

**Towards ensuring global markets are
open, vibrant and successful**

The 2019 IADSA Workplan
November 2018

Introduction

The 2019 Workplan brings together the core IADSA work supporting positive regulation and policy across the world with a number of the new areas where a foundation has been created in 2018, notably on the work stream on the value of supplementation. These topics will be central to discussion at the 2019 Annual Week in Sydney, Australia.

Our engagement in Codex Alimentarius

2018 has been an important year for the supplement sector. For 2019, the priority committees will be CCFA (Additives), CCNFSDU (Nutrition), CCFL (Labelling) and CAC (Commission). It continues to be vital to remain vigilant to new (and sometimes surprising) initiatives that are tabled by governments or other industry groups that would impact our sector directly.

ADDITIVES

Opportunity

All the pending provisions for the category have progressed satisfactorily. No specific requirements for supplements are so far foreseen at the Codex Additives Committee in 2019. However, since the Committee has changed its approach for the submission of data, the meeting will be important to enable IADSA to understand the challenges related to the new approach and how to manage dossiers in the future. It will also be important to participate in the committee to prevent potential initiatives raised at the session that could undermine the category.

NUTRITION

Opportunity

The agenda of the 2018 Codex Nutrition Committee is more supplement focussed than at any time in the past decade, including EPA-DHA NRV-NCDs, NRV-Rs for infants and young children, probiotics, sports supplements for bodybuilders. Over the past decade the Committee has been neutral on supplements. As well as achieving the best outcome on each of the above topics in 2019, it is going to be important to work to manage perceptions of the sector and protect the achievements of the past 20 years (e.g. Claims Guidelines, Guidelines on Vitamin and Mineral Food Supplements etc).

LABELLING

Opportunity

A number of issues are now linked to both Codex Nutrition and Codex Labelling. In particular, NRV-R for infants and young children, and possibly probiotics and front of pack labelling. Participation in the Codex Committee on Labelling in May is now essential.

COMMISSION

Opportunity

The Codex Alimentarius Commission (CAC) has the responsibility for deciding on whether work proceeds or not. Although it is normal for the CAC to agree with the recommendation of a committee, it is not always the case. Given the discussions on new work on probiotics and sports supplements, CAC will be important. In addition, the CAC is addressing the future provision of scientific advice to Codex by FAO and WHO.

Our action plan

- Participation of the IADSA Secretariat in all the priority committees.
- Engagement in the eWGs on all the priority topics.
- Development of comments, positions and strategy, adapted to developments across the year.
- Coordination with members on action prior to Codex meetings.
- Promotion of the IADSA Codex Guide in a new format for distribution in the Codex official languages (English, French and Spanish) at the priority committees.
(www.iadsa.org/codex-alimentarius-the-international-reference-for-food-supplements)

Our engagement in the regions

ASEAN

The Opportunity

Assuming that the Product Working Group of ASEAN does not raise any new barriers to the adoption of the Health Supplement Agreement, we can expect this to be adopted in 2019 with the formal implementation phase following. This brings a new range of possible challenges. For example, many officials who have not been involved in the development of this Agreement and the technical annexes will be involved in national implementation.

Our action plan

- To help the member associations in the region ensure consistent application of the regulation and identify any deviation, a tool will be developed gathering the regulatory developments in each ASEAN Member State. The structure of this tool will be developed by IADSA and the information will need to be provided by associations/companies.
- IADSA will continue to support trainings in priority areas, in particular on claims where we have been identified by the governments as an expertise provider.
- IADSA will work, as necessary, with associations in the region on a new round of priority high level political meetings.

INDIA

The Opportunity

The progress made in India over the past 18 months has been very encouraging. This progress is not just significant for India, but as a reference point globally. The fact that the CEO of the Food Safety Standards Authority of India (FSSAI) is supporting the category externally so strongly is unique. As he said at the ReCHaN event in July and was reported in the national media, “the health supplement sector is very important for the country not only from the industry growth perspective but also from public health point of view”.

Our action plan

- IADSA to continue to drive the activities of ReCHaN, including:
 1. Guidelines on claims substantiation
 2. Application of the vitamin and mineral maximum level model to India.
 3. Guidance to the control authorities on the supplement regulations
 4. Support for FSSAI work in public education on supplements.
- Engage international experts in the ReCHaN meetings with the scientific panels and the Forums.
- Engage with HADSA on the ReCHaN implementation programme.

