



Specialised  
Nutrition  
Europe

# Priorities for the EU 2019 2024

## PROTECTING EU CONSUMERS WITH SPECIFIC NUTRITIONAL NEEDS

### HOW THE EU CAN HELP – OUR VISION FOR 2019-2024

SNE, representing the specialised nutrition industry in Europe, calls for continued access to safe & balanced nutritional products in Europe

### Specialised nutrition: a lifeline for millions of Europeans

Throughout life, specialised nutrition gives nutritional protection and support when people need it most: when they are vulnerable or ill; or at times when they have special nutritional needs that common foods cannot meet.

*" SNE's members are the national associations of 19 European countries, which represent the manufacturers of specialised nutrition present in each country. "*

### Did you know that:

Most Europeans will need to use specialised nutrition at some point in their lives.

**66.5%** of women in Europe are part of the workforce<sup>1</sup>, still most of the infants in Europe are being breastfed at the beginning of their life.



There is a broad set of reasons why parents decide to use infant, follow-on or young child formula as their child is growing older. However, Infant Formula remains the only suitable alternative for babies whose mothers are unable to, or choose not to breastfeed.

**33 million people** are at risk of malnutrition in Europe<sup>2</sup>.



Foods for Special Medical Purposes (FSMPs) provide vital nutritional support to patients from infancy to old age recovering for instance from cancer treatment.

Around **50%** of European consumers are overweight and **20%** are obese<sup>3</sup>.



Slimming foods help people to lose and maintain weight safely, and avoid the dangers of extreme diet programmes.

**1 out of every 100 people** are estimated to suffer from coeliac disease in Europe<sup>4</sup>.



Gluten free foods help them manage their condition and enjoy a wide range of alternative foods to those that would normally contain gluten.

**45%** of Europeans practice intense physical activity at least once a week<sup>5</sup>.



Sports foods provide elite athletes and dedicated amateurs with vital nutrients before, during and after physical activity.

<sup>1</sup> [https://ec.europa.eu/eurostat/statistics-explained/index.php/Gender\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php/Gender_statistics)

<sup>2</sup> Ljungqvist O & de Man F (2009). Undernutrition – A major health problem in Europe. *Nutr Hosp* 24:368–370.

<sup>3</sup> According to the WHO (<http://www.euro.who.int/en/health-topics/noncommunicable-diseases/obesity/data-and-statistics/infographic-over-50-of-people-are-overweight-or-obese-download>)

<sup>4</sup> According to the Association of European Coeliac Societies (AOECS)

<sup>5</sup> According to the Special Eurobarometer 412 – Sports and Physical Activity, March 2014

# PROTECTING EU CONSUMERS WITH SPECIFIC NUTRITIONAL NEEDS

## Bringing value to Europe and its citizens is at the heart of what we do

The European specialised nutrition industry is committed to:

### Continuing to help European consumers

to achieve healthy and balanced diets with foods designed to meet their specific nutritional needs;

### Contributing to the European economy

directly (estimated in excess around €24 billion) and indirectly by saving on public health costs caused by the economic impact of malnutrition estimated at €120 billion<sup>6</sup>;

### Applying emerging science in nutrition

to the benefit of European consumers with specific nutritional needs.

## Our call to action

In order to continue protecting EU consumers with specific nutritional needs by ensuring evidence-based innovation, SNE calls on EU policymakers to:

1

**Develop a common nutrition and health agenda** at EU level together with all stakeholders to tackle today's societal challenges such as rising obesity rates, malnutrition or food allergies.

2

**Support innovation in nutritional science.** It is critical to encourage R&D by making sure that the specialised nutrition industry retains its ability to develop and market evidence-based innovation to protect the health and wellbeing of EU consumer with specific nutritional needs.

3

**Ensure that 'better regulation' does not lead to 'deregulation'** and its unintended consequences by:

- **Facilitating the adoption of specific, harmonised EU rules for specialised nutrition products** that enable consumers to recognize foods specially formulated for their specific nutritional needs and differentiate them from common foods, thereby avoiding confusion. This would also support continued EU exports through recognised EU standards:
  - Foods for infants and young children made in Europe are among the top 10 food exports along with milk, bread, cheese and wine.
- **Addressing market fragmentation** and avoid any legal vacuum at EU level that would lead individual Member States to fill such a gap by adopting national rules. Such a patchwork of different national rules would lead to a lower level of protection for European consumers across the board.

4

**Leverage industry expertise and involve the specialised nutrition industry sector** in the policy making process – including impact assessments – to ensure that EU actions are based on sound evidence, and that regulatory burdens are kept to a minimum.

<sup>6</sup> According to MNI Medical nutrition dossier "Better care through better nutrition: Value and effects of Medical Nutrition", Fourth version 2018

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