

**..... five things you want to know about
the future of science**

#1 Nutrition is complex - nutritional solutions require a comprehensive approach

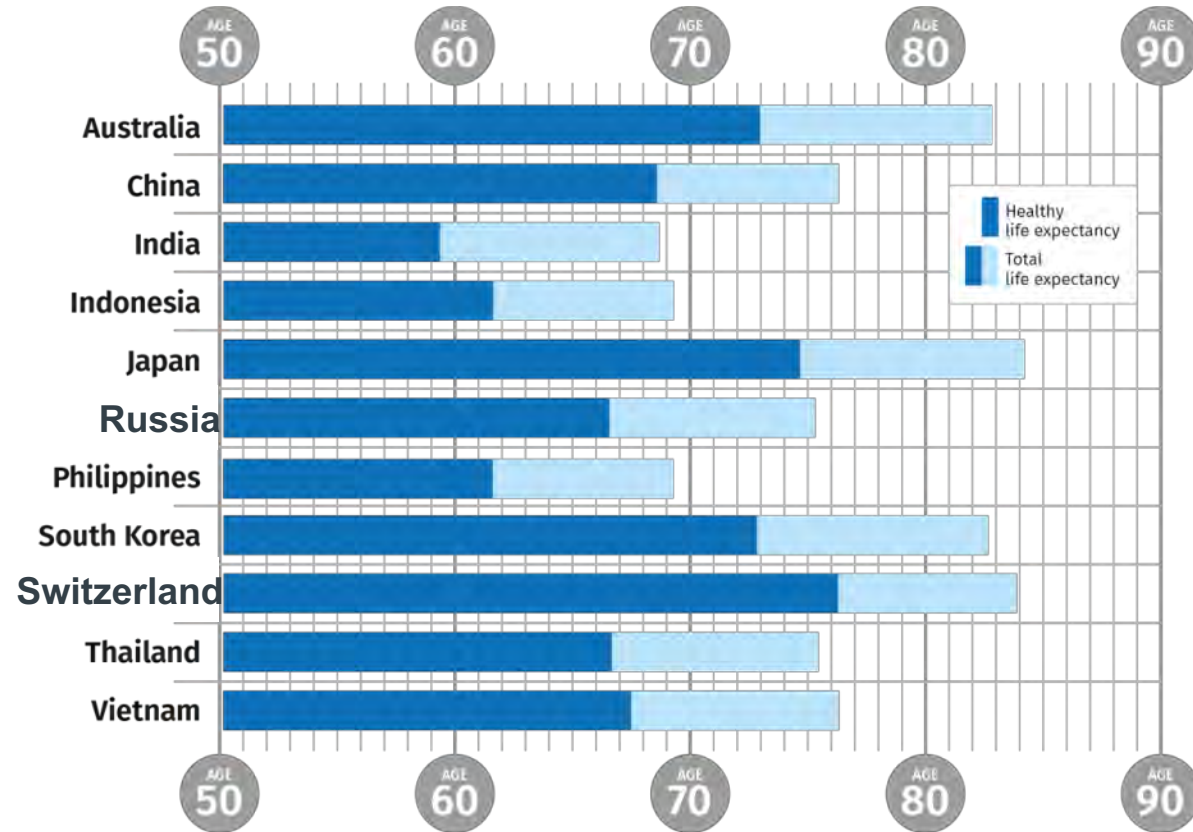


History of modern nutrition science—implications for current research, dietary guidelines, and food policy

Dariusz Mozaffarian and colleagues describe how the history of modern nutrition science has shaped current thinking

Focusing on one nutrient is insufficient, science has to use a holistic approach

#2 Nutritional recommendations will be updated to take role for long term health into account



Example Vitamin C

- WHO 45 mg/person and day
- Europe 95/110 mg/person and day
- China 200 mg/person and day as additional recommendation to reduce risk for NCDs

Discrepancies in global vitamin C recommendations: a review of RDA criteria and underlying health perspectives
Anitra C. Carr & Jens Lykkesfeldt



