

FrieslandCampina Institute – BDA Corporate Membership Information Sheet

For BDA Members

The FrieslandCampina Institute have applied for – and been accepted into – corporate membership of the BDA as at November 2017.

What is Corporate Membership?

https://www.bda.uk.com/about/workwithus/faqs_on_bda_corporate_membership

About the FrieslandCampina Institute

FrieslandCampina Institute provides nutrition and health professionals scientific information, accredited education programs and round table debates on a wide variety of nutrition and health topics, ranging from general health in all stages of life to the role of nutrition in sports performance and the nutritional composition of milk and dairy products. They also offer a collection of booklets and educational tools to help support dietetic practice.

Friesland Campina website <https://www.frieslandcampinainstitute.co.uk/>

What were the points of wider discussion for FrieslandCampina Institute joining the BDA as corporate members? The below points were considered prior to approving their membership.

Positives	Concerns
<p>The BDA believes in the right of all to enjoy healthy, nutritious and sustainable food and lifestyles. We achieve this by developing and supporting activities that help children to have a healthy start to life and enable adults of all ages to maximise their health throughout life.</p> <p>By investing in this evidence base and resource for healthcare professionals, the FrieslandCampina Institute is showing a commitment to nutrition research which</p>	<p>Providing the growing world population with the right nutrients is the key challenge in the coming decades. By offering dairy products, FrieslandCampina is contributing towards safeguarding food and nutrient security. Sustainability is an important precondition for continuity and is therefore fully integrated in FrieslandCampina's purpose. Their stated purpose "nourishing by nature" stands for better nutrition for the world's consumers and a good living for farmers.</p>

<p>will support our member's practice – and positively impact patients and communities.</p>	<p>https://www.frieslandcampina.com/en/sustainability/</p>
<p>FrieslandCampina Institute is driven by a dietitian based at the Head Office in the Netherlands, and the UK manager is also a dietitian and BDA member. The organisation has a long history of engagement with dietitians and their Association in the Netherlands.</p> <p>They demonstrate an understanding of how to support their practice via the production of resources tailored to their needs – and seek independent peer review for these too. They do not include brand names in their materials or recipes which means that dietitians in practice can use them more easily with clients.</p>	<p>In terms of products, they sell a flavoured milk drink, Yazoo, in the UK http://www.yazoo.co.uk/. The core range does have added sugar but is also available in a range of pack sizes. Some bottles are labelled as containing two servings which may not be clear to consumers.</p> <p>Yazoo have a no added sugar version, where the sweetness comes only from the milk. This is available in suitable snack serving sizes for children. As more than half of British children drink Yazoo on a regular basis this new product is a useful addition from the perspective of reducing free sugar intakes.</p>
<p>The FrieslandCampina Institute seeks this partnership with the BDA to facilitate two way communication with UK experts, to ensure that they can create valuable educational materials for all dietitians.</p>	<p>The Yazoo range is not currently included within the scope of the sugar levy as milk-based drinks are excluded, though it is likely that milk-based drinks will be included in voluntary sugar reduction targets. The No Added Sugar version is likely to assist them in achieving these sugar reduction targets.</p> <p>Their other UK brand is Optiwell, a reduced sugar and fat yoghurt drink aimed at women http://www.optiwell.co.uk/our-range/. We do not have concerns about this from a nutrition point of view.</p> <p>Their Vifit Sport range is newly launched in the UK https://www.vifitsport.com/en</p> <p>Vifit Sport is a range of recovery products aimed at active sportspeople looking for a high protein recovery product to support muscle repair after exercise.</p> <p>Supplements for elite athletes and other people in sport can sometimes cause</p>

	concern for professionals (re banned substances, inappropriate use or unsupported claims). Vifit Sport products are batched tested and registered with Informed Sport in accordance with SENr supplement position statement http://www.senr.org.uk/key-documents
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Your opportunity to Get Involved

What should the BDA's key message to FrieslandCampina be? Let us know! This is your opportunity to influence manufacturers in better supporting your patients.

Any questions about this membership should be directed in the first instance to partnerships@bda.uk.com