

IADSA

International Alliance of Dietary/
Food Supplement Associations

**Ensuring global markets are
open, vibrant and successful**

The 2020 IADSA Workplan

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Our engagement in **Codex Alimentarius**

ADDITIVES

Opportunity

In 2018, the Codex Committee on Food Additives (CCFA) agreed to put colours back on its priority agenda. The new work has been initiated for some types of confectionary and it was clear in CCFA in 2019 that there was a willingness to maintain the momentum for other food categories.

The 2020 work will continue with food supplement colours on the table, an opportunity for the sector to move forward provisions that are pending for a number of years. It is also advantageous to be ahead in this Codex process.

NUTRITION

Opportunity

The Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) agreed not to advance any new initiatives, in particular those specifically linked to supplements (e.g. probiotics, prebiotics, protein supplements), until the prioritisation process for the committee had been completed. It was agreed that the host country, Germany, would prepare a paper summarising the work so far, highlighting the initiatives that have not progressed, the ongoing work and emerging issues.

The paper would also incorporate consideration of the new initiatives impacting supplements. The November 2019 meeting will be critical in defining where the CCNFSDU agenda is heading. The 2020 programme for CCNFSDU will reflect the outcomes of this discussion.

The possible ramifications of this work in the Codex labelling committee will be evaluated. This will determine the need for engagement of IADSA in this committee.

COMMISSION

Opportunity

The Codex Alimentarius Commission (CAC) has the responsibility for deciding whether work proceeds or not. Although it is normal for the Commission to agree to the recommendations of a committee, it is not

always the case. CAC will therefore be important for determining next steps on work impacting supplements.

CODEX AS A WHOLE

Our action plan

- Participation in all the priority committees
- Engagement in the electronic working groups on priority topics
- Drafting comments, positions and strategy
- Continue to educate Codex member governments on the supplement category
- Continue engagement with Codex Secretariat, FAO and WHO

Our engagement in the Regions

ASEAN

The Opportunity

2020 is likely to be a decisive year in the progression of the ASEAN Health Supplements Agreement. The focus should shift from adoption to implementation of the requirements.

A plan has been developed with the ASEAN regional association, AAHSA, to maximise the chances of even and effective application of the regulation.

Our action plan

- IADSA will assist, where necessary, AAHSA and its member associations in the implementation phase of the ASEAN Health Supplement Agreement. This engagement will include:
- Support for the effective operation of the Supplement Regulatory Database in the region.
- Subject to support from among the ASEAN governments, an IADSA forum may be arranged linked to the Member State meetings.
- Political outreach at higher levels in government.

INDIA

The Opportunity

The Indian regulatory environment has improved significantly over the past two years. While there are still areas that need to be addressed, it will need to be seen to what extent the positive support from the regulatory authorities will continue with changes in key government positions.

Fortunately, the investment made by IADSA in ReCHaN has enabled a strong foundation for partnership and the provision of a steady stream of information, advice and documentation to the regulatory bodies.

Our action plan

- Strengthen further the image of ReCHaN, and therefore the supplement sector, through a range of measures including an improved website.
- Continued development of manuals, tools and guidance documents necessary to bring India up to speed on global & national practices.
- Provide ongoing input to the scientific panel members and regulatory bodies on priority topics, including vitamin and mineral maximum levels.
- Continued engagement with the Ministry of Ayush on botanical supplements.

CHINA

The Opportunity

A new regulatory landscape for health foods/supplements is emerging in China. In May 2019, the State Council appointed a new Minister, Xiao Yaqing, to head the State Administration for Market Regulation (SAMR) that is responsible for health foods/supplements. The Minister was previously Minister for state owned enterprises. Among his goals is the need to bring more order in the health food area following the publication of the results of the 100-day campaign. As his views develop, it will become clear how IADSA needs to most effectively engage in China in 2020.

Our action plan

While IADSA will continue to respond to requests from the government and industry on regulatory issues, it is also a priority to address the needs of the higher-level policy makers. Our plan for 2020 will include:

- Ongoing dialogue, information provision and training for SAMR.
- Continuing engagement with sectoral and scientific bodies who are working on the regulatory environment.
- Potential input to Chinese academic projects considering the future evolution of regulation and policy in China.

TURKEY

The Opportunity

In 2019, major changes have taken place in the responsibilities of government bodies and the personnel in key positions relating to supplements. This now means that a new process of education around key topics will need to be re-initiated. It is understood from the association GTBD that IADSA support in this will be important. A key focus is likely to be the substantiation of claims, since the legislation needs to be redrafted with the change of responsibility to the Ministry of Health from the Ministry of Agriculture.

Our action plan

- Continued support to GTBD and the government authorities as required.
- Provide global expertise to help guide the development of new regulation.

OTHER MARKETS

The Opportunity

It is expected that there will be continuing requests for support from members in other countries/regions. In 2019, requests were received from, for example, Albania, Brazil, Indonesia and South Africa, ranging from creating an association to advice on building an engagement plan with government.

Our action plan

- IADSA will respond to requests within its scope.

Our work on the Value of Supplementation



Opportunity

Mind the Gap was launched in 2019 to respond to the needs identified by members to demonstrate clearly and simply the value of supplementation and open a new line of communication. The two first stories were introduced in Sydney, focusing on vitamin D. Positive responses across the Alliance have been received and conversations are now underway with some members on how the stories can be used in their regions. In addition, there is feedback from government that such easy-access information is important.

Our action plan

- Continue the development of more stories together with social media activities, addressing ingredients, population groups and economic/policy issues.
- Support the strengthening of social media capacity within the Alliance.

SCIENTIFIC COMMUNITY

Opportunity

The scientific community is important to policy change on supplementation. Contributing to the agenda and priorities of the scientific community should therefore be considered for the current and future growth and viability of the supplements sector.

Today, engagement with this community at the national level is sporadic. Many of the key scientists are linked into national and/or regional nutrition societies, but due to other priorities, or a lack of expertise and resources, member associations are often struggling to connect with them.

In 2017, IADSA held an open session at the global meeting of nutrition societies, the International Congress on Nutrition (ICN). The next meeting takes place in September 2021 in Tokyo.

Our action plan

- Consultation with the membership who are engaged in work with their nutrition society and the external scientific community to establish how best the Alliance should engage over the next two years and expand its scientific network leading up to ICN 2021.
- This reflection should also link more broadly with how we should engage most effectively with the objectives of international governmental bodies regarding nutrition-related issues.

Our Technical Work

Quality

The outcome of a membership survey together with the conclusions of the 2019 Botanical Roundtable session on quality will help define what are the needs of the sector and what documents should be developed.

Tolerances

The Phase 2 document will be finalized and published in 2020. This new publication will provide a practical approach to understanding and addressing tolerances.

Our programme to **Share the Knowledge**

E-cards

A series of social media e-cards have been launched under Mind the Gap. More cards will be added related to IADSA publications and other areas.

Newsflash

Concentrated regulatory developments from across the world.

Connect

Sharing knowledge, experience, good news and challenges through hearing directly from those involved. Three issues will again be published in 2020.

IADSA 360

There is a demand to strengthen knowledge sharing and education around supplements for government. Resources permitting, a regional event (IADSA 360) can be launched during 2020 focusing on Asia.

www.iadsa.org

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