



TRUST IN THE SECTOR: ARE WE TRUSTABLE?

Only for the internal use of IADSA members

IADSA

International Alliance of Dietary/
Food Supplement Associations

Introduction

Creating and then maintaining relationships of trust are critical to any industrial sector's future. The trust of key decision makers in government and science, or more specifically, the lack of trust, is often highlighted as a key area that holds industry sectors back.

This survey was therefore developed to establish a benchmark of the current level of trust in the food supplement sector as a whole. It is based solely on the perceptions of the sector by those individuals in member associations of IADSA who responded.

It also aims to identify how we can do better taking into account local needs.

London, June 2018

WE ARE TRUSTED,
BUT GLOBALLY
WE CAN DO
BETTER

WORLD

What level of trust do you perceive **regulatory bodies** have in the supplement sector in your country/region?

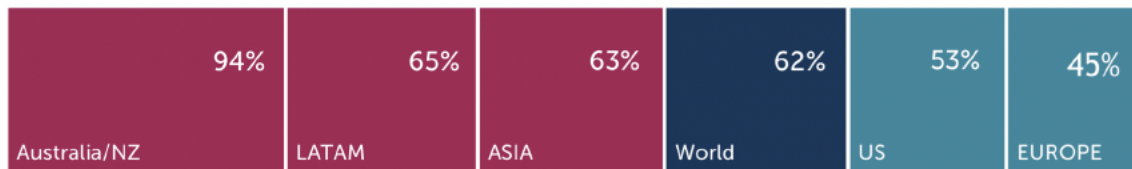
62%

What level of trust do you perceive **scientific bodies** have in the supplement sector in your country/region?

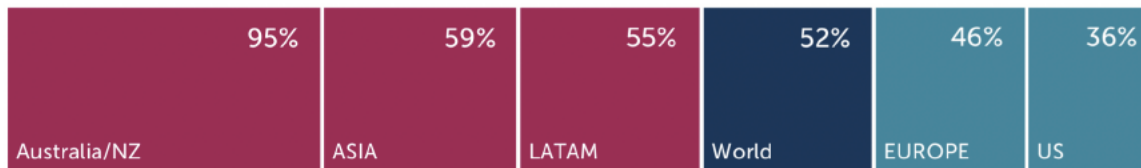
52%

Regional

What level of trust do you perceive **regulatory bodies** have in the supplement sector in your country/region?



What level of trust do you perceive **scientific bodies** have in the supplement sector in your country/region?

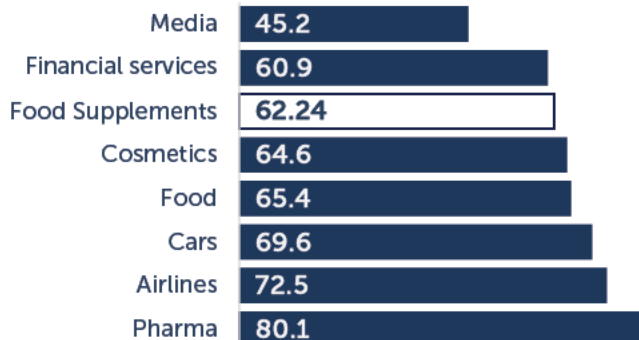


COSMETICS, FOOD & SUPPLEMENTS ALL IN THE SAME BASKET

TRUST IN THE SECTOR: ARE WE TRUSTABLE?

WORLD

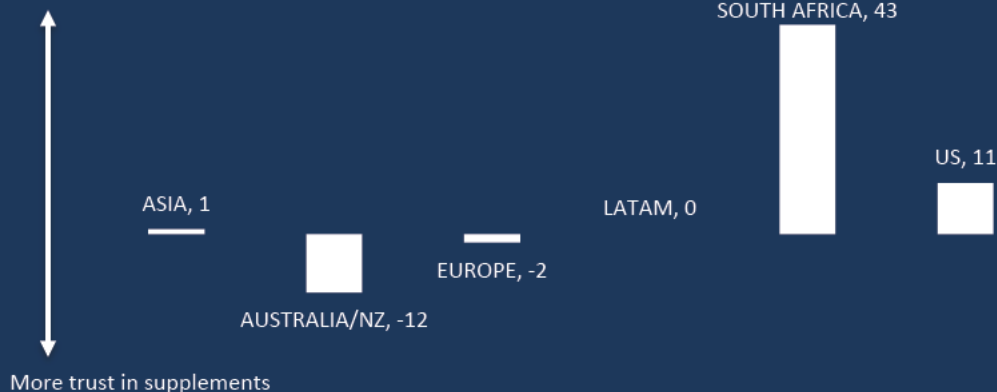
What level of trust do you consider regulatory bodies have in the following sectors in your country/region?



