

The IADSA  
**Where next? 2020-2025**

Towards better regulation and policy  
for healthier lives



## Introduction

This document provides the direction of the Alliance for the coming five years and the foundation for the annual IADSA workplans that will define activities.

IADSA remains committed to **ensuring global markets are open, vibrant and successful**. We also recognise the important role of the food supplements sector to work **towards better regulation and policy for healthier lives**.

IADSA will continue to work together with regulators, policy makers, the scientific community and across the Alliance to achieve this.

# Review of **2015-2020**

### **Over the five-year period IADSA activities have particularly focussed on:**

- Developing resources and concepts to create the foundation for policy recognition.
- Advising and supporting members on their regulatory programmes and tactics regarding specific challenges or opportunities.
- Exploring and developing new structures to engage with government.

### **Some highlights of 2015-2020 period include:**

- Helping to protect the status of botanicals and build a scientific/regulatory rationale for botanical supplements.
- Seeing the finalisation and implementation of the notification system for certain categories of food supplements in China. While not a perfect system, this is still a significant change which is so locked into a deep registration model.
- Helping rescue the Turkish market from the cliff edge and then building with the regulatory bodies a new viable system.
- Developing a Health Supplement and Nutraceutical Resource Centre with the Food Safety Standards Authority of India that has built a sound positioning as a trusted body for advice and guidance on regulation, education and science in this area.
- Launching the first Mind the Gap series to communicate in a simple way complex information about the role and value of supplementation.

# The 2015-2020 plan was **split into five workstreams**

Some illustrations of the progress made.

## Priority A

### **Refocus our communication**

There was a clear need to ensure that IADSA communication was stronger and more consistent. Significant milestones have been achieved, including the following :

- New, consistent recognisable branding.
- A new website launched in 2018 that repositions the expertise and role of the Alliance and allows easy access to our resources.
- The first global surveys for the membership by the membership. These have proven extremely helpful to identify trends and needs but have also opened up new ways to explain our needs to governments.
- Recognising that not every member is able to attend the Annual meetings which are so important for sharing information and strengthening the IADSA community, IADSA Connect was launched. This allows members to share knowledge and experience and have an opportunity to address what is going well, what is maybe not going well, and the member activities to address it.

## Priority B

### **Expanding our network of regulators and scientists**

Our contacts and relationships with regulators and policy makers at all levels have continued to develop. These range from those writing the legislation to high level officials, such as European Commissioners or the CEO of the Food Safety Authority of India.

IADSA is not a scientific body, but an organisation that promotes the work of the scientific community to achieve better regulation and policy. Over the past five years we have facilitated discussion between scientists and between scientists and regulators on issues of growing importance.

Work is also underway to scope out the science around the link between supplementation and productivity, an issue that has been raised by policy makers looking at how to tackle the challenges of healthy ageing and the impact on the economy.

Despite all the work that has been done over the years, food supplements remain a mystery for many scientists in many parts of the world. In order to start to address this, an IADSA session was held at the global meeting of Nutrition Societies, the International Conference on Nutrition, that is held every four years.



## Priority C

### **Broadening and deepening awareness of supplements**

Significant steps forward have been taken on health care cost savings studies by some member associations over this period and these have allowed IADSA to start to build a global picture of the significant economic contribution that the category can bring through a wider use of specific supplement ingredients.

In order to help stimulate more national initiatives, the IADSA Grant was created in 2017 and this has delivered a wide diversity of projects in Vietnam (2017), Colombia (2018) and South Africa (2019).

Four Mind the Gap stories have now been launched this year, covering vitamin D, omega-3s and folic acid, and the feedback within IADSA and outside has been very encouraging. There is great enthusiasm from member associations to continue moving this work forward and to translate and promote what has been produced already. This has created a positive stimulus for future discussion on the integration of supplements in policy. There is great enthusiasm from member associations to continue moving this work forward and to translate and promote what has been produced already. This has created a positive stimulus for future discussion on the integration of supplements in policy.

## Priority D

### **Sharing authoritative expertise and knowledge**

IADSA publications have been made more accessible for governments and members through the Resources section on the IADSA site. The range of tools has also been expanded to include GMP self-assessment, Tolerances and Stability Testing for Shelf life.

In order to help facilitate the work of our members, a notification tool to help consistent and appropriate implementation of health supplements regulation across the ten Member States of ASEAN has been developed.

Government bodies also have considerable needs. To respond to these, we have developed tools and databases just for government use, some of which they also take a role in updating.

A new guide was also developed for the membership to provide an introduction to working with authorities for those who are new to government engagement work in the supplement sector.

