



Press Release

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The EU Dairy Sector calls for EP support for the new rules on Total Diet Replacement (TDR)

The EU dairy sector represented by EDA (the European Dairy Association) and supported by EWPA (the European Whey Processors Association) has always backed the new rules on slimming foods/total diet replacement (TDR) proposed by the European Commission, in particular by the new recommended minimum protein content of 75 g/day for TDR products.

This protein recommendation reflects the latest science as stated in the European Food Safety Authority (EFSA) Scientific Opinion¹. Given the EFSA conclusions, EDA and EWPA highlight that a minimum protein content at 75g/day would ensure that TDR products are safe and efficacious for their intended use.

The particular importance of the new Regulation for the dairy sector is that, for the first time, protein quality² has been acknowledged in the European Regulation, reflecting the status of the latest nutrition science. In addition, the new Regulation also establishes a strong link between the need for high quality protein diets for weight reduction and control.

Alexander Anton, EDA Secretary General, said: *“The ENVI Committee of the European Parliament has clearly supported the new rules on TDR, paving the way to the publication of the new Regulation on 6 September in the Official Journal of the EU. It therefore comes as a surprise to us that, despite a clear support in the ENVI Committee and the publication of the final text of the Regulation, the rule 105 (3) procedure is now used by the opponents to the new rules on TDR as a last attempt to challenge the TDR Regulation at the next EP Plenary meeting on Wednesday, 13 September.”*

Bénédicte Masure, EWPA Secretary General, added: *“We have analysed in detail all concerns raised by manufacturers of TDR on the price and consumer taste acceptability and we believe that the cost increase, if any, would be negligible (5 cents/meal cost). If added costs and profit margins through the manufacture and supply chain are simply maintained (fixed) in absolute terms, then the possible 5 cents/meal cost increase seems modest when considering the step change*

¹ <https://www.efsa.europa.eu/en/efsajournal/pub/3957>

² See our latest EDA Protein Factsheet:

http://www.euromilk.org/fileadmin/user_upload/Public_Documents/Nutrition_Factsheets/2017_08_30_EDA_Protein_Fact_Sheet_final.pdf



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in nutritional value and the consequential health benefits for the consumer. We are sure that the taste of products will not be negatively affected by the increase of protein content as milk and whey protein have a clean and neutral taste appreciated by the consumers.”

The European Commission, supported by the technical advice of the Joint Research Centre, has addressed all possible concerns of the TDR manufacturers at the last COM ENVI hearing on 31 August 2017.

Alexander Anton concluded: *“By using high quality dairy proteins, it is perfectly possible to align the TDR products with the latest nutritional recommendations for overweight and obese population. The main purpose of TDR products is to help overweight and obese adults to lose weight in a healthy way. The EFSA scientific opinion concludes that minimum daily protein intake of 75 g/day should be provided by TDR in order to achieve this objective. We really expect the MEPs to fully support the new Regulation on TDR which is in line with the latest science.”*

ABOUT THE EUROPEAN DAIRY ASSOCIATION

The European Dairy Association represents the interests of dairy processors in the European Union. The membership of EDA consists of the associations of dairy processors in EU Member States.

ABOUT THE EUROPEAN WHEY PROCESSORS ASSOCIATION

The European Whey Processors Association represents the whey processors industry in the European Union. The membership of EWPA consists of the whey processors companies in EU Member States.

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