REGION

Gap in trust between food and the supplement sector at national/regional level
Difference in scoring of trust between food and supplements as reported by members

More trust in food



IADSA

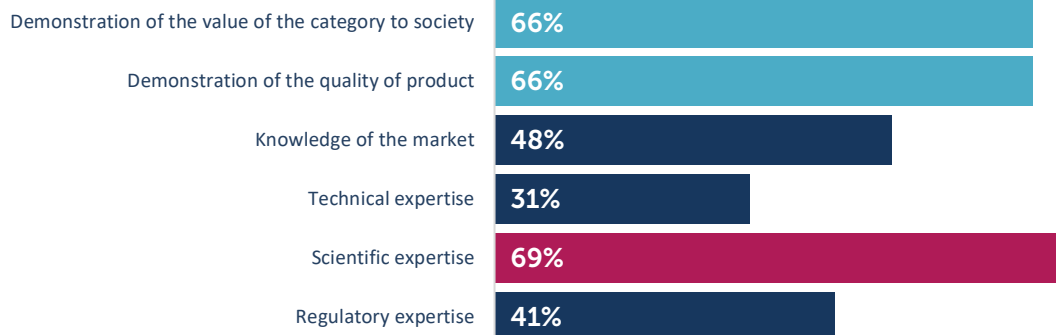
In general, food supplements, food and cosmetics fall within similar bands. Not surprising, the pharmaceutical industry is well ahead. It is clear that the reasons for this include that their products are considered essential and they operate in a highly controlled environment. The pharmaceutical sector has also played a key role in society for centuries rather than the decades for the supplement sector.

SCIENTIFIC EXPERTISE IS THE GREATEST NEED, AND THE GREATEST GAP

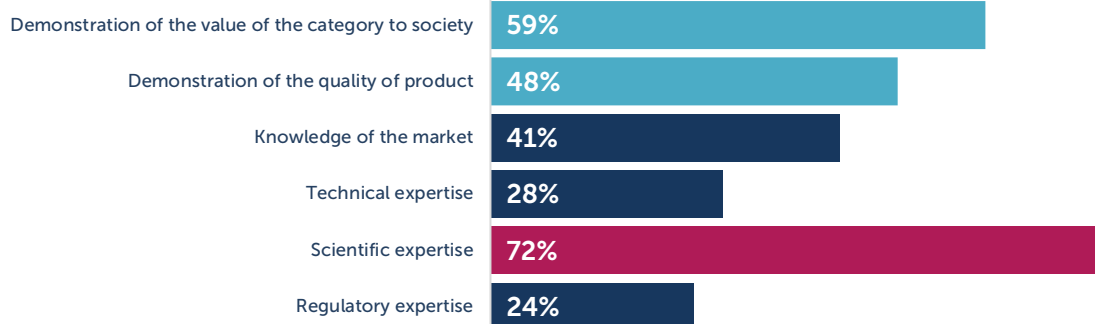
TRUST IN THE SECTOR: ARE WE TRUSTABLE?

WORLD

To build and maintain trust with your regulatory bodies, which of the following do your **regulators need** most from the supplement sector?



Which of the following are the most **challenging for you** to provide to your regulatory bodies?



IADSA

'Scientific expertise' remains the greatest need of the regulators and the major gap for associations, with a score of about 70% for both.

As IADSA we observe that there is a shortage of scientific experts who speak the language of government and can link science to regulatory solutions. In addition, while there is a need for such scientific experts at the national and regional level, there is also a demand among regulators for international experts to provide a benchmark of what is scientifically appropriate and international guidance. There is often pressure within government to demonstrate that legislation is scientifically based and would meet international requirements, particularly where a new regulatory framework is being developed.

Demonstrating the value of supplementation is, not surprisingly, the second major need. While work has been initiated in this area, an increase in highly targeted work could bring significant benefits in terms of trust and potential integration of supplementation in policy.

NATIONAL/REGIONAL

Which of the following do your **regulators need** most from the supplement sector? **TOP3**

ASIA



EUROPE



LATAM



US



SOUTH AFRICA



AUSTRALIA/NZ









Which of the following are the **most challenging for you** to provide to your regulatory bodies? **TOP3**



WORLD

Do you consider that trust in the supplement sector has increased, decreased or stayed the same over the past 5 years in your country/region?

ASIA	
EUROPE	
LATAM	
US	
SOUTH AFRICA	
AUSTRALIA/NZ	

IADSA

Globally we are moving in the right direction. In most regions we are progressing and it has been identified by members of the IADSA Company Council that a key factor for this has been the effective work of the member associations.

There is a need for greater analysis of what initiatives can be taken to maintain and develop trust and the damage created by those outliers who abuse the category. Ideas that have been put forward by the members of the Company Council when consulted on the issue of trust include the following:

- Support a new generation of scientists to support solid science
- Demonstrate better the nutritional needs of people and where supplements can help close the gaps
- Invest more in education of academia, students, pharmacists etc
- Build more industry standards
- Build a specific toolbox of information to convince high level officials of the value of the sector
- Develop more targeted communications messages
- Collaborate with authorities and enforcement bodies in the fight against illegal products
- Strengthen our capacity to support government post-marketing and surveillance

TRUST IN THE SECTOR: ARE WE TRUSTABLE?
IADSA@JUNE 2018

IADSA

International Alliance of Dietary/
Food Supplement Associations