Example Vitamin E

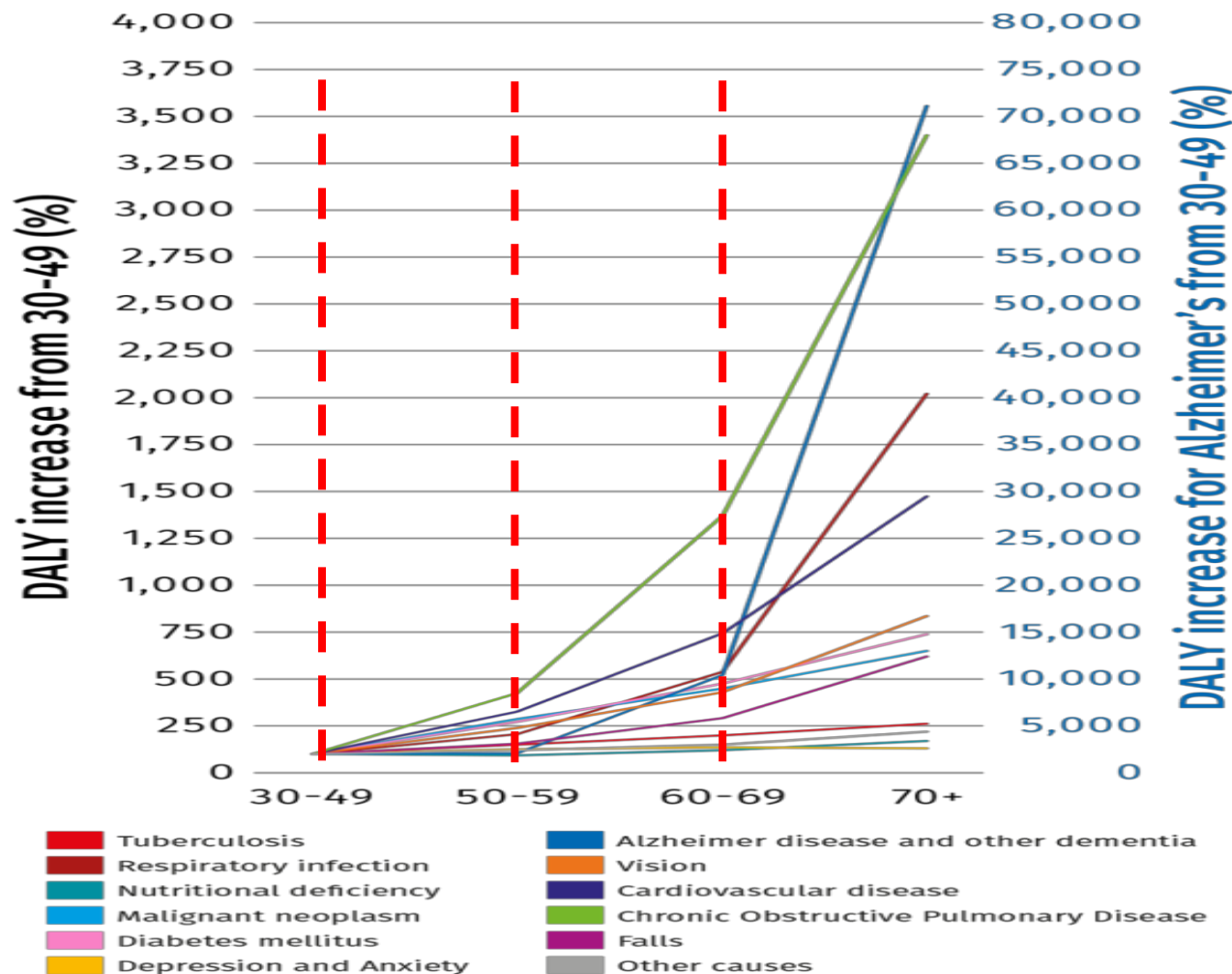
- US 15 mg/person and day
- Should the recommendation for elderly be increased to 200 mg/person and day?

Perspective: Should Vitamin E Recommendations for Older Adults Be Increased?

Simin Nikbin Meydani, Erin Diane Lewis, and Dayong Wu
Nutritional Immunology Laboratory, Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University, Boston, MA

After the increase of life expectancy compressing the «unhealthy» period is the new challenge

#3 Non-communicable diseases are key reason for morbidity and mortality - start is beginning in the 40ies



Source: Global Burden of Disease; Eggersdorfer et al. In press

More than 40% of nutrition related diseases take place before the age of 70.
 Approximately one third of cancers can be prevented.
 Up to 80% of heart disease, stroke and diabetes type 2 deaths are preventable.



