

PRESS RELEASE

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Official Launch of IPA Europe, the European branch of International Probiotics Association

On September 30, IPA Europe was officially launched as the European branch of the International Probiotics Association. To mark the launch, IPA Europe hosted a policy discussion *'Towards a clear status for probiotics in Europe'* with the aim of finding a solution to overcome deadlock that persists at EU level. During the event IPA Europe announced Mr. Peter Nählstedt, CEO of Probi AB, as the new President of IPA Europe who informed the audience of the newly published *'IPA Europe [guidelines](#) to qualify a microorganism to be termed as 'probiotic' in foods, beverages and supplements in commercial communications'*.

The launch event gathered key stakeholders from the probiotics sector including the representatives from the European Commission (DG SANTE), the European Food and Safety Authority (EFSA), European Parliament, science community and food industry. Each acknowledged the need to find a timely solution through open and, where feasible, increased dialogue to the regulatory deadlock faced by the probiotic industry. Peter Nählstedl highlighted the impact of the current situation, hindering research and innovation and increasing confusion among consumers. Policy-makers expressed openness to work together to better define the category of probiotics in Europe. Marian Harkin MEP (Ireland, ALDE), expressed her full support to overcome the impasse stating that *"the way we have been going until today has not been the right way... we need to find solutions that work"*.

The creation of the new platform which unites International Probiotics Association (IPA), Global Alliance for Probiotics (GAP) and Yoghurt Live Fermented Milks Association (YLFA), the main players in the probiotic sector, is a key milestone in resolving the deadlock, seven years after the entry into force of the Nutrition and Health Claims Regulation. Members of IPA Europe will advocate for a well-defined status for probiotics in Europe that aims to protect and benefit the consumer, increase awareness of the benefits of probiotics based on scientific evidence, and boost research and innovation in the field.

For more information, please contact:

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