## Priority E

### **By being ambitious**

Our target was for IADSA documents to achieve more recognition by governments, in effect to become standards for government. It has been rewarding to see that in Latin America, Brazil's ANVISA has used the IADSA stability guide as a reference in their legislation, and in Argentina the government has referenced the review of the safety of vitamins and minerals in their legislation. In India, documents developed by IADSA are being co-owned by the government through ReCHaN. In the Botanical Roundtable, a range of documents have been approved by regulators.

# What are the learnings from the 2015-2020 period?

- 1 We must not underestimate the power of economics. As in industry we are often forced into being reactive and defensive. But the sheer size and speed of the industry means that we can be attractive to many in government for what we can bring to the economy to support jobs, growth and innovation and offer potential solutions to some of their policy challenges.
- 2 We need to keep an open mind and be flexible about the type of partnership with government that will work in each country. There is no single route, but there is always a route.
- 3 The food supplement sector has considerable expertise, but it is not evenly spread across the world. We need to find ways to build and maintain experts who can explain often complex issues to decision makers.
- 4 Everyone is overloaded. Complexity is everywhere. Making things as simple as possible and delivering messages attractively is key to gaining attention and achieving buy-in.



Looking ahead  
**The coming 5 years**

2020

2025



# 1 | Maintaining the momentum for improved regulation

## **Our work in Codex**

For the past twenty years, Codex has been a major asset for the supplement sector, establishing sound rules and principles that have subsequently been applied in legislation across the world or have been helpful to prevent governments taking a restrictive approach to regulation.

Many governments are keen for Codex to resolve their national regulatory challenges. As we have seen over the past two years, new initiatives impacting supplements are being tabled. Such initiatives pose the risk of destabilising the regulatory landscape that has been built over many years.

Our goal in Codex is therefore to continue to complete work on outstanding topics such as the colours permitted in supplements, but to resist new, potentially problematic initiatives for the supplement sector.

In order to be successful in the above the Alliance will need to demonstrate that we are a supportive and valuable partner for Codex, and its parent bodies FAO and WHO, in achieving their objectives.

Codex has recently adopted its new Strategic Plan for 2020-2025. IADSA will therefore support these bodies in their work specifically by helping deliver their Objective 3 that is aligned well with IADSA objectives. The goal of this objective is to increase the impact of Codex through the recognition and the use of Codex standards. This includes raising awareness of Codex standards, supporting initiatives to enable understanding and implementation/application of these standards and to recognise and promote their use.

IADSA was the first international organisation to develop a guide on the application of Codex to a specific sector, and one of the very few in the food area to have a range of expert tools and guidance documents to help governments in their regulatory work. IADSA will continue to promote this knowledge through innovative routes over the five year period.

## **Our regional work**

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

It is therefore expected that our work will include primarily:

- Sharing global perspectives and best practices on regulatory models.
- Owning the debate in critical areas including botanicals, claims, and definitions.
- Identifying the weaknesses and strengths in regulation.
- Guidance on how to address national or regional challenges and opportunities to create regulatory and policy change.

Our work is expected to continue in areas that have been a focus over the past five years, including ASEAN, China and India, as well as in countries and regions that will be identified as new priorities.

## 2 | Building understanding of the supplement category, its value and its needs

Support for the supplement category and therefore the right regulation and policy starts with understanding. This is often what regulators, scientists and other decision makers and influencers are missing. IADSA will therefore continue our long-standing activities to build the case for the sector and communicate this to influential groups.

Budget permitting, this will include:

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



## 3 | Towards alignment with global policy objectives

Food supplements can play a significant contribution in helping people achieve healthier lives. However, this is not adequately recognised. It is therefore important that we contribute to the work of the leading international bodies that are driving the debate on nutrition, health and wellbeing policy to achieve visibility and recognition. Such bodies have established plans and targets. IADSA will work towards the policy goals that resonate with our priorities.

### A. United Nations

The United Nations Sustainable Development Goals (SDGs) are now widely used across government and, increasingly, in industry. IADSA will focus primarily on the following goals:

- **SDG 3 Good health and wellbeing: ensuring healthy lives and promoting wellbeing**

SDG 3 goes to the heart of our sector and the potential role supplements can play. Food supplements should be recognised as a leading contributor to wellbeing in the health area.

- **SDG 8 Decent work and economic growth**

The supplement sector is projected to continue to grow and surpass the OTC pharmaceutical sector by 2024 (Euromonitor 2019). This growth has been noted by many governments, some of whom wish to benefit from the investment of responsible innovative companies. More data on how we contribute to economic development will be necessary in addition to existing research on productivity and healthcare costs savings.