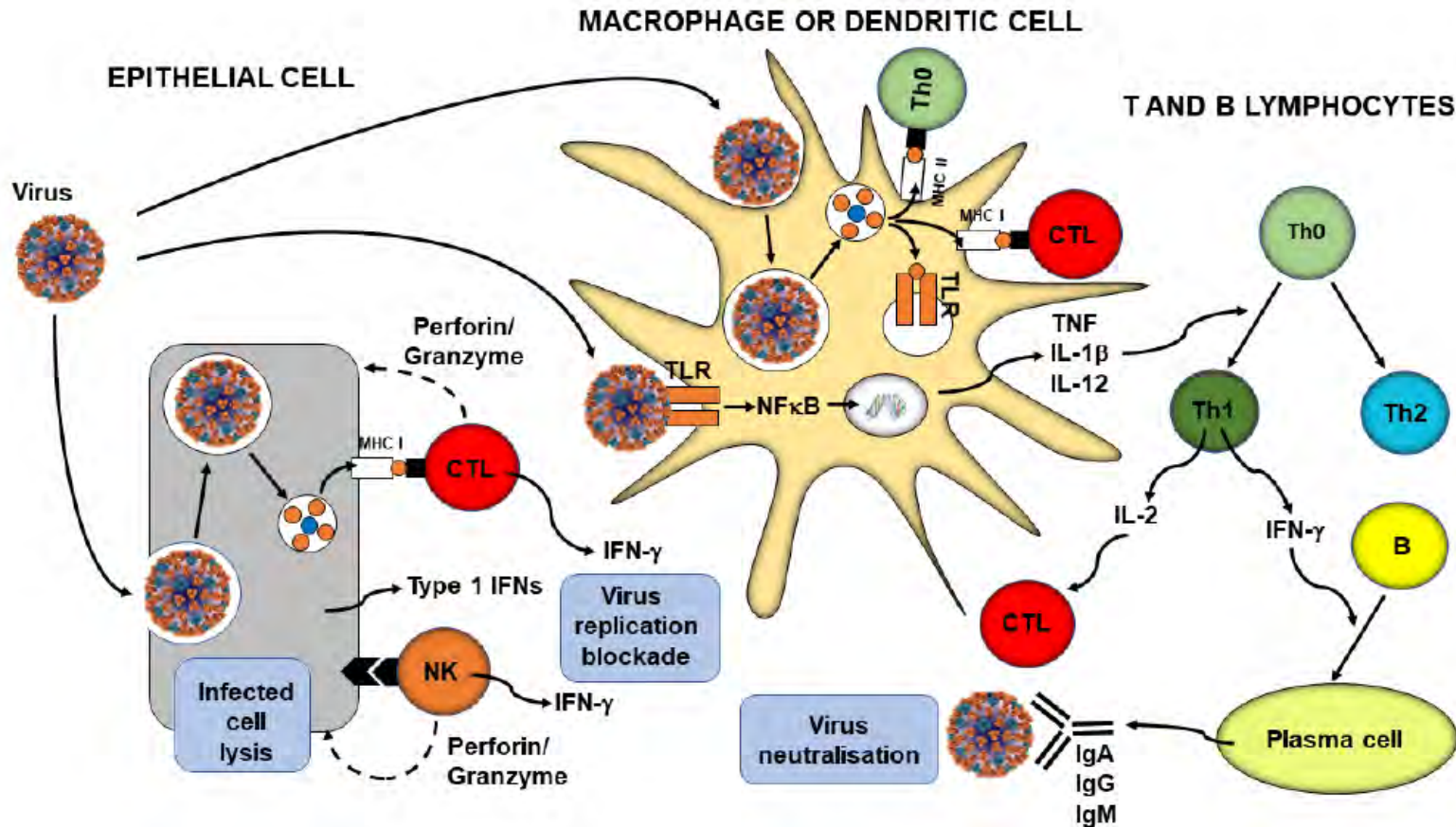
Inadequate supply of vitamins and DHA in the elderly:
 Implications for brain aging and Alzheimer-type dementia
 M. Hasan Mohajeri Ph.D. *, Barbara Troesch Ph.D., Peter Weber M.D., Ph.D.



