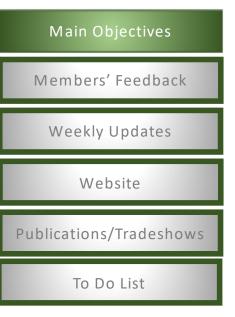


# EHPM's Communication Strategy



# Main Objectives



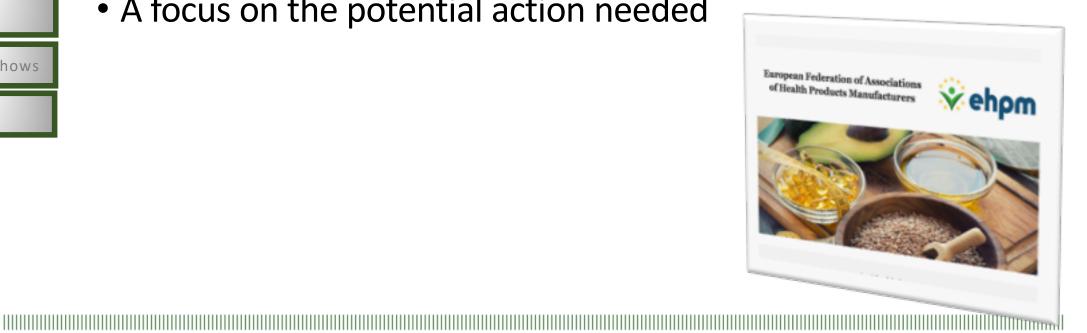
- Developing and publishing key EHPM updates in conjunction with the EHPM team
  - Policy update
  - Media update
- Develop brand recognition of EHPM through increasing online presence
  - Website
  - Social media
- Maintain brand recognition of EHPM through relevant trade publications, blogs and attendance at Tradeshow events



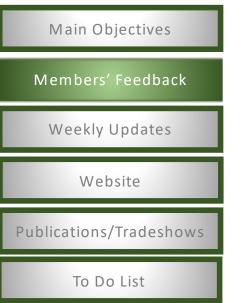
Main Objectives Members' Feedback Weekly Updates Website Publications/Tradeshows To Do List

#### **Policy Update**

- Relevant or very relevant
- In most cases shared with members
- A focus on the potential action needed





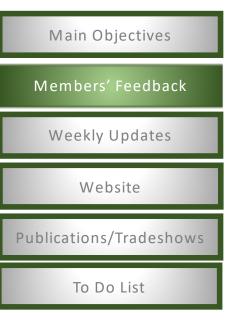


#### **Media Update**

- Somewhat relevant/relevant
- Suggestions include:
  - Categorisation of media
  - More diverse sources (Currently Nutraingredients, Food Navigator, food science journal, Mintel blog and Naturel and relevant tweets)
  - Country specific examples







#### Members area of the website

- Sometimes used
- Information members would like to see:
  - Updated country profiles
  - Discussion papers in a separate section
  - Policy papers
  - Meeting minutes
  - Working group reports
  - List of beneficial contacts per country (eg lawyers, consultants) to help extend business



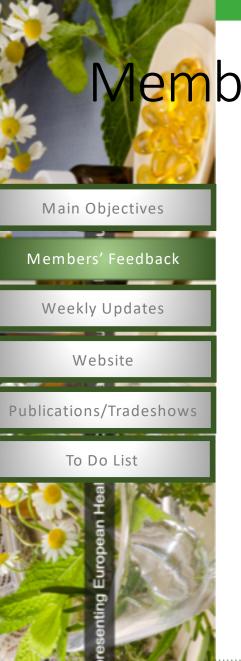


# General Feedback Main Objectives Main Benefits

- Opportunity to influence decision makers through lobbying
- Access to real time information on new policies and legislation

#### **Suggested Improvements**

- Unified approach to lobbying
- Greater outreach to other stakeholders
- Increased sharing of national concerns





# Taking on Board your feedback

Main Objectives

Members' Feedback

Weekly Updates

Website

Publications/Tradeshows

To Do List

#### **Media Update**

Reconsider the format for the media update

Include new sources where relevant

#### **Policy Update**

Include 'actions' where suitable

#### Genuine Risk Assessment?

- BC Proposal: The European Commission put flowerd their proposal on hydroxyanthracen. derivatives (HADs) under Article 8 1925/2006 during a Commission working group meeting or 22 June. Hember States were given 15 days to provide written feedback. The intention appears to be to formalise this proposed approach during a Standing Committee meeting in September/October. The Commission's proposed approach is:
  - The use of size in food supplements for laxative effect to be prohibited
  - All other species of plants addressed in the EFSA risk assessment are to be placed under scrutiny
- . The Reaction: Informal indications suggest that some Member States (7 apparently) would prefer that the prohibition of size be extended to all food supplements and not just limited
- The Process: The 'under sorutiny' process provides 18 months from the formal adoption of the Commission regulation, placing a product under scrubiny for industry to provide further ons to BPSA who then extent a scientific opinion on safety. Based on this opinion the Convision then proposes risk management measures to the Member States. The possible
  - a allow the continued use of the impredients
  - It impose some restriction on their use
- . The Key Problem: Aside from the fact that the motivation behind the precedures that have ben launched a highly questionable, the rules for the Article 8 process provide a very linead amount of time to provide all the data that EFSA considers necessary to prove sufery. The carcinogenicity data anught cases 5 years to generate for example but the under screen only last 18 merchs and squalcars uncertainty exists around the exact
- Why is this such a risk? It is quite clear at this stage that this process is directly targeting tool applements, as the notivation before the procedures underway seems far more losed to product clearifuction differences between member states (food v medicine) than I does any personal sellety concern, govern the long sectory of safe use of the impredients concerned up to now. In the case of nAOs for example, the tripper for the Article 8 process was not a rapid start or academic studies indicting a safety concern, it was actually a
- positive health court assessment that was opposed by Marriber States that don't allow the