## **B. World Health Organisation (WHO)**

The WHO has established six Global Nutrition Targets to be achieved by 2025. While many of these are focussed on some of the world's major health challenges, such as controlling malaria, one target for which there is an acceptance of the role of supplementation is in the reduction of the prevalence of anaemia. Through cooperation with partners, IADSA should play a role, even if small, in helping deliver this objective.

## **C. Organisation for Economic Cooperation and Development (OECD)**

The OECD brings together 36 high GDP member countries with the goal of stimulating economic progress and world trade. The organisation does not have the global reach and influence of the WHO, but it is highly respected and has been carrying out some important and innovative work in the areas that link to wellness, wellbeing and sustainable societies. IADSA will therefore seek to engage with the OECD in areas such as their Better Life Initiative.

## **D. Nutrition Societies**

Nutrition societies and their members represent a key group of stakeholders. Both have a direct and indirect impact on the supplement industry through their influence on research, policy and education.

As organizations they lobby for funding for nutrition research, develop frameworks for nutrition science and policy directly or indirectly affecting the supplement sector and promote education initiatives.

Society members individually and collectively include regulators and/or experts who advise government for a range of purposes including regulatory advisory committees, nutrition policy committees, and "Best practices" committees.

In 2017 IADSA held a session on supplementation at the global conference of the nutrition societies, the International Congress on Nutrition, to initiate discussion on the role of supplements. Our goal is now to continue to build our profile and credibility with this audience and where possible find common areas of interest on which we can engage jointly as organisations or with individual scientists.



Visual illustration of  
**our work 2015-2019**

# Our publications

## Scientific



Concepts of Health Maintenance and Promotion: Integrating Nutritional and Botanical Products



Nutritional risk analysis approaches for establishing maximum levels of vitamins and minerals in food (dietary) supplements

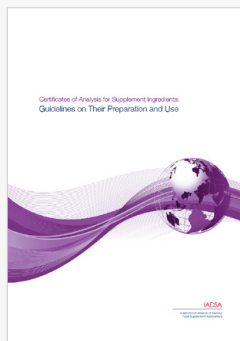


Vitamin and Mineral Safety handbook – 3rd Edition

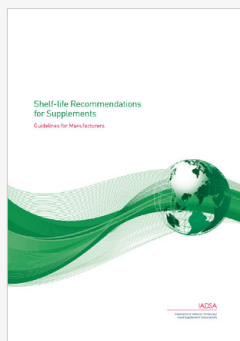
## Technical



Tolerances for food supplements: An introductory guide



Certificates of Analysis for Supplement Ingredients: Guidelines on Their Preparation and Use

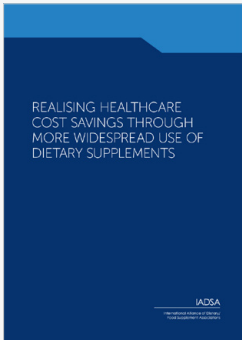


Shelf-Life Recommendations for Supplements

# Value of supplementation



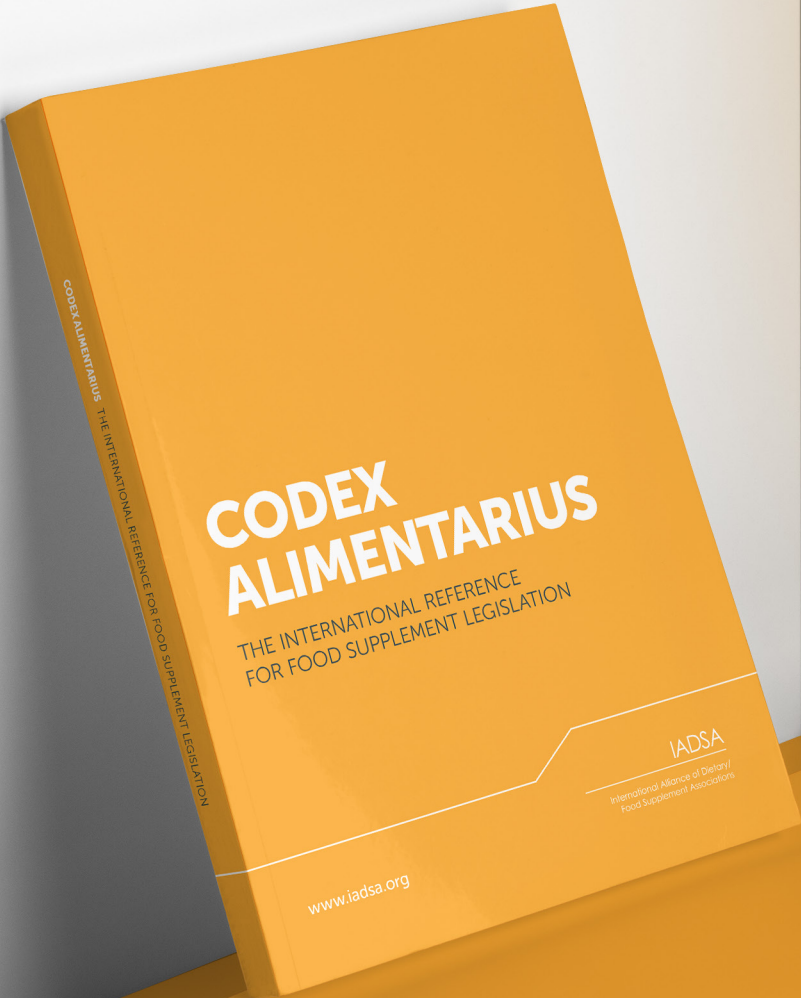
The evolution of the health supplements sector



