

PROTECTING EU CONSUMERS WITH SPECIFIC DIETARY NEEDS

How the EU can help

A call to ensure continued access to safe & balanced nutritional products from the European specialised nutrition industry

1 Who we are

Specialised Nutrition Europe represents the European industry producing foods for populations with very specific nutritional needs.

We provide tailor-made solutions for consumers with very specific dietary requirements including:

- ✔ **Infants and young children**
Infant formula is the only safe alternative to breast milk for babies under 6 months of age. Follow-on formula is designed to meet the nutritional needs of infants over 6 months and contains added vitamins and minerals such as Vitamin D and iron. Young-child formula (also known as 'milk-based drinks for young children' 'toddler milks' or 'growing up milks') are designed to meet the needs of young children aged 1-3 years as part of a mixed diet based on family foods.
- ✔ **Patients with specific nutritional needs**
Foods for Special Medical Purposes are specifically designed to address patient's nutritional needs. They are used under medical supervision and help to manage the patient's disease, disorder or medical condition from a dietary perspective. They are an integral part of disease management.
- ✔ **Sportsmen**
Specially-formulated products ensure an appropriate and effective supply of fluid and nutrients to help the body to prepare for, maintain and recover from high-level physical performance.
- ✔ **Overweight and obese consumers**
Slimming foods help ensure calorie control and a nutritionally-balanced diet, helping people to lose weight safely and under supervision.
- ✔ **Those suffering from gluten intolerance known as coeliac disease**
Specially formulated foods for people with gluten intolerance are designed to ensure that these consumers receive a balanced diet with healthy substitutes for foods that normally contain gluten.

Although the word 'specialised nutrition' may sound very specific, in reality 90% of consumers in Europe will require these products at some point in their lives.

Did you know that:



On average **more than 5 million babies** are born in the EU each year



Around **40% of hospital patients** in the EU are **malnourished**



About **20 million EU citizens** have entered a **marathon** or triathlon



Over 50% are overweight in Europe and over 20% are obese



5 million people in the EU are **diagnosed as coeliacs** and **5 million more** are thought to have an **undiagnosed** intolerance to gluten

2 The value we bring to Europe

+ Offering specially formulated products to match specific consumer needs

We are proud that consumers in Europe can be confident in their dietary choices, with clear labeling and the strictest safety and quality standards in the world. With vulnerable consumers at the heart of everything that we do, we play a critical role in helping them to achieve healthy and balanced diets with products designed to meet their specific dietary needs.

+ Economic value and growth in Europe

💡 The annual turnover of the specialised nutrition industry across the European Union overall, including exports, is around €24 bn.

💡 SNE also contributes to the European economy indirectly by saving on public health costs; the economic impact of malnutrition in the EU alone is estimated to be €120 bn.

« SNE's members include the 17 national associations in Europe, who represent the manufacturers present in each country. »

+ Leading in innovation

We are committed to applying emerging science in nutrition to the benefit of these specific consumer groups; 5% of turnover in the EU is invested in research, representing almost 10 times more than the general food industry average (0,53%). SNE collaborates on a daily basis with expert scientists and nutritionists working across the EU or beyond in research and nutrition.

+ A role model for the world

Regions throughout the world look to Europe as a leader in the development of some of the strictest safety and quality standards for the specialised nutrition industry. The rules established for specific groups in Europe therefore matter not only for European consumers, but also for vulnerable consumers worldwide.

3 Our call to action



In order to ensure that the specialised nutrition industry will be able to continue to innovate and provide consumers with safe and appropriate products to meet their nutritional needs, **SNE calls for:**

Clear, evidence-based, and balanced legislation, providing consumers with adequate and detailed information to allow them, together with their healthcare professionals, to make the right choices and support them in managing their dietary needs.

Policies and regulations which encourage innovation, allowing our members to continue to invest in science and research, thereby providing consumers with products that reflect the most recent, innovative, and rigorously proven scientific knowledge.

A specific research program would help to improve knowledge on the specific nutritional needs of these populations and the health impacts of inappropriate nutritional intakes.

Policies and regulations which reduce administrative burden, with a view to enabling our members- and in particular those which are SMEs- to be competitive in the marketplace, thereby increasing consumer choice and ensuring the availability of high quality and safe products.

A coordinated EU approach to ensuring the protection of each category of consumers with specific dietary needs, with the development of an EU survey to establish the real behavior and nutritional intake of these populations.

Sharing of best practices between Member States to identify nutritional risks and the best ways to answer specific nutritional needs.

Increased efforts to **ensure that EU standards are recognized in bilateral trade agreements**.

4 How to reach us

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