

Looking back on a successful year for TDMR Europe

2018 was the year that Total Diet & Meal Replacements Europe (TDMR Europe), formerly known as the European Very Low Calorie Diet Industry Group, was established. Our members first got together in 2002 to create a voice for manufacturers and distributors of formula diet products in Europe and anticipating the likely future growth of the total diet and meal replacements industry, decided to build an even stronger and more impactful industry group whose aims are to defend the interests of both the industry and its customers across Europe.

Over the past year, TDMR Europe has continued to work extensively to secure appropriate and proportionate European legislation for MRPs and TDRs and promote its products among policymakers, scientists, public health practitioners and consumers alike. Below is an overview of our key activities during the past year.



Ensuring continued consumer access to meal replacement products (MRPs)

Following the repeal of Directive 2009/39/EC on Foods for Particular Nutrition Uses (PARNUTS), the European Commission is currently working on reviewing the food categories of Annex II of the Food Additives Regulation and moving MRPs to a different category. This may result in the industry having to reformulate their products, which is a costly exercise that could curtail the availability of MRPs in future.

Over the past year, TDMR Europe has continuously engaged with the European Commission and Member States authorities to emphasise the importance of MRPs in achieving weight-related public health objectives. We have taken every opportunity to highlight the latest scientific evidence demonstrating the effectiveness of these products and shared information from the industry on the technological needs required for the successful manufacture of shelf-stable, palatable MRPs. This has enabled us to make a strong case with policymakers on the importance of establishing a regulatory framework that allows for the MRP industry to thrive.

The death of diet foods? EU Parliament approve laws that could 'wipe out' very low calorie diet products

By Nathan Gray 12

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Safeguarding availability of safe and effective total diet replacements (TDRs)

In 2017, the EU adopted a delegated act setting out specific compositional and information requirements for TDRs (Delegated Regulation 2017/1798 supplementing Regulation (EU) No 609/2013). This requires TDRs to include new levels of protein (75g) and essential fatty acids (11g for linoleic and 1.4g for alpha linoleic), which are much higher than current levels.

TDMR Europe has been proactively engaging in discussions around this piece of legislation since its inception, advocating for a reasonable transition period and for changes to be made to the law that will allow the continued existence of this weight loss method that has been used safely on the European market for over 30 years.

Understanding change, facing challenges and maximising opportunities

The current political climate in the EU presents the industry with many different challenges. The UK's decision to leave the EU will have a great impact on the food and nutrition sector as the vast majority of food law in the UK has been made in Brussels for decades now.

TDMR Europe has been closely following and engaging on the UK's withdrawal process, making sure that policymakers take into account the impact it will have on the slimming foods sector and embracing the opportunities that will come with it, e.g. securing a fair and balanced regulatory framework governing our products in the UK. Furthermore, the impact of Brexit will not be limited to UK-based companies but will reach to all those who trade and work with UK stakeholders. Our aim has therefore been to ensure that any disruption to trading activities as a result of the UK's withdrawal is kept to a minimum.

Expanding our engagement with key stakeholders

As the popularity of formula diet products rises and evidence on how they can improve the quality of life grows, it has become increasingly important to effectively engage with other stakeholders to share our message. TDMR Europe has established and developed regular communications with policymakers and regulators, relevant trade associations, NGOs and key players in the industry, both at European and at Member State level.

In this context, TDMR Europe has also organised a number of events to further facilitate this engagement and boost our industry's profile. Most recently, we successfully brought together industry groups, scientists and policymakers

in a seminar 'Healthcare cost reduction and improved quality of life with evidence-based weight loss in diabetes and osteoarthritis' that aimed to raise awareness of the effectiveness of TDRs and MRPs against a rising tide of obesity and related diseases as well as associated health care costs. More information and clips from this seminar can be found [here](#).



Promoting the latest scientific evidence

A lot of promising research has been done on the effectiveness of TDRs and MRPs in helping people lose and/or maintain their body weight. In addition, there is increasing evidence demonstrating both their beneficial impact on health and as well as their positive impact on reducing the risk of developing of certain diseases, and severity of the symptoms associated with these. TDMR Europe has closely cooperated with researchers to highlight the positive health impact of our products and continues to follow all relevant scientific developments to ensure that we accurately and effectively disseminate a clear overview of the benefits of TDRs and MRPs on consumers' health.

Recent scientific findings have provided us with the opportunity to promote to policymakers and other stakeholders the evidence demonstrating how TDRs and MRPs can contribute to addressing public health challenges in a safe and cost-effective way which in turn has allowed us to intensify our engagement and encourage the creation of a regulatory framework that supports the use of these weight loss and maintenance products.

Total Diet and Meal Replacements (TDMR) Europe is new diet industry mouthpiece

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by Sara Lewis

Total Diet and Meal Replacements (TDMR) Europe is the new body representing manufacturers and distributors of total diet replacements (TDRs) and meal replacement products (MRPs) following a relaunch of the European Very Low-Calorie Diet Industry Group (VLCID IG).

Positioning TDMR Europe as the voice of the slimming foods sector

As part of our recent rebrand, TDMR Europe has worked to ensure that our members, as well as the wider industry gain visibility through both mainstream and social media. As the leading voice of the TDRs and MRPs industry, we have engaged with relevant outlets to ensure timely and comprehensive coverage on the aforementioned latest scientific research as well as the regulatory developments that threaten the industry.

As a result, TDMR Europe has featured over the past year in [Food Matter Live's Table Talk newsletter](#) and contributed to articles in [EU Food Law](#), [NutraIngredients](#) and Diabetes UK's [Diabetes Update](#), among many others. We have also formed a partnership with Innovations In Food Europe, an event on shifting trends in the food industry.



Feeding into the public health debates

With increasing concerns about the prevalence of obesity and related diseases, TDMR Europe has closely followed all the public health discussions and sought out opportunities to highlight how formula diet products can contribute to public health objectives.

Aside from organising and attending relevant events and setting up meetings with policymakers and regulators in Brussels and Member States, we have also submitted evidence and comments to consultations from important organisations, including the European Food Safety Authority, Public Health England and the UK National Institute for Health and Care Excellence. We have also taken the initiative to work more closely with CODEX to enhance our visibility on the international stage.

About TDMR Europe & membership

TDMR Europe is the European trade body for manufacturers and distributors of formula diet products, including TDRs and MRPs, which provide weight loss and weight management programmes for the overweight and obese. Our members currently operate predominantly in the Netherlands, Sweden, Finland, the Czech Republic, the United Kingdom, Denmark, Ireland, Cyprus, Greece and Poland.

Our members benefit from lobbying power, visibility in the media, networking opportunities and regulatory support to achieve their goals. More information on TDMR Europe's membership can be found [here](#).

Please feel free to get in touch with us if you have questions or want more information on TDMR Europe and our membership opportunities. You can reach our Secretariat at secretariat@tdmr-europe.com.