... studies show that multivitamins and minerals, consumed as fruits, vegetables, or dietary supplements are associated with lower risk for developing cognitive deficits ...

Risk for NCDs can be reduced by a healthy lifestyle, nutrition being part of it.

#4 Infectious diseases - micronutrients are essential for a well-functioning immune system



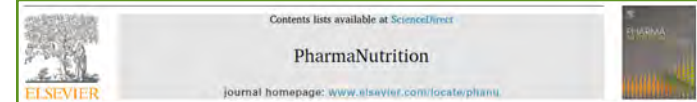
Optimal nutritional status is important for a well-functioning immune system

Review
Optimal Nutritional Status for a Well-Functioning Immune System Is an Important Factor to Protect against Viral Infections

Philip C. Calder¹, Anitra C. Carr², Adrian F. Gombart³ and Manfred Eggersdorfer^{4,*}

Nutrition, immunity and COVID-19

Philip C Calder



Better prepare for the next one.
 Lifestyle lessons from the COVID-19 pandemic.

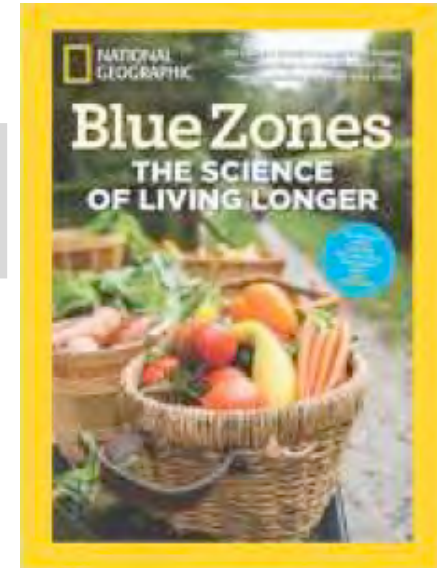
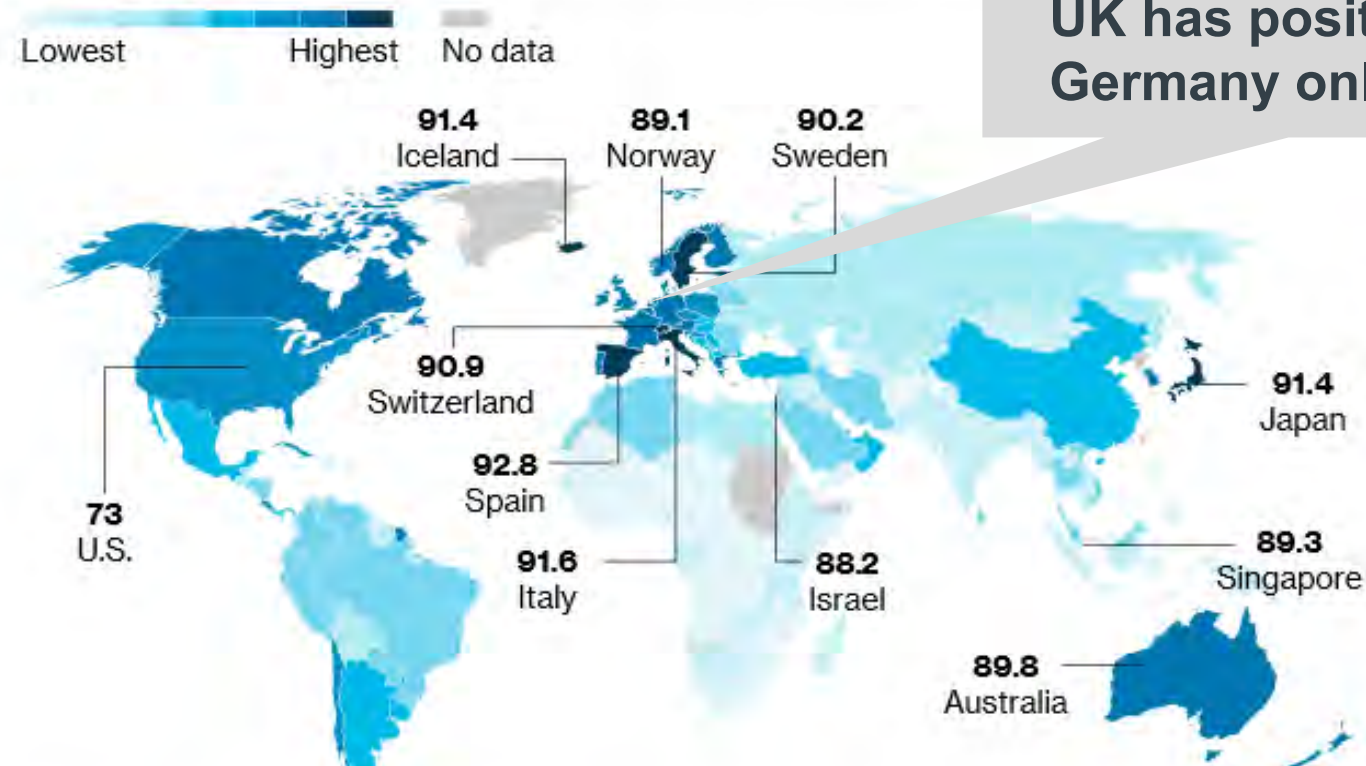
Review
COVID-19: The Inflammation Link and the Role of Nutrition in Potential Mitigation

