

# ESSNA

## European Specialist Sports Nutrition Alliance

*Representing manufacturers and distributors of specialist sports nutrition products in Europe*

### Background Note

The European Union is planning a new Directive (law) tightly to regulate sports nutrition products. Often referred to as the "Sports Nutrition Directive" it will in fact cover: *"Foods intended to meet the expenditure of intense muscular effort, especially for sports people"*.

Substantial progress has been made by the Commission in moving towards a final proposed text, and against that background it was considered essential that the specialist sports nutrition sector urgently organised itself so that it could enter into dialogue with those involved in finalising the legislation to prevent a serious and adverse impact upon its products.

The Alliance was launched formally on 2<sup>nd</sup> December 2003 with the following aim:

*To be a forum for discussion and vehicle for action on the concerns of the specialist sports nutrition sector in order to secure appropriate and proportionate European legislation on sports nutrition products.*

Full Membership of the Alliance is by invitation of the existing members and is open to businesses manufacturing and/or distributing specialist sports nutrition products on payment of an annual membership fee of £2,500. Full Members have voting rights in all decisions which are to shall be taken by majority vote.

Associate Membership of the Alliance is by invitation of the existing members and is open to other organisations, such as trade associations representing the interests of the manufacturers and/or distributors of specialist sports nutrition products or businesses deemed to be not large enough reasonably to afford the Full Membership fee, on payment of an annual membership fee of £1,250. Associate Members do not have voting rights in decisions of the Alliance but will be consulted on all major decisions.

Members of the Alliance have all agreed to strive to comply with relevant national and European regulations in a responsible manner.

The first Annual General Meeting of the Alliance was held on 2<sup>nd</sup> December 2003. The Alliance has met regularly since then and the following are the officers most recently elected:

|                |   |
|----------------|---|
| Chair:         | Dr Adam Carey BSc, MB BChir, MA, MRCOG, Pure Nutrition              |
| Vice Chairmen: | Zef Eisenberg, Maximuscle Europe<br>Robin Holiday, CLF Distribution |
| Treasurer:     | Sharon Flynn, (Holland & Barrett) MET-Rx Europe                     |

The officers are responsible for the general conduct of the Alliance and will supervise the implementation of a plan of action agreed by the Members of the Association and ensure the budget and funds are appropriately administered, giving regular reports to the Members on progress and financial affairs.

The Whitehouse Consultancy Ltd, led by Christopher Whitehouse KSG, were appointed to provide the Secretariat, administrative support, strategic advice and lobbying capacity. Member companies will be called upon to provide technical support etc.

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Michael Evans BSc, CChem, FRSC, MIFST, DMS, MCMI, has been appointed as a consultant to assist ESSNA with its technical work.

Meetings have already been arranged with key officials at the European Commission and a number of Member State authorities.

The Alliance is not and will not seek to position itself as a broadly-based trade association. It exists to provide a vehicle for participation in those regulatory and political debates and processes relating to sports nutrition which its members consider appropriate.

The Alliance needs the active support and involvement of as many responsible companies in the sector as possible.

July 2005

**European Specialist Sports Nutrition Alliance**  
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### European Specialist Sports Nutrition Alliance

#### Application for Membership

Name of company/organisation:

Contact name:

Contact address:

Telephone:

Email:

Fax:

I confirm that the above named company/organisation will subscribe to the aims of the Alliance as a

Full Member  (please tick one box)

Associate Member

And will pay the agreed fees on receipt of an invoice.

Signed:

Date:

**Please return to**

Chris Whitehouse

European Specialist Sports Nutrition Alliance

Southbank House, Black Prince Road, London SE1 7SJ, England

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