

10 GOOD REASONS TO JOIN IPA EUROPE



ABOUT IPA EUROPE

Why IPA Europe?

Europe has been one of the largest and the most innovative probiotics markets in the world.

Member companies of the International Probiotics Association (IPA), the Global Alliance for Probiotics (GAP) and the Yoghurt Live Fermented Milks Association (YLFA) joined forces in February 2015, to speak with one voice and create a single broad representative platform – a European branch of the International Probiotics Association (IPA), called International Probiotics Association Europe (IPA Europe).

Founded in 2015, IPA Europe is a non-profit international association based in the heart of the European district in Brussels that represents the interests of the European Probiotic Industry in all discussions with the European Institutions, the European Food and Safety Authority (EFSA), international institutions and national authorities aiming to consolidate the probiotic category and boost EU competitiveness.

“Our primary goal is to act on behalf of our members to advocate for the recognition of a clear status for probiotic food products and to increase awareness on their benefits/health claims that are based on scientific evidence towards key European and national stakeholders”

Peter Nählstedt,
President of IPA Europe

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.

Main 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.

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1. Speak with one voice at a European and international level

As a member of IPA Europe, you will be able to have your opinions represented through the activities organised by IPA Europe which target a wide audience, including the EU Institutions, EFSA, the scientific community, consumer associations but also national authorities, consumers and trade associations. To do so, we rely on our solid national and international network.

2. Break the EU deadlock and increase awareness of probiotics among key decision makers in European Institutions and EU Member States.

To overcome the shortcomings of the existing EU regulation and better address the challenges the probiotic sector is facing, IPA Europe is putting forward a roadmap covering political, regulatory, and scientific areas.

Through concrete plans and coordinated actions, IPA Europe seeks to ensure that probiotics are being promoted to the European Commission, European Parliament, and EU Member State governments. More specifically, IPA Europe actively contributes to public consultations from EFSA and the European Commission and as such gives the probiotic industry a voice in the design of future guidance, legislation and regulation.

3. Establish a clear EU framework to better address probiotic issues

Because of the European de facto ban on the use of the term “probiotic”, the probiotic industry cannot use this term as a sale denomination.

Moreover, some Member States of the EU do

not allow even the Latin names of individual probiotic strains or the term “live” to be mentioned on the packaging. The ban on the term “probiotic” and lack of vision for the probiotics industry in the EU, have indisputably impacted consumers who are not able to make informed choices when the industry cannot make any reference to probiotics in their products.

Furthermore this restriction has created confusion in the industry around the use of the term “probiotics” which is still allowed to be used for non-food products without any pre-requisite or minimum scientific substantiation. Join IPA Europe and support its efforts to promote a harmonised EU legal framework that will address the category “probiotics” as per the guidelines set forth in the FAO/WHO report.

4. Improve the EFSA consultation process

No probiotic claim has received a positive assessment or an approval from either EFSA or the Commission. Probiotic manufacturers, therefore, cannot use any health claims in their communication. This situation has contributed to sales declining significantly over the last years. IPA Europe and its members believe that this can change:

a. By improving the consultation process through an active and open dialogue with EFSA, allowing the probiotic manufacturers and relevant stakeholders to receive direct feedback, via pre-submission meetings and public consultations.

b. By developing scientific standards for the recognition of benefits of probiotics and adopting Guidelines for the Assessment of Probiotic Microorganisms that are aligned with the FAO/WHO recommendations for probiotics.

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5. Promote the highest manufacturing standards and the science behind probiotics

Members of IPA Europe focus on ensuring that good manufacturing practices are applied at all times with quality assurance and shelf-life conditions established for all their products. Furthermore, IPA Europe collaborates with scientific partner organisations on common goals and liaise with globally recognised scientists to better promote science in probiotics.

6. Drive innovation and facilitate the growth of the EU probiotic industry

Despite the promising advancements in probiotic science, the lack of clarity and common vision about the strategy of the probiotic category in the EU have resulted in declining research and development budgets. The European probiotic sector needs to become once again the driving force for innovative products that add value to human wellbeing and contribute to growing the European economy.

7. Leverage unique insights and analysis related to legislative changes

We will provide you with insights into the dynamics of power shifts and legislative changes within the EU and international bodies, which may have an impact on your activities.

IPA Europe, not only keeps a close eye on policy developments, debates and media coverage, but also offers you informed analysis and interpretation of the latest regulatory developments to help you make strategic decisions.

8. Access in-depth information on key developments and market data for the probiotic industry

Our industry currently faces many challenges, which require close monitoring of all decisions related to the probiotic food products at a European and international level. We will ensure that you are kept abreast of the latest developments affecting our industry linked to issues such as: regulatory requirements, criteria, scientific assessment, communication and labelling.

9. Benefit from networking opportunities and collaboration with key stakeholders

Our members are encouraged to participate in the Committees of IPA Europe (Outreach, Regulatory, Scientific and Communication Committees) to provide their expertise in reviewing and discussing industry issues and to develop guidelines, position papers and other materials. IPA Europe is also developing key partnerships with other trade associations directly or indirectly involved in the probiotic area (such as FoodDrink Europe, EDA, EHPM, and EFFCA). Moreover, in collaboration with the parent organisation of IPA, we organise relevant workshops allowing you to network with key associations, scientists, international bodies and experts, and to exchange ideas and information on health benefits and scientific aspects of probiotics.

10. Participate in the Leaders Forum

By joining IPA Europe, you will be part of 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 of IPA.

HOW TO BECOME A MEMBER OF IPA EUROPE

IPA Europe seeks to expand even further, and is open to membership applications from companies. The members of IPA Europe consist of two categories: **active** and **associate**.

Active members

Active Members guide the direction of IPA Europe in a number of ways. They are entitled to vote at the General Assembly of IPA Europe and be elected as members of the Board.

Moreover, they are encouraged to nominate candidates for the committees of IPA Europe:

- Outreach Committee
- Regulatory Committee
- Scientific Committee
- Communication Committee

Active members also enjoy all the benefits of IPA Europe membership including access to know-how, networking and participation in workshops or events organised by the parent organisation of IPA.

Prerequisites & Fees

In order to become an active member of IPA Europe, your company is required to be an IPA member first. Using the same calculation method implemented by IPA, active members are required to pay an annual membership fee.

According to the bylaws of IPA Europe, current fees vary depending on the size and model of your organisation:

Global turnover/ Probiotic activity (€)	IPA Europe (€)
< 1 million	1,500
1 to 5 million	5,000
5 to 15 million	10,000
15 to 30 million	15,000
> 30 million	20,000

Associate members

Associate membership of IPA Europe is open to national and international associations with an interest in the probiotics industry in one or more European member states. Associate Members pay an annual flat subscription fee of 3.000€, regardless of the association's size.

Associate members have no voting rights but can attend general meetings and bring forward their views.

Contact Us

For more information on becoming a member, please contact Mrs. **Rosanna Pecere**, Executive Director of IPA Europe by email at r.pecere@ipaeurope.org.

JOIN IPA EUROPE

**BE PART OF
THE EUROPEAN VOICE OF PROBIOTICS!**

Join today a unique forum of worldwide
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CONTACT US

info@ipaeurope.org

