Standards for doping substances in sports nutrition foods – an opportunity or a threat?

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Who are ESSNA?

- Pan-European Alliance of key players in the sports nutrition industry, both global and European
- Launched in 2003 – when Europe was planning a new law to tightly regulate sports nutrition products
- Works to influence all regulations affecting the sports nutrition industry
- Works to improve the reputation of the industry via:
  - engagement with the press and media
  - tackling non-compliant products
  - seeking to tackle protein spiking
  - addressing doping in sports nutrition products
- Forum for discussions: working groups - protein, amino acids, novel foods, nutrition and health claims and non-compliance
ESSNA Members

- Active Nutrition International
- Aminolabs Group
- Arla Foods Ingredients
- Bulk Powders
- Calleva
- CNP Professional
- Cornelius Group
- DCC Health & Beauty Solutions
- Direct Food Ingredients
- Enervit
- Essentia Metabolic Proteins
- Fonterra
- FrieslandCampina
- Future Nutrition
- Gelita
- General Nutrition Corporation
- Glanbia Nutritionals
- Hearthside Europe
- High Five
- ICAAS
- International Taste Solutions
- Iovate Health Services International
- Kinetica
- LGC
- Lonza
- MedixLaboratories
- Lonza
- MedixLaboratories
- Milk Specialities
- myprotein.co.uk
- NBTY Europe Ltd
- NSF International
- Nutrabolt
- Nutraveris
- Prinova Europe
- Prometeus
- Sci-MX Nutrition
- Scitec Nutrition
- Stepan Speciality Products
- Synergy Flavours
- TasteTech
- TdeltaS
- Tropicana Health and Fitness
- USN UK
- Van Eeghen
- Vitalize (incorporating Bodybuilding.com)
- Vitamin Center
- Volac
Today we will discuss

• Sports nutrition regulation and the guarantees already in place

• Inadvertent doping – what are the chances?

• ESSNA’s framework to tackle inadvertent doping

• European Standard under discussions
  • What are the opportunities?
  • What are the challenges?
The guarantees in place:

- **WADA list of prohibited substances**: Most of the substances on the WADA list are either illegal or of a medicinal nature (set criteria for listing), and therefore generally not permitted for use in food.

- **Regulation (EU) 1169/2011**: Labelling of ingredients is mandatory!

- **Standard official controls undertaken by local authorities**
Risk and impact on the industry

- Some products on the market may and do contain banned substances
- Products may be mislabelled or deceptively labelled i.e. proprietary blends or Geranium
- Products can be contaminated during the manufacturing process
- Risk of counterfeit (fake) supplements, especially when purchased online
- Doping tests are very sensitive and athletes are strictly liable!

Impact on the reputation of the industry and the use of sports nutrition products
ESSNA’s Framework to tackle inadvertent doping

- Risk cannot be eliminated entirely
- Three approaches to consider:
  - Testing of raw materials
  - Auditing manufacturing facilities for banned substances
  - Testing the finished product

No product should be marketed as “100% guaranteed” free from banned substances
The proposal to develop a European Standard was submitted by the French Standards body AFNOR to the European Committee for Standardization (CEN).

The proposal aims to set out a voluntary Standard for manufacturers to increase product safety for consumers and sportspeople.

Work is currently ongoing within the Technical Committee CEN/TC 453, which has already held three plenary meetings to date:

- On 12th September 2017
- On 28th March, in Brussels
- On 23rd and 24th October, in Ayia Napa (Cyprus)
European Standard – an opportunity if...

Scope
Supplements and food intended for sports people
VS.
All food products marketed at sportspeople (incl. energy drinks)

Definitions
Sports foods / Foods supplements
Foodstuffs / Ingredients
Doping substances

Risk of cross-contamination
Testing
European Standard – a threat?

• The standard would be voluntary

• But, discussions could lead to consider regulation in the future

• Need to ensure the standard is robust enough and in line with European legislation– ESSNA is working towards this goal!

• Testing is an important quality assurance step to reduce the risk of doping
Questions and Answers

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