Realising healthcare cost savings through more widespread use of dietary supplements



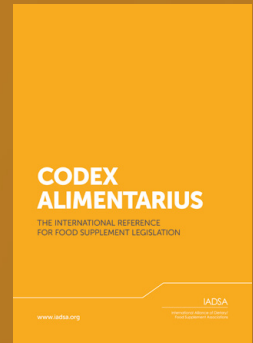
# Codex alimentarius



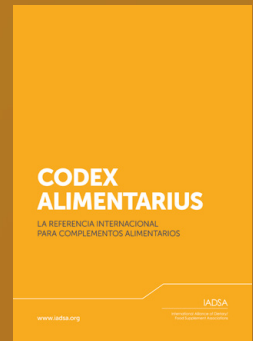


## Codex alimentarius: The international reference for food supplements

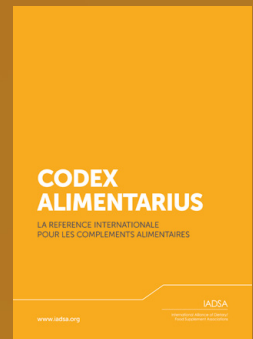
English version



French version



Spanish version





**BRIDGING THE  
VITAMIN D GAP**

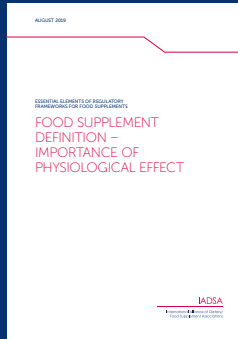
**FINLAND: THE  
VITAMIN D PIONEER**

**OMEGA 3: THE MAKING  
OF YOU**

**FOLIC ACID: THE BEST  
OF BOTH WORLDS**

# Our learning corner

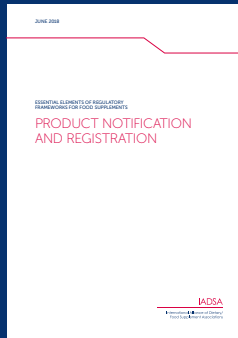
Essential elements of regulatory frameworks for food supplements: Importance of physiological effect



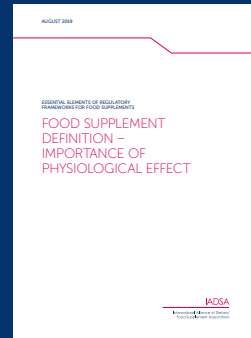
Essential elements of regulatory frameworks for food supplements: The principles of food supplement regulations



Essential elements of regulatory frameworks for food supplements: Product notification and registration



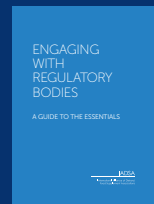
Essential elements of regulatory frameworks for food supplements: Food Supplements – Definitions and regulatory requirements



Communicating for impact, engagement and influence – Using the power of storytelling to get work done



Engaging with regulatory bodies – A guide to the essentials

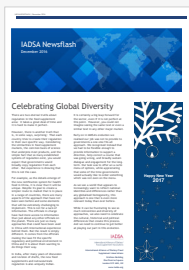


# IADSA Newsflash

2015



2016



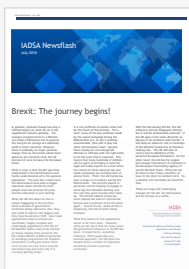
2017



2018



2019



**IADSA CONNECT**  
#05 NOVEMBER 2019

**The collaborative approach benefiting Russia's supplement sector**

HIND THE GAP  
MICROBOME RESISTANCE & DEFENSIVE MECHANISM FOR PREBIOTICS



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**IADSA CONNECT**  
#04 JULY 2019

