

## PRESS RELEASE

Tuesday, 7 November 2017

### **IPA Europe calls for a harmonized EU approach on Probiotics in order to better inform consumers**

In a joint statement – presented at an event titled "Enabling Innovation in Food/Food Supplements" at the European Parliament today – the Probiotic industry stresses the need for meaningful consumer information in the European Union (EU) on Probiotics.

IPA Europe calls for the recognition of the probiotic category and for a harmonised European approach that will allow for correct information on the presence of probiotics in food and food supplements to be provided, as consumers are becoming increasingly confused and are seeking information from the internet and other uncontrolled sources.

The Probiotic industry **urges that a viable solution be found within the EU Single Market** that will allow them to use a generic, traditional denomination that meaningfully expresses the nature of these foodstuffs, and is recognised and used widely around the world. They also **call on the European Commission to adopt a coherent and formal, harmonised European approach within the EU Single Market.**

IPA Europe is actively working on obtaining recognition for the Probiotic category and **contends that the acceptance of the Probiotic category as a nutrition claim is one of the possible solutions to resolving the current impasse for Probiotics in the EU**, whilst leaving the door open for individual Probiotic health claims.

The Probiotic sector will continue dedicating efforts and resources to improving the environment for Probiotics in Europe and is seeking to do so in collaboration with all relevant stakeholders.

The full text of the statement can be found on the IPA Europe website: [www.ipaeurope.org](http://www.ipaeurope.org)

**Rosanna Pecere**

*Executive Director IPA Europe*

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<sup>1</sup> IPA Europe is the European chapter of IPA, the International Probiotics Association; it was established in Brussels in 2015. The members of IPA Europe are Companies directly engaged in the manufacture of probiotic cultures or probiotic foods, supplements, nutritionals or therapeutic products: BioGaia, Chr. Hansen, Danone, DuPont, IPA, Lallemand, Lesaffre, Probi and Yakult. The IPA Europe mission is: to gain acceptance of the term "probiotic" throughout Europe as a defined category and to create a favourable environment for probiotics in Europe. For additional information on IPA Europe's activities see: <http://ipaeurope.org>

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**IPA Europe**

Avenue d'Auderghem 22-28, B-1040 Brussels

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