

TDMR EUROPE CODE OF PRACTICE

JULY 2018

Background

Total Diet & Meal Replacements Europe (TDMR-Europe) is the trade body for companies who manufacture and/or market specialist Total Diet Replacement (TDR) and Meal Replacement (MR) products designed for use in weight loss and for weight maintenance.

Membership of TDMR-Europe comes with an expectation of high ethical and moral standards over and above the understanding of the necessity of being aware of and complying with the laws relating to the manufacture, distribution, sale and marketing of TDR and MR products.

This Code of Practice (“The Code”) is designed to steer companies through TDMR-Europe’s ethical standards and regulatory requirements. The Code is also here to help Members make good decisions.

The principles outlined are not meant to be full explanations of applicable laws, policies or procedures. Members are responsible for understanding and complying with the legislation and for asking questions when they are uncertain about the meaning of the Code.

The intention is to establish a baseline minimum of business practices that a Member company can be measured against and held accountable for.

Principles of the code

Members of TDMR-Europe will:

- Work to achieve the highest standards and will offer their products and programme respecting fair business practices. They will endeavour to deal fairly with consumers, customers, suppliers and competitors;
- Act responsibly and with integrity;
- Comply with all applicable laws and regulations, including competition laws. *An outline of applicable laws and regulations can be found in [Annex 1](#). A copy of the organisation’s Antitrust Declaration can be found in [Annex 2](#);*
- Enable consumers to make informed choices about the weight managements products and services they purchase
- Encourage other companies to operate in accordance with the principles of this code to improve the reputation of the industry.

TDMR-Europe will endeavour to maintain and improve the quality of our work through constant review of our aims, activities and outcome. We will undertake to promote co-operation within the sector and between members, their customers and suppliers. In doing so, we will seek to identify and apply good practice.

Transparency and Openness

- Members and the Secretariat will be clear and precise about their identity, the industry and sector they represent. We will follow the rules of any public body to which we make representation and, where appropriate, seek guidance from the public body on any rules of relevance.
- TDMR-Europe will endeavour to represent the common interest of all members. Where there is a diverging opinion within the membership, the Group will seek to present a balanced case respecting the different interests involved. Where appropriate the Group will work with non-members and other associations in allied sectors on matters of joint concern
- The Group will use reasonable endeavour to ensure the truth and accuracy of any statements made or information provided to any third party in order to never knowingly make false or misleading claims or misrepresent the views of others.

Confidentiality

- We will always try to maintain commercial confidentiality, and also protect all personal information received in the course of providing business services.
- We shall take reasonable endeavours to safeguard the confidence of all members and past members and shall not disclose these confidences to their disadvantage or prejudice unless the member has released such information for public use or has given permission for disclosure.

Raising Concerns/ Disciplinary Actions

- In order to preserve the organisation's reputation, all Members agree to abide by the principles outlined in the Code at all times. We also have a duty to help others understand and comply with the Code, and to report possible violation, as well as an obligation to hold our colleagues responsible to the standards of the Code. If you observe behaviour that may represent a violation of our Code, please raise the issue with the Secretariat.
- When it appears that a Member has violated the Code, the Secretariat will seek to resolve the issue informally with the Member concerned at first instance. Should informal discussions fail to resolve the issue - particularly in the event of a continuation of a serious violation – the Chair of the organisation will be consulted to determine how compliance can be achieved. If the violation persists, the Chair will consider whether membership should be suspended.

- Questions and concerns related to the Code will be held in as much confidence as possible. Information will be shared only with those individuals who are required to investigate the matter. The Secretariat will take every precaution to ensure the identity of those involved is released only to those individuals related to the matter itself. The Secretariat are obligated to keep matters related to the Code confidential.

Revision of the code

- This code will be reviewed annually.

Definitions

- **Low calorie diet** is a statement which may be used for total diet replacement for weight control products provided that the energy content of the products is between 3 360 kJ/day (800 kcal/day) and 5 040 kJ/day (1 200 kcal/day).
- **Meal replacement** means food presented as a replacement for one or more meals of the daily diet
- **Total diet replacement for weight control** means food specially formulated for use in energy restricted diets for weight reduction which, when used as instructed by the food business operator, replaces the whole daily diet.
- **Very low calorie diet** is a statement which may be used for total diet replacement for weight control products provided that the energy content of the product is below 3 360 kJ/day (800 kcal/day).

About Us

Total Diet & Meal Replacements Europe (TDMR-Europe) is a trade body for manufacturers and distributors of formula diet products (both VLCD and LCD) and meal replacement products, set up to campaign for appropriate policy and legislative outcomes for slimming foods.

Our members provide weight loss and weight management programmes designed for the overweight and obese based on:

- Very Low Calorie Diets (VLCDs) containing less than 800 kcal per day;
- Low Calorie Diets (LCDs) containing between 800 - 1200 kcal per day; and

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- Meal Replacements products containing between 200 – 250 kcal per serving.

Members of the Group currently operate in countries such as Belgium, Cyprus, Czech Republic, Denmark, Finland, Germany, Greece, Ireland, the Netherlands, Poland, Slovakia, Spain, Sweden and the United Kingdom.

Internationally, our Members' programmes are also available in Australia, Singapore, Malaysia, India, Vietnam, Hong Kong, United Arab Emirates, Kuwait, Qatar, Oman, Kingdom of Saudi Arabia, Bahrain, Jordan, Turkey, Nigeria, Uganda, South Africa and Mexico.

Contact Us

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