How much of the market can be affected? The great risk with this process is that given one substress, including place, are not subject to harmonized cuies at \$10 level, the Price I houselve critic per constructs used to suchs; schedules and extend to objected to objected contractors is otherer remove States. The impredients that could putamoutly be targeted

- the Date accessive are still privately more information and formulating a strategy
- as her already commenced for commence to the Commence through various channels and have being commonweal or commonweal and commonweal planning in this processe if the Analysis is being proposed on the data that will need to be provided charing a "scrubbly
- print as that Carbs can be sought from SPSA and the Surspease Commission and more regards creations can be shortly, if it is clear that the life period in rest basedon. The rest expendent under three is Removable C. in East hand Rick in which an EFSA Opinior



# Taking on Board your feedback

# Main Objectives Members' Feedback Weekly Updates Website Publications/Tradeshows To Do List

#### Members' area

- Update current content
- Populate with policy newsletters
- Link to European Commission reports
- Area for discussion papers

#### Website in General

- Link to social media
- Update with new EHPM logos
- Update and populate "Regulatory Issues" section





# Trade publications, Blogs and Events

Main Objectives

Members' Feedback

Weekly Updates

Website

Publications/Tradeshows

To Do List

Increase formal and informal 'article' publications on

issues relevant to EHPM issues

 Increase contribution to blog and tradeshow magazines

Reconsider the tradeshow strategy

#### **EU Regulation**

. . . stifling innovation for the gut microbiome sector

It is well-documented that innovation is crucial to maintaining competitiveness and inspiring growth. Regulation, needed to ensure a fair system for all involved, has the potential to positively or negatively influence such innovation1. Within the food supplement sector, it can be argued that inefficient regulation is stifling innovation and growth2, none more so than the impact of the Nutrition and Health Claims Regulation (NHCR) on the probiotic and consequent Microbiome sector.

The Gut Microbiome sector, the newest area of interest that has relationships with chronic disease and overall health is expected to have a CAGR of 17.05%, from 2017 - 2022<sup>2</sup>. A significant area of the Gut Microbiome is that of probiotics. In the EU, Probiotics is one of the categories most negatively

2018 and highlights how the term 'gut health' overtook 'digestive health in late March 2017.

It is clear that consumers are searching for products and supplements containing problotics, however, in the document adopted in 2007 with no legal effect to justify a policy approach that is clearly not working is not acceptable. Continuing down this route will have serious ramifications for the development of the probiotic industry and the future growth of the microbiome sector.

Business Europe (2016). Impact of EU Regulation on innovation: Repository of Industry Cases. Available from: https://www.businesseurope.eu/sites/buseur/files/media/ reports and studies/2016-12-02 impact of eu regulation on innovation - repository of industry cases.pdf European Commission (2018). Assessing the Impacts of EU Regulatory Barriers on Innovation. Available from:

https://publications.europa.eu/en/publication-detail/-/ publication/076b7f4b-f1cb-11e7-9749-01aa75ed71a1/

<sup>3</sup> PR Newswire (2017) Human Microbiome Market -Forecasts from 2017 to 2022, Available from: https://www.



he Regulatory Status of the

closics are defined as "see micro-organisms which

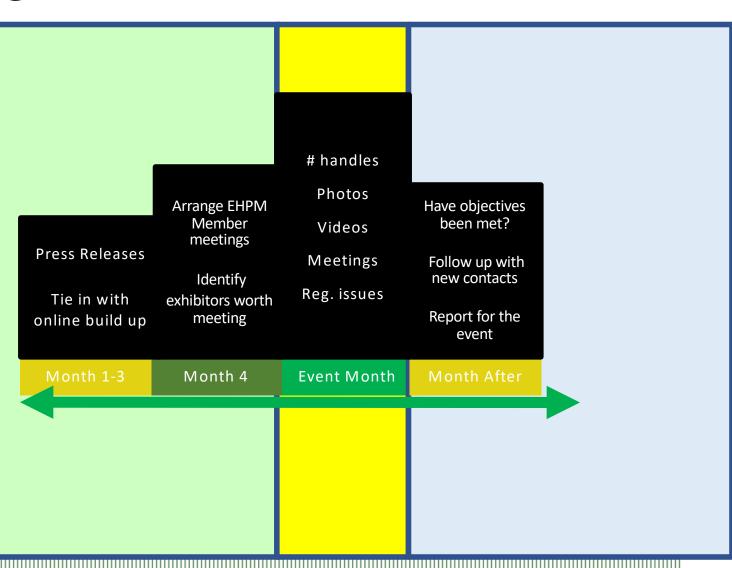
Amission on Regulation/RQ No 9524/2005 on nutrition I bearin claims (Rincip) categorises the of the term

?rm 'Probiotic'



### Tradeshow schedule

- Agree contract
- Secure speaking spots is possible
- Contribute to blogs and online discussions
- Arrange meetings
- New Membership Booklets





# Immediate 'To Do' List (July – Sept)