Ioannis Zabetakis^{1,2,*}, Ronan Lordan^{2,3}, Catherine Norton^{2,4} and Alexandros Tsoupras^{1,2}

#5 ADDRESSING OPTIMAL NUTRIENT STATUS PROVIDES BENEFITS FOR THE INDIVIDUAL AND THE SOCIETY

Healthiest Countries in the World

Bloomberg Global Health Index scores for 169 countries, with the top 10 plus U.S. highlighted



Even in high income countries a balanced diet and optimal health is not always achieved!

Mind the gap: food fortification and supplements can help to fill the gap!

Sources: Bloomberg analysis of World Health Organization data; United Nations Population Division and the World Bank

#6 Nutrients and biomarker will be measurable - the consumer gets guidance for personalized nutrition

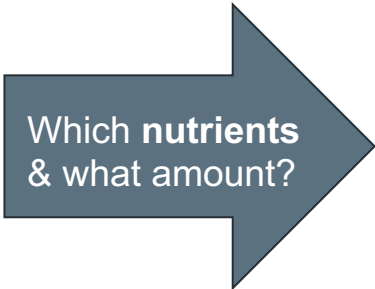
Recommendations



General dietary guidelines

Recommendations address average population

Essential & non-essential nutrients



My food intake
My diet

My nutrient requirement



Science and new approaches will provide new opportunities for personalization

WHAT WE LEARNED ...

- Nutrition science is young: It is less than one century since the first vitamin was isolated in 1926
- The first half of the 20th century focused on the discovery, isolation, and synthesis of essential micronutrients and their role in deficiency diseases.
- This created strong precedent for nutrient focused approaches for dietary research, guidelines, and policy to address malnutrition.
- This approach was extended to address the rise in diet related non-communicable diseases, eg. focusing on total fat, saturated fat, or sugar rather than overall diet quality.
- Recent advances in nutrition science have shown that foods and diet patterns, explain many effects of diet on non-communicable diseases.
- Nutrition policy should follow latest science and prioritize food based dietary targets, communicate trusted science, and stimulate changes in diets to fit modern lifestyles.

Who has health has hope,
who has hope has everything

Thank you!

dr.eggorsdorfer@gmail.com
m.eggorsdorfer@bluewin.ch

 [@eggorsdorferm](https://twitter.com/eggorsdorferm)



IADSA 2020 SURVEY: HOW HAS COVID-19 TESTED THE SUPPLEMENT SECTOR?

1

Essentiality

IN THE RIGHT PLACE

Food Supplements have largely been included within essential products and essential business since either food or medicinal law, and both categories essential.

The survey did not reveal any significant legal blockages to produce and sell supplements, with the main reported challenge being the lockdown of some distribution channels.

