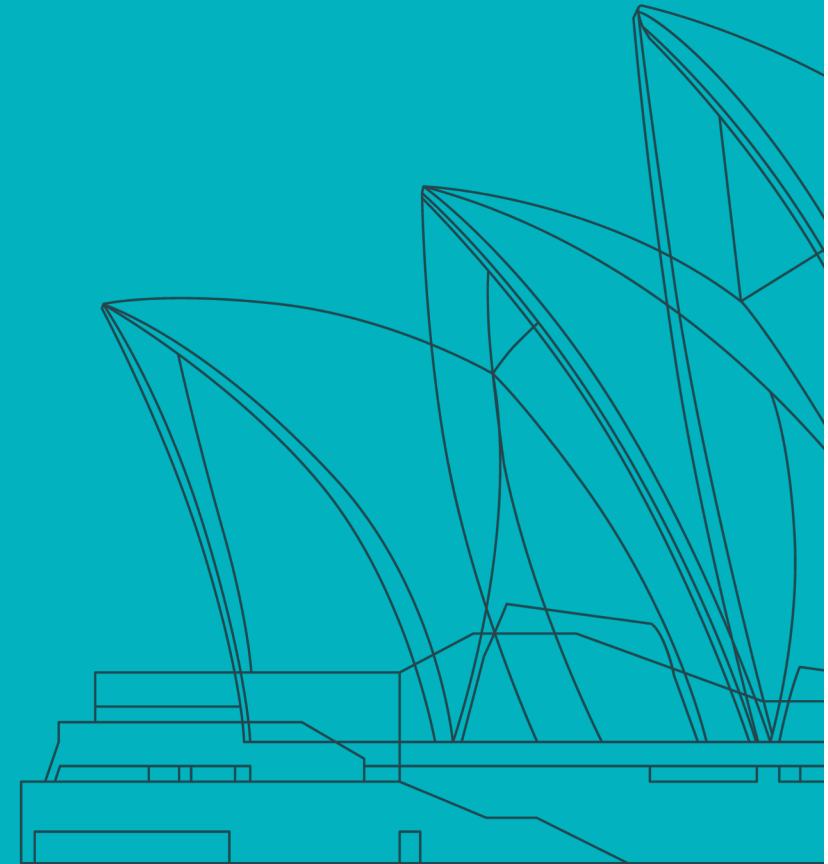


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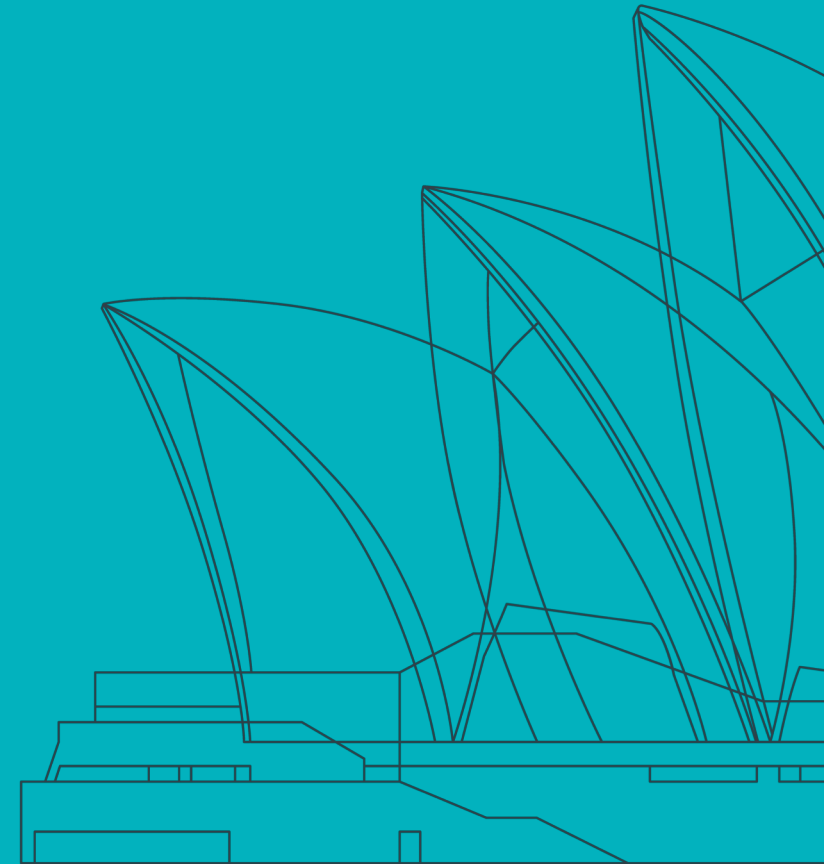
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TAKEAWAYS



UP TO SPEED

AUSTRALIA

Australia is a significant pathway to China.

ASEAN

Agreement very likely to be signed. Challenge moves to implementation.
Thailand still needs a lot of attention!

NEW ZEALAND

Still waiting for their own model for regulation.
No way in which they will take the Australian model.

USA

Dietary supplement regulation in transition?
Discussion around potential product listing.