**Japan's evolving health claims legislation**

IMPACT OF GOVERNMENT'S ECONOMIC POLICY ON THE HEALTH AND WELLNESS SUPPLEMENT MARKET  
TURKEY'S YOUNG POPULATION POWER'S TO-BEHEAVY FUTURE



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**IADSA CONNECT**  
#03 MARCH 2019

**Where is Latin America heading?**

IMPACT OF GOVERNMENT'S ECONOMIC POLICY ON THE HEALTH AND WELLNESS SUPPLEMENT MARKET  
THE CHANGING SUPPLEMENTARY AND HEALTH AND WELLNESS SUPPLEMENT MARKET IN CHINA



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**IADSA CONNECT**  
#02 OCTOBER 2018

**New novel food rules in Europe**

THE LONG ROAD TO SUSTAINABLE PRODUCTION OF PERFORMANCE  
THE INTRODUCTION OF NEW TOOLS FOR ANALYSIS



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**IADSA CONNECT**  
#01 JULY 2018

**New Day for Health Supplements in India**

ONE STEP FORWARD, TWO STEPS BACK  
THE CHANGING SUPPLEMENTARY AND HEALTH AND WELLNESS SUPPLEMENT MARKET IN CHINA  
THE CHANGING SUPPLEMENTARY AND HEALTH AND WELLNESS SUPPLEMENT MARKET IN CHINA



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# Focus

#01 SEPTEMBER 2019

# FOCUS

IADSA

International Alliance of Dietary/  
Food Supplement Associations

## INDIA



CEO of IADSA, Chair of Scientific Panel with ReCHIAN partners.

**The Resource Centre on Health Supplements and Nutraceuticals, set up by the Food Safety Standards Authority of India (FSSAI), the Confederation of Industry and IADSA, continues to help shape the regulatory and market environment in India.**

IADSA continues to develop tools for ReCHIAN that are based on international best practices. A training for retailers and pharmacists about supplements was launched at the latest ReCHIAN forum in Mumbai. This training will now be

rolled out across India with the support of the government and will complement the existing training programme on supplements that our national association, IADSA, is expected to be engaged with.

With high level support in the Indian government for promoting India's botanical tradition, a new category of ayurvedic foods is set to be launched which will run alongside health supplements. IADSA will be working through ReCHIAN with both FSSAI and the Ministry of Ayush on the new category.

## BOTANICAL ROUNDTABLE

The IADSA Expert Roundtable on Botanicals met this year in Istanbul for its 6th meeting. Governments and advisors to government participated from Asia, Europe, Latin America, Russia and Turkey. A primary focus of discussion was on the integration of the concept of tradition of use in food supplement regulation, work that had been initiated by the participants at the London Roundtable in 2018. The participants also reflected on the issues of quality and sustainability and the needs of government in these areas.

## EUROASIAN ECONOMIC UNION

While knowledge about ASEAN and the EU is fairly widespread, much less is heard of equivalent work in the Eurasian Economic Union formed of Armenia, Belarus, Kazakhstan, Kyrgyzstan and Russia. The Kazakhstan association of scientists, manufacturers and suppliers of nutrition supplements is organising a conference in partnership with our Russian member association in October at which more than 700 scientists, regulators and the private sector are expected to attend and where regional integration is expected to be further considered. IADSA will be addressing the event.

## ASEAN

After a period of 'breeding water', there are encouraging signs that the ASEAN Agreement and the technical annexes will get the green light from all ASEAN Member States that would allow them to move to adoption. This would be welcome news for all who have been engaged for so long in the process and it will provide new opportunities for companies within the region. Even though this has not yet been formally adopted, preparations for implementation are quite advanced. An important training on the implementation of the Guidelines on Claims, funded by US government recently took place in Manila. IADSA worked with Prof. David Richardson as an expert international trainer at this event.

## CODEX NUTRITION COMMITTEE

IADSA will be participating at the next Codex Nutrition Committee meeting that takes place in Düsseldorf, Germany in November. The topics of interest for IADSA include prioritisation of the committee's work, which may address prebiotics and protein supplements, and also the Argentinian proposal on probiotics.



## COMING SOON

### NEW STORY TRANSLATIONS TO BE LAUNCHED SHORTLY

Translations of the Mind the Gap Vitamin D stories will shortly be posted in Chinese, Czech, Dutch, Finnish, French, German, Italian, Polish and Spanish.

iadsa.org



Gridiron Building  
One Pancras Square  
London, N1C 4AG  
United Kingdom

[iadsa.org](http://iadsa.org)

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