CHINA

The Opportunity

While IADSA's reputation is still strong with many senior officials, the changes in government structure have created new requirements for engagement on the priority issues. The IADSA training of the new SAMR body that at the end of 2018 will help identify areas where specific activities are required in 2019.

Our action plan

- Develop a calendar of actions where IADSA can add value to the regulatory and policy landscape.
- Implement the priority activities with the support of the membership in cooperation with partners on the ground in China.

OTHER MARKETS

The Opportunity

Over the course of the year, it is expected that there will be calls for support and advice on specific market issues. For example, in 2018 requests have been received from Brazil, Indonesia, Pacific Alliance, South Africa and Turkey, for example.

Our action plan

- IADSA to continue to respond to country requests to help achieve positive outcomes.

Our platforms with government

BOTANICALS

Opportunity

At the 5th Roundtable in June 2018, we saw a change in mindset of the representatives of the regulatory bodies attending who were asking not whether to authorise botanicals, but how.

Government representatives or their advisers were present from Brazil, Colombia, European Union, India, Korea, Russia, Thailand & Turkey. A guideline on how to integrate botanicals in legislation, based on the conclusions of the break-out session in June, will be developed. In addition, the group of botanical experts are developing a document that will address the importance of recognising traditional knowledge as evidence of safety and benefit for botanical supplements.

Our action plan

- Development of a Guideline on the integration of botanicals/traditional knowledge in food/food supplement legislation.
- Document on the role of tradition in demonstrating the safety and benefits of botanical supplements.
- Meeting of the botanical experts to finalise the article.
- 6th Roundtable focussing on the finalisation of the Guideline and addressing the safety for botanicals which do not have a history of safe use.

TOLERANCES

The IADSA document introducing tolerances will be published in November 2018. Once finalised, we will be moving to the second stage of the work, providing practical advice on how to set tolerances. There will a new call for candidates to join this group.

QUALITY

Members will be consulted on what would be required to reduce the barriers related to different quality/ manufacturing requirements across the world.

Adverse Event Reporting System (AERS)

The second phase of the Adverse Event Reporting System (AERS) will be developed focussing on what should be considered when looking at creating an AERS and how the data received should be treated.

Our action plan

- Publication of the first tolerances guidance.
- Development of the second guidance on tolerances with practical advice on their application.
- Development of the 2nd phase of the AERS publication.
- Consultation of the members on quality for initiation of a potential project end 2019/20.

Our work on the Value of Supplementation

MIND THE GAP

Opportunity

There is a clear need to communicate the value of supplementation to decision-makers in government and facilitate each member to be able to communicate this consistently. Work on this will start with vitamins and minerals.

Our action plan

- IADSA work is proceeding on a first set of data.
- The Scientific Group will be convened to look at how to strengthen the storylines that are being created.

OPTIMAL HEALTH

Opportunity

The concept of optimal health has been addressed for many years and is now being taken up by some governments/scientific bodies. It therefore needs to be considered if the concept is being consistently defined and applied, if this supports the value of supplement intake, and if not, what IADSA can do to help this discussion.

Our action plan

- This issue will be on the agenda of the first meeting of the Scientific Group.

ONGOING EDUCATION

Opportunity

Building trust and the challenge of inconsistent and inadequate legislation have been identified as priorities for IADSA. A number of ideas have been considered to address these including focussed training/education meetings. However, the costs of any regional or global meetings are prohibitive and those from governments who get approval to participate are often not the ones most in need of training. We will therefore look carefully at how to establish an e-learning programme within IADSA covering regulatory, technical, scientific and policy issues. Budget-permitting, we would aim for the first modules of this to be online during the course of 2019.

Our action plan

- Develop concept for e-learning programme.
- Budget permitting, launch first modules in 2019.

POLICY ENDPOINTS AND CHALLENGES TO INTEGRATION

Opportunity

The IADSA membership has considered over the past year the general gaps that exists across the world in policy relating to supplementation. However, it has not yet been defined what endpoints such policy could include and what challenges exist to their acceptance and integration.

Our action plan

- During the course of the year, initiate an informal process of scoping these two areas.
- These topics will be considered during the Annual Week in Sydney.

www.iadsa.org

IADSA

International Alliance of Dietary/
Food Supplement Associations

**International Alliance of Dietary/
Food Supplement Associations**

Gridiron Building
One Pancras Square
London N1C 4AG
United Kingdom