CHINA

Increase scrutiny on Health Foods
Discussions on future administration approach.

BREXIT

Lack of clarity.
Challenge to plan for multiple potential events.

LATIN AMERICA

Major progress in regulation over the past decade.
Pacific Alliance harmonisation still a key priority.

DISCOVERY

GLOBAL MARKET

- Healthy market
- Food supplement market set to overtake OTC drug market by 2023

VALUE OF SUPPLEMENTATION: MIND THE GAP

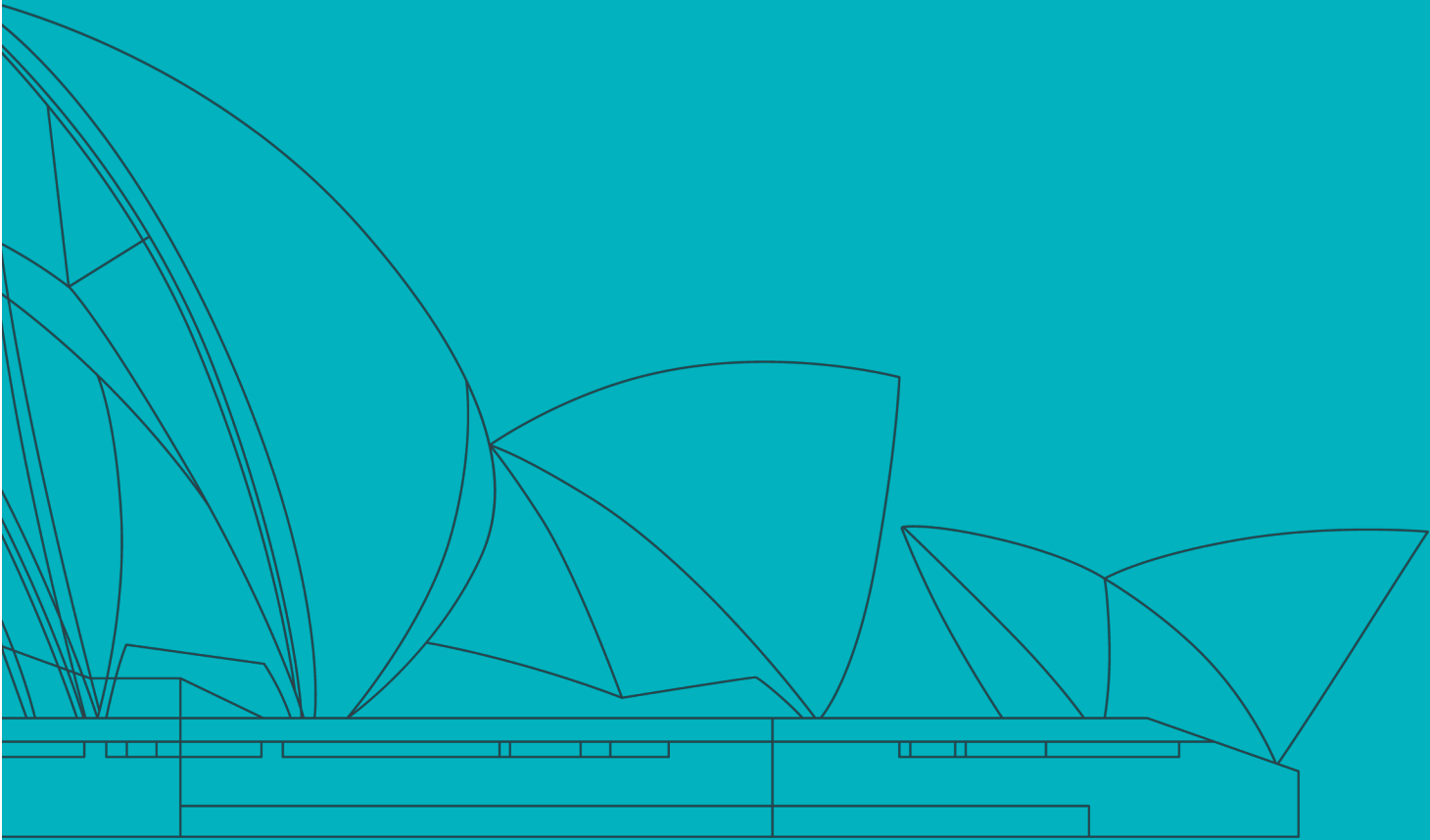
- New tools available for members
 - Website
 - Stories in the pocket
 - Powerpoint presentations
 - E-cards
- More stories to follow
- Associations to commit to translation
- Criteria for success include:
 - Extent of distribution and level of use of the stories
 - Possible change of government mindset at some level
- Mapping of social media capacity in member associations

CODEX

CODEX

- Colours used in supplements one of key priorities for CCFA in 2020: members to be consulted on usage levels of colours
- Probiotics: evaluate the Argentinian proposal from both a probiotic and broader ingredient perspective.
- EPA-DHA NRV-NCD only to be relaunched after national education.
- 101 session(s) for governments on supplements





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