



THE EUROPEAN VOICE OF PROBIOTICS

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ABOUT US

IPA Europe is the European branch of IPA, the International Probiotics Association, addressing policy issues related to probiotic food products and monitoring the decision making process within the European Institutions, the European Food and Safety Authority (EFSA) and national EU Member States.

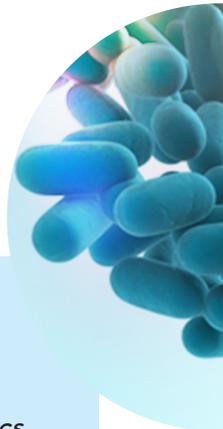
Officially established in February 2015, IPA Europe is an international non-profit organisation based in the heart of the European district in Brussels and registered in the EU Transparency Register.

MISSION

IPA Europe, the European voice for probiotics, advocates for a well-defined status for probiotics in Europe that aims to properly inform the consumer and thus, increase awareness of the benefits of probiotics based on scientific evidence.

OBJECTIVES

- *Re-establish the use of the term “probiotic” in Europe by providing legal solutions and conditions of use.*
- *Advocate for the recognition of a clear status for probiotics according to the Food and Agriculture Organization (FAO) and the World Health Organization (WHO) guidelines and recommendations.*
- *Develop tools such as Code of Practice, statement regarding the misuse of the term probiotic, eligibility criteria to qualify a microorganism to be termed as “probiotic” in foods, beverages and supplements in commercial communications and establish a list of strains/species.*
- *EFSA’s health claim assessment process : promote changes needed for probiotic approval and dialogue.*
- *Disseminate science and information about probiotics.*



PROBIOTICS MARKET

Europe has been one of the largest and most innovative probiotics markets in the world. In 2010, the probiotic sector counted for € 5 billion in Europe. While, for the last decade, the European probiotic foods and beverages sector has seen an average annual growth rate of 5%, in 2012 and in 2013 it contracted by 5% and 8% respectively.

According to Euromonitor, the EU market of fermented milks with probiotics is estimated to shrink annually by 2% between 2013 and 2018. Within this context, it is expected that the «probiotic health claims ban» is going to cost up to EUR 1.5 billion in lost revenue by 2020.

It is interesting to note that the probiotics market is growing outside Europe: 12% in USA, 7% Latin America, 4% Middle East, 11% Asia (Euromonitor 2014).



PROBIOTICS IN THE EU

In the European Union, there is no EU-wide legal framework defining probiotic bacteria or the food category «probiotics». Nor is there a harmonised EU legal framework establishing the conditions for a strain to be considered as probiotic or a positive list of individual strains which have a probiotic status.

At national level, some fragmented national measures on probiotics have been adopted which creates discrepancies between Member States. Clearly, one of the most important goals of IPA Europe is to break the deadlock for probiotics and propose solutions that will lead to a European harmonised solution.

IPA Europe brings together a unique forum of worldwide leading producers of probiotics such as Chr. Hansen, Danone, DuPont, Lallemand, Lesaffre, Probi, Yakult and all the members of the parent organisation IPA



FOR MORE INFORMATION PLEASE CONTACT US AT

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