A MATTER OF COALITION

US Industry moved swiftly to advocate that supplement businesses should be considered as essential by the authorities and therefore be allowed to stay open. They joined coalition including more than 60 associations requesting exemptions to official orders for companies and institutions involved in the research & development, manufacture, distribution, warehousing, and supply of products including dietary supplements.

A MATTER OF TIME

The Malaysian government implemented a COVID-19 movement control order, under which all businesses providing non-essential services were told to suspend physical operations. The order was announced with less than 48 hours' notice together with a release of a fairly narrow list of products and services that were considered to be essential, but food supplements were excluded. However, supplement companies were told they could apply for exemption from the order directly to both the Ministry of International Trade & Industry and the Ministry of Domestic Trade & Consumer Affairs.

The lack of sufficient notice, and the requirement to apply to two different ministries, caused a great deal of concern.

A MATTER OF DEFINITION

Lastly, the survey has raised the potential challenges if no formal supplement category defined in law for food supplements.

Administrative steps for business continuity

2

GOVERNMENT SPEED AND FLEXIBILITY TO KEEP THINGS MOVING

GMP INSPECTION

Australian government provided support to the supplement sector by promising flexibility conducting domestic GMP inspections. As well as banning trips overseas, the Australian government prohibited travel between states. This presents a problem, because it severely restricts the ability of its inspectors to travel. There is concern that, if TGA inspectors are unable to carry out audits as required, some manufacturers would find themselves facing regulatory uncertainty as a result. TGA has developed a **hybrid approach to allow 'virtual' audits** to take place using desktop mechanisms in conjunction with reduced physical inspections.

ELECTRONIC DOCUMENTATION

The European Commission has announced that **electronic scans of certificates** will be acceptable in place of paper originals as a temporary measure for companies importing into the EU from third countries.

In Korea a similar approach has been taken with an online submission of import **clearance documents**. This temporary permission has applied to all import clearance documents regardless of country or type of document but has been limited to the industry falling under the jurisdiction of the MFDS, which includes supplements.

3

False and fraudulent communications

NOT QUITE AS IT SHOULD
HAVE BEEN

71%

of the responding member associations had issued a statement clarifying that supplements do not cure, treat or prevent COVID-19.

59%

of the respondents indicated that their government had issued statements warning about false and fraudulent claims for products, including supplements.



AUSTRALIA

CMA reported being able to develop a statement in partnership with the government.

4

CHANGE IS IN THE AIR

COVID 19: HOW HAS THE SUPPLEMENT SECTOR BEEN TESTED?

Role of supplements & immunity

TURKEY

As soon as the COVID-19 crisis broke, the Turkish government formed an independent scientific committee of medical experts and academics to offer advice to the public. **Members of the committee discussed in the media how a healthy diet – including supplements – is important for maintaining a normal immune system.**

Vitamin D and bones & muscles healthy

UK

COVID-19 stay-at-home orders across the world have been forcing people to spend much more of their time indoors, leading to a reduction in their exposure to sunlight. Public Health England (PHE) reiterated its advice on vitamin D that individuals should consider **taking 10 micrograms of Vitamin D a day to keep bones and muscles healthy, but should not buy more than they need. “This is because you may not be getting enough vitamin D from sunlight if you’re indoors most of the day.”** PHE has extended this guidance to cover the population as a whole, rather than just those individuals who are in what would previously have been considered vulnerable groups.

5

Supply

PREVENTING
A CHAIN REACTION

57%

Of the respondents reported supply chain issues among which:



92%

with food supplement ingredients



75%

with packaging materials



SINGAPORE facilitated the **over-stickering** of products provided that consumer safety is not compromised.

IN RUSSIA, the pandemic accelerated the passing of legislation partially overturning a ban on the online and distance selling of pharmaceuticals and food supplements.

Government officials ARE CONSUMERS TOO!

Turkey's Ministry of Food & Agriculture asked GTBD if it could supply some supplements for its staff as part of measures to help support their wellbeing. GTBD was happy to oblige, donating a shipment of non-branded products to the Ministry, which was gratefully received.

IADSA 2020 SURVEY: HOW HAS COVID-19 TESTED THE SUPPLEMENT SECTOR?

IT'S ALREADY 100 MINUTES!

THANK YOU

iadsa.org

IADSA

International Alliance of Dietary/
Food Supplement Associations